

# Transformative Volunteering FAQ

## Overview

Transformative Volunteering gets to the root of the problem. It is an approach to corporate volunteerism that addresses implicit bias by curating meaningful, impactful experiences for volunteers. It goes beyond simple task completion to foster personal growth, empathy, and a deeper understanding of social issues and their root causes.

## How does Transformative Volunteering differ from traditional corporate volunteering?

Traditional volunteering often focuses on transactional metrics like hours served or number of participants. Transformative Volunteering is an intentional approach that prioritizes the quality of the experience and its impact on volunteers' perspectives, behaviors, and long-term commitment to social causes.

## What are the three stages of the volunteer journey?

The three stages are:

1. Tourist: New volunteers who are curious but lack deep understanding.
2. Traveler: Volunteers who have had eye-opening experiences and are eager to learn more.
3. Guide: Deeply committed volunteers who integrate service into their identity and lifestyle.

## What is the "proximity effect" in volunteering?

The proximity effect refers to the increased motivation and performance of volunteers when they have direct contact with beneficiaries and understand the significance of their work. It's based on the idea that personal connections and understanding the human impact of service lead to more meaningful and effective volunteering.

## How can companies leverage the proximity effect in their volunteer programs?

Companies can:

- Create opportunities for direct interactions between volunteers and beneficiaries
- Share stories and testimonials from those impacted by volunteer efforts
- Use vivid language and imagery to illustrate the human stakes of the work

## Why is critical reflection important in Transformative Volunteering?

Critical reflection helps volunteers process their experiences, integrate new perspectives, and translate insights into lasting changes in their thoughts and actions. It's crucial for personal growth and deeper understanding of the impact of their service.



## How can companies cultivate a culture of service and citizenship?

Companies can:

- Curate a network of volunteer champions at all levels of the organization
- Consistently communicate the purpose and impact of volunteer programs
- Encourage authentic storytelling and reflection among employees
- Make the Transformative Approach a visible and valued part of company culture
- Invest in long-term employee development through volunteering

## What are some benefits of Transformative Volunteering for companies?

Benefits include:

- Attracting and retaining purpose-driven talent
- Deepening relationships with customers, partners, and communities
- Fostering innovation and resilience through a workforce of creative problem-solvers
- Creating a positive legacy of impact beyond the bottom line

## How can CSR managers measure the impact of Transformative Volunteering?

Instead of focusing solely on quantitative metrics like hours served, CSR managers should also consider:

- Changes in employees' awareness and understanding of social issues
- Increased advocacy and initiative in social causes
- Integration of CSR principles into day-to-day work
- Long-term behavioral changes and commitment to service

## Why is Transformative Volunteering particularly important in today's world?

Given the complex social and environmental challenges we face, Transformative Volunteering can:

- Foster empathy, collaboration, and courage in addressing difficult issues
- Create lasting mindset shifts that lead to sustained social impact
- Empower employees as changemakers both within and outside the company
- Position companies as true forces for good in addressing urgent global challenges

## 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, build, and implement 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 advise on critical program decisions.

To learn more about Social REV and Backstage, visit our website: [www.realizedworth.com/socialrev](http://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 behaviors 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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