Leading
a corporate volunteer event

Volunteering with corporate colleagues is a great way to increase socialization as well as find purpose in volunteering for your local community.

This guide will help you to establish your first corporate volunteer event.

Here's how it works:

This guide is intended to help you in connecting to an organization, recruiting volunteers, acquiring appropriate event details for those volunteers, and managing the project. Use these checklists to make sure you've taken the steps you need to set up, review, approve, and move forward with a volunteer project.

☐ Work with your human resources (HR) or legal department to create a volunteer release form if needed.

☐ Choose a volunteer activity that you and your employees would like to do together at least six to eight weeks ahead of the event.

☐ Have your proposed project reviewed and approved as appropriate by HR representatives and any appropriate company leaders.

☐ Once you have approval, reach out to the organization to confirm that your team would like to volunteer for their event or initiative.

Recruiting and leading your first project

Most projects require a four-week lead time for registration to ensure enough volunteers are available. Your contact at the selected organization can help you determine this time frame, as well as the number

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of volunteers needed for this project. The check list below will help organize the steps for a successful volunteer event.

☐ Create a factsheet that provides the details of the event for those people who are going to volunteer that day.

☐ Send a fun and personal email to help recruit employees who might be interested in volunteer event. Tell the story of why this particular volunteer opportunity was chosen. Make sure you attach the fact sheet to this e-mail.

☐ Create a list or spread sheet with volunteer names and contact information. Keep an eye on the numbers to ensure that you have enough but not too many people. Some people create a wait list of a few people to allow for cancellations.

☐ Send a thank you e-mail to all those volunteering as well as those that may be on the wait list or that did not get in to volunteer for your event. Encourage them to keep an eye out for other fun volunteer opportunities.

One week before

☐ Send a reminder email to all volunteers who are currently signed up. Remember to attach the fact sheet and remind them of the fun that they will have on this project. Keep the energy high!

- ☐ If you have people who need to back out, thank them and go to your wait list to find someone to take their place.

- ☐ Connect with your contact to remind them that you are looking forward to volunteering at their location and let them know that you will reach out two days before the event to confirm final details.

Two days before

- ☐ Confirm the details of the event with your contact at the organization to ensure there are not last minute changes. Don't forget to ask if they will have water and snack available and if not, remind your volunteers to bring these with them.

- ☐ Send out another reminder to your volunteers and time to arrive. Let them know when to arrive and include your contact information for the day of the event (even if it is in the fact sheet). This will ensure they can reach you in case of last-minute emergencies.

- ☐ Remind all volunteers to call you on your cell phone if they cannot make the event so you know not to worry and that you can start without them.

The day before

- ☐ Print a copy of your fact sheet.

- ☐ Print a copy of your sign in sheet.

- ☐ Print extra release forms to take with you to the project (as applicable to your organization).

- ☐ Bring pens.

- ☐ Bring your camera or cell phone to take photos. You will want to highlight your volunteers' work. Be sure to take before and after pictures for those events that include clean ups and renovations.

The day of the project/event

- ☐ Arrive 30 minutes before your volunteers. This will allow you to meet with the organizer/ your contact ahead of time to find out details of what everyone will be doing and where they will be if there are multiple activities that day.

- ☐ Meet in a visible location so everyone can see you. Everyone may not know who you are so make sure you greet people and introduce yourself.

- ☐ All volunteers must sign in upon arrival to the site location and sign any applicable release forms that you or the organization you are volunteering for may need.

- ☐ Collect the sign in sheet and any applicable release forms to take back to the office.

- ☐ Once everyone has arrived, introduce yourself and thank everyone for volunteering. If necessary, introduce volunteers to each other (this is a great networking opportunity for employees).

- ☐ Take a group photo right after sign-in.

- ☐ Ask your contact to provide a five-minute overview of their organization for the group.

- ☐ Assign volunteers to the different areas as applicable to ensure all volunteer tasks are covered.

Remember, your goal is to support the organization you're volunteering for and get the job done. Take on a role as well, but be sure it is something which is flexible so you can move around, check on your volunteers, and take photos.

After the project

- ☐ Thank your volunteers as they are heading out.

- ☐ The first business day you are back in the office, be sure to send a thank you note and some photos (if allowed) to your volunteers.

- ☐ Send a quick thank you to your contact at the organization as well, thanking them for having you on-site.

- ☐ Occasionally you may have a volunteer that did not show up and did not call to let you know. Send them a quick e-mail letting them know that you missed them at the event and that you hope they can volunteer again soon. Emergencies happen so make it light and remind them to call or connect with you or the project lead to ensure that they tell someone they are not coming so no one worries.

- ☐ Be sure to post all pictures via e-mail on a board, or in your company newsletter. Highlight the good work you did and how much fun everyone had to encourage others to volunteer for the next event.

Congratulations — you've completed your volunteer project!

Independence ✛