

EMPLOYEE
VOLUNTEERING
EUROPEAN
NETWORK



EVEN WORKBOOK

"A workbook to help employees
organise **private volunteering initiatives**
taking place in their own free time."

MAKING THINGS MORE EVEN

 Europe
for Citizens

Telefónica
Fundación Telefónica

IBM

Employee Volunteering European Network (EVEN)

Established by the European Volunteer Centre (CEV) in 2013, EVEN aims to increase the number of employers and volunteer-involving organisations with the capacity and willingness to implement good quality employee volunteering and give greater visibility to these initiatives.

Capacity building events both online and face-to-face enable affiliate members to increase their competencies and knowledge about Employee Volunteering. EVEN events also give members the opportunity to share experiences and have access to reliable and competent partners for employee volunteering projects.

Benefits of Employee Volunteering European Network Membership:

- Increase capacity and willingness to implement good quality employee volunteering.
- Increase competencies in employee volunteering by participating in EVEN training courses.
- Gain recognition and credibility for the implementation of good quality employee volunteering projects.
- Have access to reliable and competent partners for employee volunteering & share experiences and new developments on a regular basis.

Golden Rules for Employee Volunteering:

- The current economic climate is an ideal opportunity to bring sectors together in sharing resources skills funds and creativity. Seize it
- Use an internal CSR framework to maximise impact.
- The benefits of specialist skill-based volunteering are greater than generic volunteering.
- Stakeholders from across the different sectors need to work together.
- HR + CSR = much more than PR.
- To manage volunteering impacts they must first be measured.
- Communication plans are critical.



IN THIS WORKBOOK

- 03** How to use this workbook
- 04** Step 1: Why do you want to volunteer?
- 05** Step 2: Get in touch!
- 06** Step 3: Motivation?
- 07** Step 4: What can I do?
- 08** Step 5: Getting Started!
 - 08** 5.1 Who needs to be involved?
 - 09** 5.2 Managing the action/project
 - 10** 5.3 Training
 - 11** 5.4 Evaluation
 - 12** 5.5 Communication
 - 12** 5.6: Measuring impact
 - 13** 5.7 Resources
- 14** Step 6: We agree!
- 15** Step 7: Next steps?



How to use this workbook

In addition to providing different opportunities to engage in volunteering activities during working hours, according to the criteria set out in an employers volunteering policy and guidelines, employers can also encourage staff to Volunteer in their own free time.

This approach, often spearheaded by the HR department, can be based on the fact that volunteering not only provides much needed support towards the objectives of the solidarity action concerned, but also contributes to the overall productivity of the employer and the well-being of its staff.

This workbook is designed to help employees engage in volunteer activities in their own free time. It will be useful for employees that have already decided that they would like to volunteer but need guidance in understanding the steps that need to be taken in order to engage.

The workbook guides the user through a process that emphasises the importance of ensuring a common understanding between the potential volunteer and the organisation/initiative that they will contribute their time and skills to before making a final decision about whether or not, and how, to engage.



Step 1: Why do you want to volunteer?

Why the interest in Volunteering? ✓

You have a need and/or interest to develop skills and competencies through volunteering.

☐

You are aware that a volunteer organisation is in need of additional volunteers.

☐

You are interested to access new networks and friendships.

☐

You are looking for a meaningful way to 'give something back' and contribute to the needs in society and communities.

☐

Another reason:

What internal rules or guidance exists that can support or limit the development of your volunteering activities ?

What legal frameworks exist that can impact on your EV activities?

To what need in society would you like to dedicate your time and skills? ✓

Is it an existing action/project?

☐

Is it a new/ yet to be developed action/project?

☐

You don't know?

☐

What is the action/ project?



Step 2: Get in touch!

Possible opportunities: Who? Where to search?

Contacting the organisers of volunteering actions or projects that are in need of new volunteers is critical first step. Potential volunteers have a variety of sources from which to identify potential organisations. These include volunteer centres, volunteer platforms, EV brokering organisations. Paying attention to the field of activity of different organisations can also assist with identifying projects that will allow volunteers to use their specific skills and competencies and bring the resources required for the objectives of the project.

Are there any ethical considerations? e.g. ethical guidelines for engagement

It is important to consider any internal ethical guidelines or regulations from your employer and/or personal perspectives before contacting organisations for possible collaboration in the same way that it would be for financial donations. Issues such as whether the political or religious affiliation or approach of an organisation goes against your values and/or those of your employer should be taken into account. It is recommended to include ethical perspectives and values on which collaboration should be based such as co-responsibility, dignity, transparency, respect, confidentiality etc into the collaboration Agreement. (see Step 6)

A list of key elements to include in contacts with organisations with whom you are interested to volunteer is included here.

When contacting organisations you are considering to volunteer with explain:

- Who you are and your unique selling point- who you work for eg. the largest / the only / a well-established employer or local SME providing what to whom?
- Why you have approached them in particular – e.g. you met them at a networking event / you read their annual activity report or activities online, you share the same demographic profile, community, organisational values, they were recommended to you etc.
- What are you good at, what are the skills sets of the staff who will be volunteer.....
- What do you want? – e.g. You are looking for a meaningful and constructive partnership with an organisation to achieve their goals (eg. regular volunteers) or a one-off engagement ?
- What will the organisation get out of the collaboration? E.g. more human resources, employee & volunteer up-skilling through transfer of knowledge, enhanced reputation, greater links with local employers, increased capacity, the opportunity to achieve something above and beyond their normal activities.
- Request a meeting / call to discuss the many ways in which you can collaborate to mutually beneficial outcomes.



Step 3: Motivation?

Ranking this list of possible outcomes can assist you in describing your motivation to the organisation/cause that you are interested in.

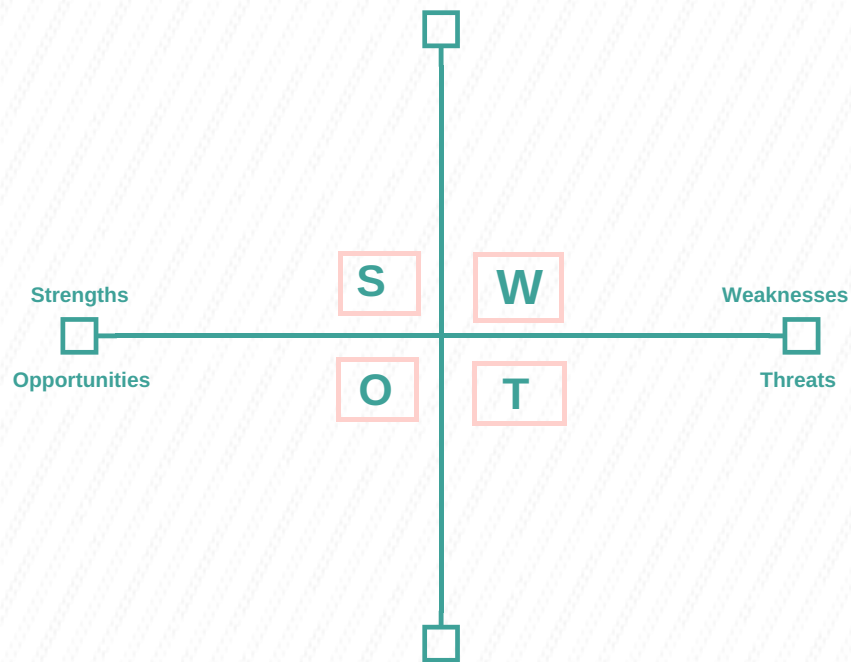
Outcomes	Not Important	Important	Very Important
Opportunity for professional and personal skills development			
Increased morale, self esteem			
Enhanced leadership and team building skills			
Delivery of meaningful/measurable community engagement or projects			
Increased public perception of organisation or cause			
Opportunity for long term partnership			
Improved access to, and understanding of, the local community where you are based			
To "give back"			
Other?			
Other?			

Step 4: What can we do?

Gaining an understanding of the pros and cons of different models of volunteering projects is important in order to enable you to select the most appropriate approach to reach the desired objectives.

Use the SWOT analysis chart to assess the different models (as listed below) for alternative projects that are under consideration.

For information on how to conduct a SWOT analysis: http://en.wikipedia.org/wiki/SWOT_analysis



Possible Models

- Volunteer chains (sharing a role eg. a fixed shift in a charity shop with other friends/colleagues);
- One-off event eg environmental project or soup kitchen or food bank shift;
- Ongoing relationship: long term, regular commitment eg weekly, monthly to a cause eg homework club or visiting lonely, isolated elderly people. (For this model extra thought must be given concerning the responsibility needed and commitment required);
- Skills-based (to use existing skills in a specific way eg translation or develop new ones eg. online communication or grant writing);
- Virtual/ e-volunteering (can be with an organisation anywhere in the world);
- Fundraising activities;
- Family days (opportunities to volunteer also with your family and friends, usually on a weekend);
- Other.....

Step 5: Getting Started

5.1 Who needs to be involved?

Involving and informing the right actors is critical for the success of your volunteering endeavours. Select from the list below who is needed for the project in question and include other people who will be key to ensuring successful project outcomes.

Who are the key actors/ players? ✓

Volunteer manager NGO - Have you discussed and agreed the volunteer agreement stating your rights and responsibilities?

☐

Your work context Manager where relevant.

☐

Trade Unions - is there any conflict with local work and employment tradition? eg. when providing volunteer translation and interpretation services or being a volunteer nurse.

☐

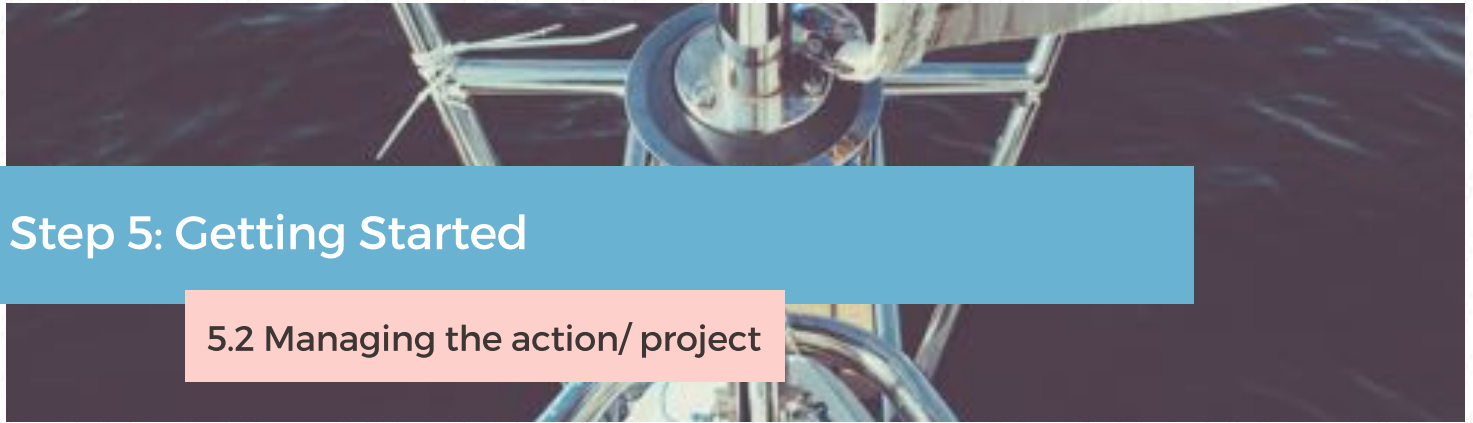
Beneficiaries of the volunteer action - Have they been introduced to you by someone they trust (especially important when volunteering with vulnerable groups)? Do you know what they most appreciate and need from the volunteers?

☐

Others: eg. Police department if you need to produce a criminal record check in order to volunteer with vulnerable people.

☐

Others::



Step 5: Getting Started

5.2 Managing the action/ project

Good management of volunteering projects is important for their success. It is essential to have clear understanding and agreement about how the project will be managed and who will manage you and/or your colleagues during the activity

Who will inform you about your tasks and responsibilities and any changes in that regard?

Who will you report to and to whom will you give feedback to or share any concerns or questions?

The interaction between existing "regular" volunteers and any new ones can be a source of tension in organisations. It is recommended to spend some time to consider this with your volunteer manager and understand what procedures and processes are in place to ensure your smooth incorporation into the pre-existing volunteer team.

Step 5: Getting Started

5.3 Training

Appropriate training should be provided for all volunteers and a training plan should be included in any volunteer agreement, even if it is to say that no specific training is required. How volunteers will be supported with ongoing mentoring, if relevant, should also be described. This is particularly important when volunteering with vulnerable people and especially for longer-term commitments.

What is appropriate training and coaching will vary according to the project but it should cover the skills and competencies needed for the activity and be delivered with a fitting methodology in a suitable location and time frame. Below are some ideas for elements that might need to be included as part of a volunteer training programme. The training requirements and how it will be funded should be stated in the volunteer agreement. Training can of course be provided by existing volunteers and this is often used an approach in order to be more inclusive of new volunteers into existing teams.

What training is needed? ✓

Orientation

☐

Skills based

☐

Health and Safety

☐

Child Protection

☐

Other:

Training and Coaching/ Mentoring Plan:

Step 5: Getting Started

5.4 Evaluation

Volunteering projects, as any others, should be evaluated. This is important for the developments of future projects and can also inform some aspects of impact studies.

The experience of volunteers within the projects should also be evaluated on an on-going basis.

How will you be engaged in the evaluation processes?

Step 5: Getting Started

5.5 Communication

The organisation/ initiative that you volunteer for may wish to highlight the fact that you are volunteering for their cause in their communication referring to your employer.

Some things to have in mind:

It is your choice to tell the organisation that you volunteer with who your employer is.



Be aware of the guidelines around external communication of your employer's staff volunteering policy and its implementation and ensure that the organisation you are collaborating with is aware of, and adheres to the relevant parts.

Step 5: Getting Started

5.6 Measuring Impact

The measurement of the impact of projects is increasingly important for all stakeholders. Volunteers in particular should be assisted with understanding the impact they have made. When they do, and it is deemed positive, this is often a motivating factor in decisions to continue volunteering. Discuss this aspect with your volunteer manager if you need more details about this impact that your time and skills are having for the chosen cause.

Step 5: Getting Started

5.7 Resources

What resources are needed?

Draft Budget

Item	Price/ Unit	Quantity	NGO	Employer	Other	Total
Staff time						
Transport						
Catering						
Training						
Materials/ equipment						
Communication						
Evaluation						
Impact measurement						
Gadgets/ t-shirts						
?						
?						
?						
Total expenditure						

Where will the resources come from? ✓

NGO

☐

Employer

☐

Myself

☐

Other:

Explain:



Step 6: We agree!

Before starting volunteering it is important that you reach a clear agreement on the terms of the collaboration. Elements to be considered and included are:

Collaboration Agreement

Organisations and Context

1. Profile and general aims of the organisation
2. Context
3. Ethical considerations

Project

4. Aims of the activity
5. Description of the activities and volunteer training process
6. Estimated programme (time and place framework)
7. Responsibilities of each party

Resources and Communication

8. Resources and Budget (see 5.7)*
9. Images use (see 5.5)

Management and Evaluation

10. By whom and how will you be managed during the day? Will you be offered any coaching or mentoring?
11. Will you be offered a certificate?
12. How will your experience be evaluated and how will you be able to give feedback about your experience? (see 5.7)

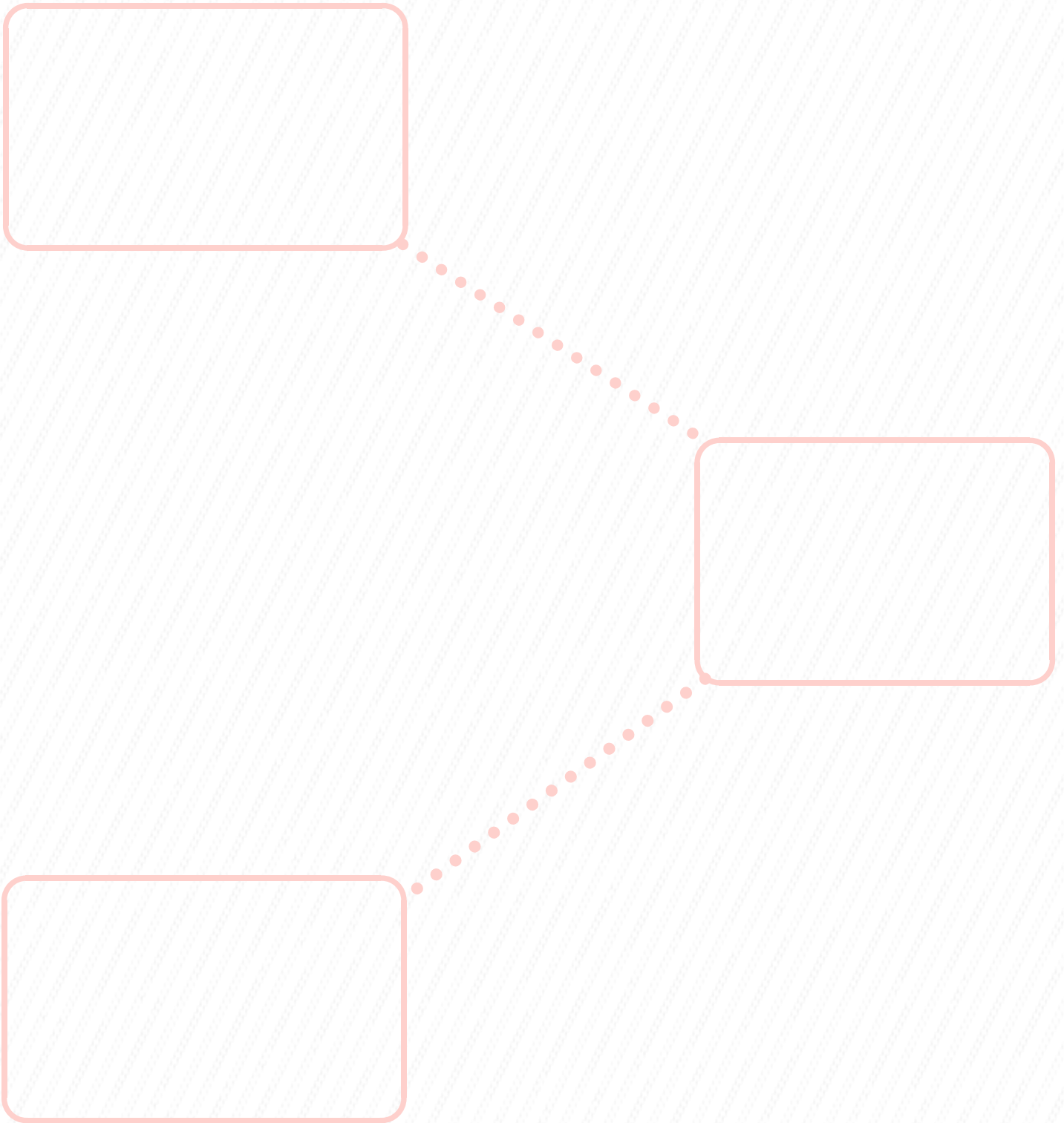
Legal aspects

13. What insurance are you offered. In particular, public liability insurance.
14. Privacy policy (above all for your images and personal data)
15. Legal framework considerations

* Budget and/or other specific topics/agreements can be treated separately and attached to the Collaboration Agreement.

Step 7: Next steps?

What will be YOUR next actions related to creating/ running a volunteering activity during private time?



© September 2017

CEV - European Volunteer Centre
Mundo B, Rue d'Edimbourg 26,
Brussels 1050 | Belgium
www.cev.be



This publication is supported by the European Commission in the framework of the Europe for Citizens Programme.
Sole responsibility for the publication lies with CEV.