

FRAMEWORK: VIRTUAL VOLUNTEERING CONSIDERATIONS

When identifying **virtual volunteering opportunities** for employees to participate in, there are **two major decisions to make**:

1. Focus of the opportunity:



2. Approach to employee choice: Prescriptive, flexible, or open

The below framework demonstrates decisions and considerations in planning virtual volunteering opportunities, and the implications for both the Social Impact team and employee volunteers.

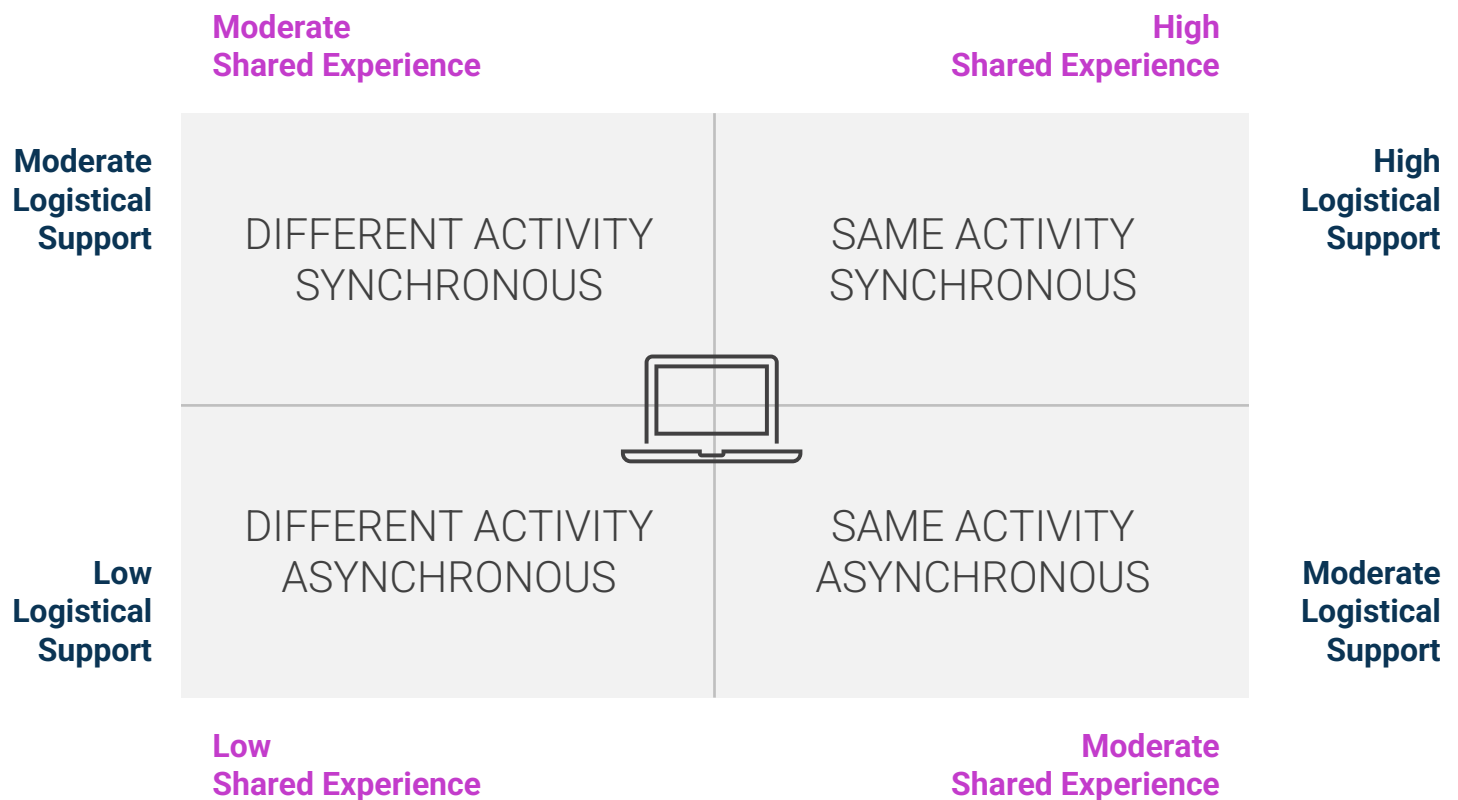
	← PRESCRIPTIVE	FLEXIBLE	→ OPEN
PROGRAM ALIGNMENT	Opportunities are defined by the CSR Team and/or regional leaders and are limited to only a few events.	Opportunity parameters are set by the CSR team and allow some choice for employees.	Employees can participate in a broad range of opportunities or create a new opportunity themselves.
PARTNER FIT	Experiences are limited to specific nonprofit partner(s).	Experiences are limited to pre-established range of partnerships or partnerships that align with causes.	Volunteers work with any nonprofit of within specified guidelines and policies.
CAUSE FOCUS	Experiences are limited to specific cause area(s).	Experiences range from a selection of cause areas.	Experiences can be determined by employees based on passions and interests.
EMPLOYEE OUTCOMES	Desired outcomes may be tied to specific metrics determined by both the company and signature partner.	Outcomes may be general yet limited by the range of experiences provided by focus area or nonprofit partners.	Desired outcomes are typically broad, such as <i>employee engagement</i> or <i>community support</i> .
SOCIAL IMPACT TEAM IMPLICATIONS	Social Impact team can easily curate or define opportunities that align with employee-related objectives, such as personal or professional development goals.	Social Impact Team and/or regional leads define parameters for the type of activities employees can volunteer for, providing the opportunity to direct employees to activities that contribute to employee-facing objectives.	Social Impact Team define minimal parameters. Employees choose from a broad set of activities which may include both traditional and skills-based and does not necessarily focus on employee professional development.
EMPLOYEE IMPLICATIONS	Employees need only to contact partners or sign up for partner provided events Range of hard and soft skill development somewhat limited to partner capabilities	Employees need to locate partners that fit criteria Hard and soft skill development equally determined by employee choice and focus/cause	Employees must determine if preferred nonprofit fits company policy guidance Skills depend on employee selection and ability of nonprofit to support development

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Logistics planning in a **virtual volunteering setting** adds a few layers of **complexity**. Namely, when groups of volunteers are not onsite or in-person, they may work on the same or different activities, at the same time or asynchronously.

This distinction comes into play when considering the degree to which employee volunteers will have a **shared experience**, and how much logistics **support** is needed to facilitate the event.

Whether volunteers on the same activity or different activities, and together or asynchronously, influences both the degree of shared experience among employee volunteers and the level of logistical support required from volunteer leaders.



While logistics differ greatly based on the type and synchronicity of activity, the primary determinant for logistics will be whether the nonprofit partner is setup for virtual volunteering.

Volunteer leaders should seek to understand the nonprofit's technology needs during scoping, and ensure they fit your organization's technology environment.

Time to test the technology, backup activities should the tech fail, and opportunities to support the nonprofit partner with technology resources should all be addressed during scoping.



ABOUT RW SOCIAL REV

RW Social REV is where social impact professionals come to get the job done and become the best at what they do. Backstage, the platform that powers it all, provides social impact professionals access to hundreds of practical resources to design, enhance, and build employee social impact programs that are scalable, measurable, and meaningful. This includes tools, templates, research, frameworks, training, and more.

Through Social REV, practitioners can also access Realized Worth's REV Agents and REV Experts. REV Agents help members get the most out of Social REV and Backstage. REV Experts inform and create everything available on Backstage, and are available to our All Access VIP pass holders to provide guidance and support in making critical program decisions.

To learn more about Social REV and Backstage, visit our website: www.realizedworth.com/socialrev.

ABOUT REALIZED WORTH

Since 2008, Realized Worth has offered strategic consulting services to some of the most notable companies in the world. We help companies successfully create or evolve their employee social impact strategy through a comprehensive design, transition and implementation process that results in a robust and scalable employee program. It's our mission to help companies curate Transformative Experiences to drive company-wide social movements. We bring meaning to action through our Transformative Volunteering approach, which teaches employees how to practice behaviours that create engaging, effective, and impactful volunteer projects for their peers.

With a wide range of over 100 clients including Abbott Labs, Amazon, Apple, Comcast, Deloitte, Microsoft, Netflix, and others, Realized Worth's specialized expertise is uniquely suited for the corporation seeking meaningful impact through its employee social impact programs.

The co-founders of Realized Worth, Chris Jarvis and Angela Parker, are based in Baltimore, Maryland. The extended team is based throughout the US and Canada. Realized Worth Canada is based in Halifax, Nova Scotia.

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