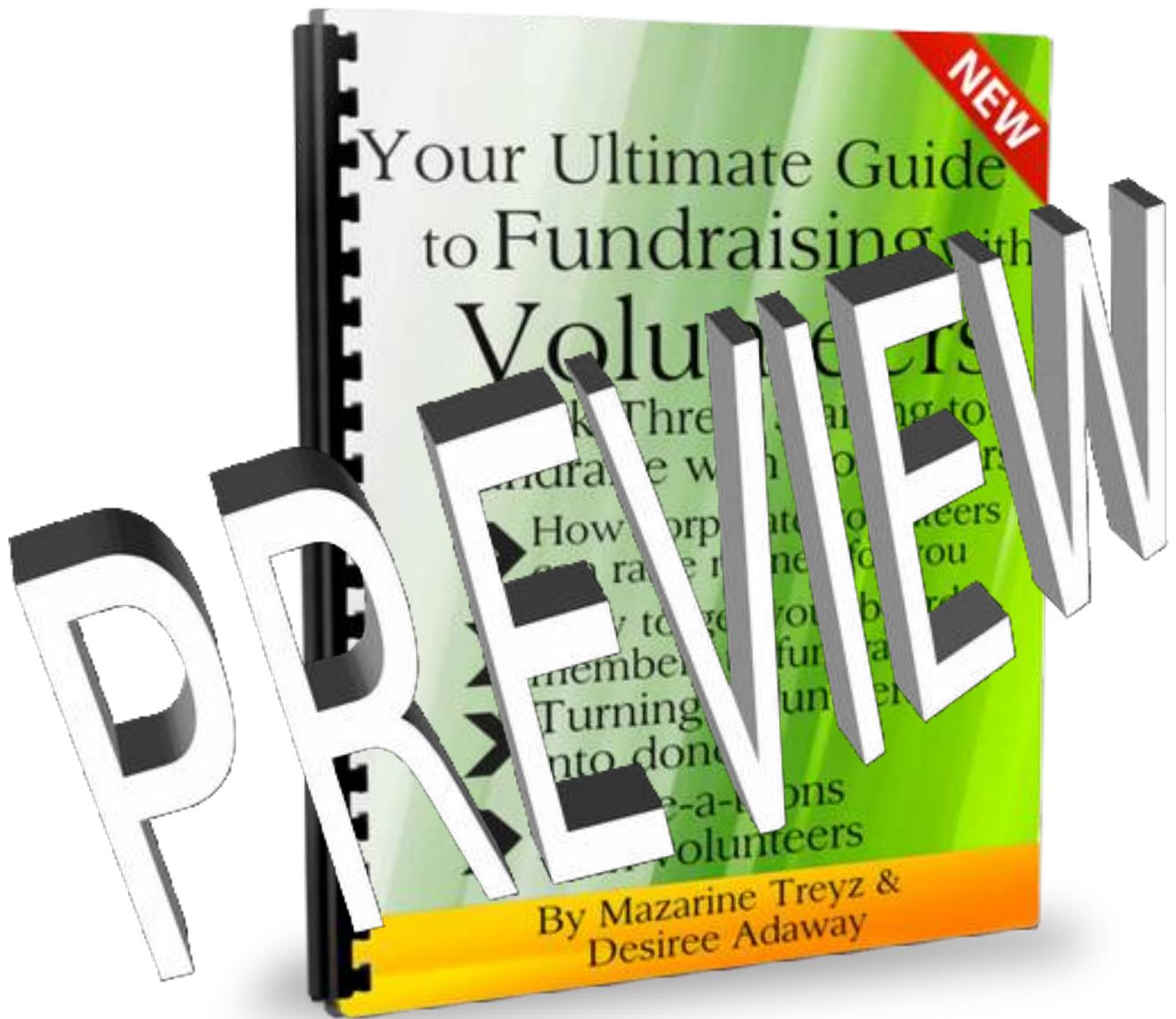


FREE PREVIEW of Your Ultimate Guide to Fundraising with Volunteers



Welcome to the free preview of Your Ultimate Guide to Fundraising with Volunteers!

I've taken a piece of Week 3 of this course, on how to fundraise with corporate volunteers, to share with you today.

If you're looking for corporate volunteers, then how do you get them?

## **What do corporations want?**

### **More corporations are looking for skills-based volunteer opportunities**

At the recent 2012 Corporate Philanthropy Summit, executives from UnitedHealth Group, Morgan Stanley and Gap joined A Billion + Change to address the emergence of skills-based volunteering.

Now companies are embracing this mindset and establishing the strategies and programs to back it up. They want to be long-term partners with the nonprofits in their community and want to determine how to effectively structure their giving programs to deliver more impact.

Paying attention to what skills corporate employees want to use will help both of you be happy at the end of the volunteering assignment.

### **Bottom line: They want skills-based opportunities.**

What makes a good skills-based opportunity? It has to incorporate employee interests, community needs and company programs. When all of the pieces are in place, skills-based volunteering programs yield tremendous benefits.

Employees gain leadership training, job skill development and internal networking beyond community service experience.

### **Why is skills-based volunteering so irresistible to these companies?**

These opportunities benefits companies in these 3 ways:

- Skills-based volunteers are 142% more likely to report job-related skills-gains than traditional volunteers,
- 47% more likely to report high satisfaction from volunteering, and
- 82% more likely to report that volunteerism generated new recruits for their

company.

(From to a study on skills-based volunteering by True Impact)

# Finding suitable corporations to partner with

Start looking with:

1. Board members
2. Foundation center database research: Which corporations support your mission?
3. Book of Lists: Most charitable companies, do they support your mission?
4. Similar nonprofits, who are their corporate volunteers? Is it in their annual report?
5. Networking events/Chamber of commerce/HR events
6. Volunteer centers, volunteer councils and community-based associations

Corporations with employee volunteerism programs (or EVPs) that allow you to collect \$10/hr per person or more:

- Old Navy
- Kohl's
- Starbucks
- Best Buy
- Macy's

**PLUS: 10 Companies with Volunteer Grants Greater than \$15 per hour**

## **Coinstar / Redbox**

By requiring only 10 volunteer hours in a calendar year, Coinstar has one of the lowest volunteer thresholds before an employee is eligible to request a grant. There are four different volunteer grant levels (all come to \$15 per volunteer hour.)

- 10 hours --> \$150 grant
- 20 hours --> \$300 grant
- 30 hours --> \$450 grant
- 40 hours --> \$600 grant

Coinstar also offers a matching gift program where the company matches employee donations up to \$2,000 annually.

### **ExxonMobil**

The company offers a generous matching gift program by providing 3:1 matches to educational institutions and 1:1 matches to other eligible organizations. For every 20 hours an employee volunteers, the company will provide a \$500 grant to the nonprofit (\$25 per hour volunteered.) The company provides up to \$2,000 in volunteer grants per employee each year.

### **ConocoPhillips**

The company matches donations up to \$15,000 annually to nearly every nonprofit. ConocoPhillips also provides volunteer grants worth \$25 per hour volunteered. There are two thresholds:

- 20 volunteer hours = \$500 grant
- 40 volunteer hours = \$1,000 grant

### **Verizon**

Through Verizon's Volunteer Incentive Program (VIP), the company provides volunteer grants to organizations where employees volunteer on a regular basis. After employees volunteer for 50 hours in a year, the company provides a \$750 grant to the organization (\$15 per hour.) The company also matches employee donations to schools up to \$5,000 annually and \$1,000 to all other 501(c)(3) organizations annually.

### **Aetna**

It requires its employees to volunteer for only 20 hours in a year. Aetna employees who volunteer for a minimum of 20 hours can request a grant of \$300 for the organization they work with. Each organization may only receive one volunteer grant per volunteer per calendar year, but if an employee volunteers on a regular basis with more than one nonprofit, he or she can request multiple volunteer grants. Aetna also matches employee donations up to \$5,000 annually to nearly all nonprofits.

### **Microsoft**

In 2005, Microsoft instituted a Dollars for Doers Program where the company provides \$17 grants for every hour a Microsoft employee volunteers. In Microsoft's most recent fiscal year, more than 4,900 employees participated in the company's volunteer grant program. Collectively they volunteered for over 430,000 hours. Microsoft also matches each employee's nonprofit donations up to \$12,000 per year.

## **Dell**

For every ten hours an employee volunteers with a nonprofit, Dell will provide a grant of \$150 to organization (\$15 per hour). Employees can request one volunteer grant per a quarter for a total of \$600 annually. The company also matches employee donations up to \$10,000 annually.

## **RealNetworks**

The RealNetworks Foundation provides grants of \$15 for every hour volunteered by employees. The company will donate up to \$900 annually (max 60 hours) per employee. The company also matches employee donations up to \$10,000 annually. When an employee reaches the five year mark with the company, RealNetworks will provide a \$500 grant to an organization of the employee's choosing.

## **Allstate**

The Allstate Foundation awards "Helping Hands" grants to nonprofits where employees and agency owners volunteer on a regular basis. After individuals volunteer for at least 20 hours, they can request grants of the following amounts:

- Allstate agency owners are eligible for \$1,000 volunteer grants.
- Employees are eligible for \$500 volunteer grants.

The company also matches donations to higher education institutions.

## **Time Warner and Subsidiaries**

Through the Time Warner Cares program, the company recognizes employees who volunteer with nonprofits by providing the organizations with volunteer grants. The company provides \$500 grants after employees volunteer for 30 hours (\$17 per hour).

Time Warner also matches donations to many organizations including civic and community focused nonprofits, arts and cultural organizations, and educational institutions.

## **BONUS list of companies with good workplace volunteer programs**

These companies below were selected by the Points of Light Foundation in 2005 for having excellent Workplace Volunteer Programs:

- AAA of Northern California,
- Nevada, and Utah

- AARP
- Accenture
- Aetna
- Albertsons
- BD
- Cisco
- Citizens Financial Group
- City of Jacksonville
- Colorado Springs Utilities
- Crescent Real Estate Equities
- Deloitte & Touche USA LLP
- Eat'n Park Hospitality Group, Inc.
- Federated Department Stores, Inc.
- Freddie Mac
- Georgia Natural Gas
- Hasbro, Inc.
- IBM
- Memorial Healthcare System
- Microsoft Corporation
- New York Life Insurance Company
- Nike, Inc.
- PNC Financial Services Group
- Portland General Electric
- Provident Financial
- SRP (Salt River Project)
- Starbucks Coffee Company
- Target
- The Home Depot
- The McGraw-Hill Companies
- The Timberland Company
- The Walt Disney Company
- UPS
- Washington Trust Company
- Wells Fargo
- Weyerhaeuser Company
- Xerox Corporation

**How to research these companies:**

Ask the following departments for information on employer-supported volunteer

initiatives:

- Public relations
- Community relations
- Corporate relations
- Human resources
- Corporate communications

Remember that national companies often have regional offices. Find out if a company's employer-supported volunteer program (ESVI) is run centrally or through a local branch.

**THIS IS THE END...** of your free preview. Want to learn more? [Click here.](#)

**Not ONLY** are you going to get four weeks of incredible, hands-on, actionable ways to fundraise with volunteers, you'll also get 5 incredible bonuses!

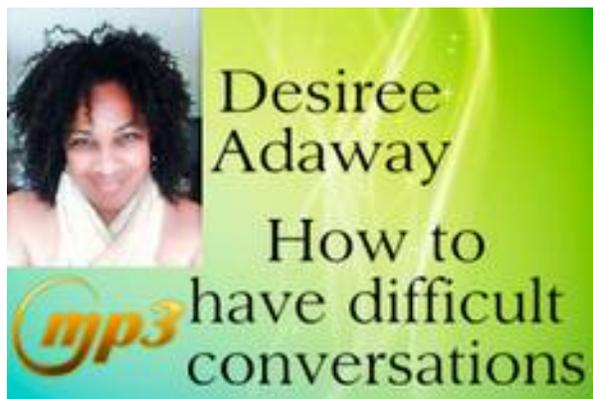


**ONE** bonus webinar recording on how to recruit volunteers,

# Bonus Webinar Recording



**TWO: ANOTHER** bonus webinar recording on how to fundraise with volunteers



**THREE:** A recording of an interview with Desiree Adaway talking about how to have difficult conversations with volunteers

**FOUR:** An end-of-course conference call with Desiree Adaway and Mazarine Treyz on December 10th!

**FIVE:** Worksheets including:

- Fabulous Phone-a-thon checklist
- Volunteer job survey
- Board fundraising questionnaire to pass out at your next board meeting
- AND MORE!

## **You'll learn:**

### November 15th: Week 1: Finding & Interviewing Fundraising volunteers

- Best websites to recruit volunteers
- Compelling Volunteer job descriptions
- Help your volunteers feel valued: Super volunteer surveys
- How to show you'll be a good partner for corporations
- Recruiting younger volunteers/diverse volunteers
- How volunteers can earn you money right away

### Nov 22nd: Week 2: Engaging Fundraising volunteers

- Current trends in corporate volunteering
- Making partnerships work
- How to create a partnership agreement
- Pro-bono volunteering
- Getting more out of your board members

### Nov 29th: Week 3: Fundraising with Volunteers, Step by Step

- Which corporations have robust volunteering programs
- How corporate volunteers can raise money for your nonprofit
- Phone-a-thons with volunteers
- How to get your board members to fundraise
- Turning volunteers into donors
- How to show you'll be a good partner for corporations

### Dec 6th: Week 4: Retaining Fundraising volunteers and ending partnerships

- Meaningful check-ins and appreciation events
- Best phrases to keep your volunteers happy
- Short term versus long term volunteering
- Having those difficult conversations
- How to redirect volunteers

[Click here to learn more](#) about this course.

## Who is teaching this e-course?



### **Desiree Adaway**

As the former Director of Volunteer Mobilization for Habitat for Humanity, Ms. Adaway raised over \$10M with volunteers. She consults with nonprofits around volunteer recruitment and retention, program effectiveness, and more. Previous clients include: Rotary International, YWCA, and more.

## Mazarine Treyz



Mazarine Treyz has raised money with volunteers for small nonprofits for years, including using phone-a-thons, earned income streams, event fundraising, and more. She has raised over \$1M for nonprofits. She is the author of *The Wild Woman's Guide to Fundraising*, *The Wild Woman's Guide to Social Media* and *Get the Job! Your Fundraising Career Empowerment Guide*, rated 5 stars by Nonprofit.About.com.

[Click here to learn more](#) about this course.

## Testimonials:

What have people said about Desiree Adaway and Mazarine Treyz's Volunteer trainings?

From the Director of Education at Meals-on-Wheels National:

**Magda Hageman-Apol** We just had a very inspiring webinar with Mazarine Treyz. She is a powerhouse of information on recruiting and retaining volunteers.

From VolunteerMatch:



**VolunteerMatch** @VolunteerMatch

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Thank you @wildwomanfund @desireeadaway @papeamanda for sharing your tips and insights with #nonprofits and everyone who attended #vmlearn



**VM\_Solutions** @VM\_Solutions

big thank you to @wildwomanfund @desireeadaway and @papeamanda for such an educational webinar #vmlearn

From Nonprofits:



**Rebuilding Together** @RTNCF

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@VM\_Solutions @wildwomanfund @desireeadaway @papeamanda TY 2 all for a very informative webinar. Can't wait to share what I learned #vmlearn