

Best Practice Network Recognizing Employee Volunteers



Agenda

- Defining the need
- Motivators
- Benefits
- Characteristics of successful recognition programs
- Real-life examples
- External recognition programs
- Resources
- Question & Answer



Defining the need

“...nine in ten organizations are ready to take on more volunteers”

(Volunteer Management Capacity in America's Charities and Congregations, Urban Institute, 2004)



Recognition programs can be one strategy to help alleviate this volunteer shortage. They promote and publicize the efforts and impact of individual and group volunteer activities.

Motivators

Matching Volunteer Motivators to Appropriate Recognition Mechanisms

- Praise
- Affiliation
- Accomplishment
- Power & Influence



Benefits

An effective recognition program can:



- Communicate basic volunteer standards
- Identify best practices and organizational volunteer trends
- Reward volunteer productivity/creativity
- Create role models and set benchmarks for volunteers
- Increase company's community impact

Characteristics of successful recognition programs



1. Solid planning
2. Strong design
3. Sound administration
4. Clear communication
5. Frequent monitoring

Real Life Examples

Motivate!

Inspire!

Encourage!

Challenge!

KPMG – Chairman's Award

KPMG has a very high-profile awards program for individuals and team in the company.



They honor these employees through special recognition from the CEO of the company. KPMG flies the winners to the senior management annual meeting where they are recognized.

Honorees receive more than \$5,000 in certificates and monies donated to the nonprofit of their choice.

The KPMG logo, featuring the letters "KPMG" in a bold, blue, sans-serif font with a white outline, set against a white background.

General Mills – Vanguard Award

Five employees receive General Mill’s “Vanguard Award” which recognized those who demonstrate a strong commitment to service, generate noticeable impact in the community and inspire others to act.



The awards process begins with employees being nominated for the award by their colleagues. General Mills Volunteer Council narrows the finalists down to 12 and then selects five honorees.

In 2005, the Community Action group presented the second annual Vanguard Volunteer Awards at the annual Report to the Community held at their headquarters. Each winner was spotlighted in the news section of General Mill’s VolunteerMatch site.



State Street – Chairman’s Community Service Award

Named for the Chairman Emeritus, William S. Edgerly, honors a select group of employees each year. The awards are presented to employees who make significant and sustained volunteer contributions to nonprofit charitable organizations in their communities.



Awardees receive:

- A \$10,000 grant to the nonprofit of their choice
- A \$1,500 cash gift
- Company-wide accolades



Gap, Inc. – Founders’ Award

Named to honor the philanthropic character of Don and Doris Fisher, founders of Gap, Inc. and the Gap Foundation.

Company donates up to \$50,000 to a nonprofit on behalf of the winning employee. The volunteer is also awarded up to 80 hours paid time off to further contribute to the nonprofit.



Target – National Volunteer Week

Target sent out boxes of Girl Scout cookies (with “Thank You” on the cookies in different languages) to all of their Volunteer Councils during National Volunteer Week. Their CEO and senior executives host and attend an annual lunch to honor the Councils.

