

Skills-based Volunteerism

Presented by:

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Discover how employee volunteer programs are working to expand and develop staff skills, while at the same time helping to build the capacity of community organizations to address serious social issues.

- **Session Kick-off**
 - Introductions, Objectives, Agenda Review
- **What is Skills-based Volunteerism (SBV)?**
- **Why the Need for SBV?**
- **How to start a SBV program**
- **Metrics and evaluation overview of SBV**
- **Wrap-up**

- 1) Learn ways to develop employee skills through volunteering, and other potential benefits from this type of volunteer experience.**
- 2) Gain knowledge about different approaches your company can take to create your own skills-based program, including ROI measurement considerations.**
- 3) Learn how to be prepared for the potential challenges that may arise.**

What is Skills-based Volunteerism?

Definition

Volunteerism which uses functional business skills, experience or education. Impacts organizations and individuals.

Volunteerism which finds the intersection of corporate values and skills and then matches those characteristics to the needs of local non-profits.

- Not a new concept
- Beginnings in the legal community
 - Long history of pro-bono services
- Growth in technology, financial services, marketing, consulting

Includes professions and skilled trades:

- Marketing
- Human Resources
- Information Technology
- Public Affairs
- Accounting/Finance
- Electrical
- Engineering
- Legal
- Web Design

Structure:

- Group or team work
- Individual assignments
- Loaned executives
- Can be an internally focused program or a partnership with 3rd-party providers
- “Done in a Day”, long-term or ongoing timeframe

Why the Need for Skills-based Volunteerism?

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The Gap between Non-profit (NP) Need and Volunteer Ability*

- 9 out of 10 NPs realize that volunteer skills are extremely valuable
- 77% of NPs believe they would benefit from corporate volunteers
- 75% of volunteers believe their workplace skills are valuable to a NP

But...

- 62% of NPs do not work with corporate volunteers
- Only 12% of NPs align tasks with volunteer skills
- Only 19% of volunteers say their workplace skills are their primary volunteer service

Narrow view of corporate collaboration from all:*

- 56% of NPs feel \$\$ is the most valuable contribution a company can make

Reality— only 1% of NP operating budgets come from corporate \$\$

NPs are just starting to recognize corporate skills-based volunteerism:

Reasons volunteers not using their business skills:

- NP did not inquire about their workplace skills, 34%
- NP not structured to use their skills, 32%
- Volunteers' workplace skills were not valuable to the NP, 27%
- NP could not find a way to use the volunteer's skills, 22%

Growth of Skills-based Volunteerism

Growth of Skills-based Volunteerism

Why the current popularity in skills-based volunteerism?

- Trend towards non-profit support consolidation
- On-set of “boomer” ism and Gen Y’s
- Workforce entrance of the most volunteer inclined population in our country’s history
- Need for “smart” volunteerism vs. “more” volunteerism
- Use of layered volunteerism
- General growth and sophistication of the corporate volunteerism field

Growth of Skills-based Volunteerism

Corporate benefits of skills-based volunteerism

- Enhances existing and develops new employee skills
- Expands corporate in-kind opportunity
- Permits more in-depth relationships with NP partners
- Enhances reputation of company and its values

Why did Deloitte choose to focus on skills-based volunteering?

- Solving complex problems is something that we do in our day-to-day business
- This ability is what the community needs most
- Large number of highly-skilled volunteers
- Community involvement is a cost-effective platform to showcase our Firm's talents and capabilities

- Create internal Community Volunteerism Council(s)
- Develop relationships with forward-thinking NPs
- Conduct internal skills-assessment
- Develop skills matrix
- Conduct community/Agency needs assessment
- Measure outcomes of SBV

- Geographically based employee groups
- Manage volunteerism activities for their location on a year-round basis
- Typical roles:
 - Defining strategy and goals for volunteer program
 - Setting budgets
 - Liaison to senior management
 - Recruiting members
 - Communicating volunteer opportunities and outcomes
 - Recognizing volunteers and events
 - Managing volunteer registration

- Compile list of non-profits you've worked with in the past (volunteer activities, board relationships, financial support)
- Rate agencies on their interest in working with you on skills-based events thru agency discussions
- Target top 5-10 agencies for in-depth meetings with executive director or board members
- Bring skills assessment and skills matrix data to meetings as a “menu” for best opportunities

- Determine your company's primary business focus and its supporting services
- Identify what business skill(s) you'd like to be known for in the community
- What are the pressing challenges facing your community?
- “Low hanging fruit” – which business groups are the most interested in volunteering their skills?
 - Start with them, publicize the outcomes and leverage to target other groups

- Develop a “skills matrix” of volunteer matches based on your company’s structure

Matrix of Volunteer Matches

Deloitte Example

Consulting	Tax or Audit	Info Tech	Financial Advisory Services	Other Professionals
<p>CRM activities on managing donor pools (in-kind and financial).</p> <p>Retail store advisement and maximization plans.</p>	<p>Income tax preparation</p>	<p>IT consulting</p>	<p>Advising on Board governance</p>	<p>Mktg or PR staff advise on media relations, PR or publicity plan.</p> <p>Develop annual report or brochure. Lead an effective communications class.</p>
<p>Classes for NP management & boards on managing change, effective leadership strategies, donor communications.</p>	<p>Preliminary review & advisement on general topics around financial reporting</p>	<p>Networking/connectivity/virus protection projects</p>	<p>Balance sheet instruction & class on how to read financial reports for board members</p>	<p>Administration professionals can assist in creating donor tracking dbase or mailing campaign.</p> <p>Assist with office re-org and staff efficiency/effectiveness.</p>
<p>Specific consulting opportunities based on consulting specialty</p> <p>Health care- public health/wellness, Public Sector- working with government agencies</p>	<p>Advisement on maximizing advantages of non-profit tax status</p>	<p>Upgrades</p>	<p>Creative fund raising and cash management strategies related to specific NP challenges</p>	<p>HR staff can advise on creation of employee handbook, recruiting and staff retention strategies</p>
<p>Advising on Board governance</p>	<p>Advisement on operating with limited budget and maximizing limited resources</p>	<p>Equipment donations and installs</p>	<p>Advise on improving operational processes and efficiencies, reducing expenses, improving agency viability and value to communities</p>	<p>Finance staff can lead classes on financial reporting and budgetary procedures</p>

- Determine if agency has end-user clients
 - If **yes**, skills-based volunteering could be tailored to the agency's clients (i.e.- personal finance, tax preparation, job-skills training, life-skills training, personal effectiveness, etc.)
 - If **no**, skills-based volunteering could be focused on services to support infrastructure or operations of agency (IT solutions, leadership training, budgetary or governance projects, etc.)

Measuring Outcomes of SBV with ROI tools**

Measuring & evaluating SBV will help to improve program performance, prove value and guide investment decisions

- Business Drivers
 - Sales
 - Skill Development
 - Recruiting
 - Satisfaction
 - Risk
- Social Outcomes

Business Drivers- Examples

- Sales outcome: Gain/retain revenues
 - Build/strengthen new/existing client relationships
 - Showcase capabilities, display competencies
 - Demonstrate ethics, social commitment differentiator
- Skill Development outcome: Increase productivity/avoid training costs
 - Build new skills
 - Interact with higher level contacts than typical
 - Facilitate teambuilding

Business Drivers- Examples

- Recruiting outcome: Hire more and/or higher quality recruits
 - Build/strengthen new/existing relationships
 - Demonstrate workplace culture as differentiator
- Satisfaction outcome: Increase productivity or retention
 - Improve job satisfaction through personal fulfillment, teaming, recognition
- Risk outcome: Reduce business risk
 - Improve 'standing' among key influencers (communities, regulators, legislators)

Social Outcomes- Examples

- Market Value outcome: \$ market value of services provided
 - Unskilled volunteerism: average \$16.36/hour
 - SBV: average \$31.46/hour
- Change in Social Condition outcome: Quantity of people or qualitative description of change
 - Change in quality of life, or condition of issue
- Socio-economic value outcome: \$ market value of outcome/deliverable's impact or ripple effects
 - Money saved by society or generated for society

Top 10 Considerations for Skills-Based Volunteering

1. NP Vetting/Readiness
2. Project Vetting
3. Corporate Risk & Reputation
4. Scalability
5. Volunteer Skill Assessment
6. Project Management
7. Corporate infrastructure
8. Outcome Measurement
9. Episodic vs. long term
10. Company's focus areas

- ... There is a growing and acute need to transfer business skills and intellectual capital via volunteerism to NPs.
- ... Corporate America can help NPs achieve their missions and social impact by contributing their expertise in strategic planning, finance, operations, accounting, law, human resources, marketing, communications and other disciplines.

Contact Information

Skills-Based
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Thank you!

Data Sources

**2006 and 2007 Deloitte/Points of Light
Volunteer IMPACT Studies*

****True Impact LLC**