



# Virtual Volunteering Toolkit

A PRACTICAL GUIDE FOR SOCIAL IMPACT AND EMPLOYEE ENGAGEMENT LEADERS

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**team4tech**

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## A Practical Guide For Social Impact and Employee Engagement Leaders

As the world has shifted to virtual due to the Covid-19 pandemic, social impact and employee engagement leaders have been challenged to enable meaningful virtual volunteering programs that have a measurable positive impact for companies, employees and nonprofits.

From an employee experience perspective, purpose, team connection and diversity, equity and inclusion have become critical needs, while opportunities for learning and development remain important for engaging and retaining the best talent.

The need for nonprofits to build capacity has accelerated in the face of increased demand for their services. Many educational nonprofits have been further challenged by the need to deliver remote learning opportunities to students in their communities.

At Team4Tech, our goal is to support social impact and employee engagement leaders in developing skilled volunteering programs that create shared value for companies, employees and nonprofits.

Based on our experience delivering programs for dozens of companies to engage more than 700 employee volunteers in supporting over 30 nonprofits, this toolkit is designed to help companies build skilled volunteer programs that meet these goals.

### VOLUNTEERING INCREASES EMPLOYEE WELLNESS<sup>1</sup>

- 78% Say that volunteering lowers their stress levels.
- 76% Say that volunteering has made them feel healthier.
- 64% Say that volunteering with work colleagues strengthened their relationships.

“Team4Tech’s volunteer training prepares our employees for the project, but also ensures they will have profound and lasting growth. We trust Team4Tech because their local nonprofit partnerships are so impactful, which also makes our employees’ experiences more meaningful. Team4Tech really understands the needs of the nonprofit partner, and each new project builds on the work of previous teams. Team4Tech delivers long-term value to all of the stakeholders, and that is unique.”



(Read the [full case study](#).)



— KIM KERRY-TYERMAN  
Senior Manager, Brand Purpose, Adobe

<sup>1</sup>UnitedHealth Group, “Doing Good Is Good for You: 2013 Health and Volunteering Study,” 2013.

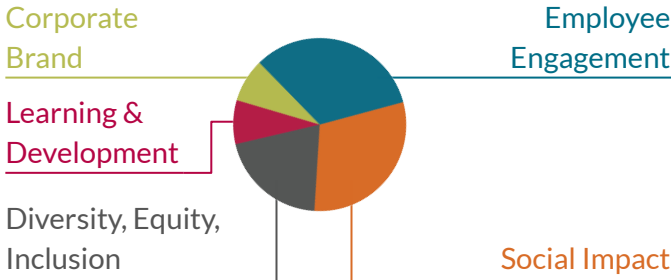
# Defining Goals and Choosing Appropriate Program Formats

The first step for developing a successful virtual skilled volunteer program is to define organizational goals, whether they be around employee engagement, nonprofit impact or leadership development.

Depending on the company's goals, number and location of employees, and availability of time for volunteering, a variety of virtual skilled volunteering formats might be more appropriate for the company.

## TOP GOALS FOR SOCIAL IMPACT & EMPLOYEE ENGAGEMENT LEADERS IN 2021

When asked what their top priority was for next year, social impact and employee engagement leaders listed these top goals for 2021<sup>1</sup>:



### TEAM4TECH VIRTUAL SKILLED VOLUNTEERING PROGRAMS

#### Strategic Pro Bono PROJECT

Build nonprofit capacity with tech and training.

Employees participate in a team-based leadership development experience.

8-15 Employees  
8-10 Weeks

#### Skills for Impact PROJECT

Support a nonprofit to meet a specific need.

Employees apply targeted skills and gain new perspectives.

3-5 Employees  
4-6 Weeks

#### Design for Impact PROGRAM

Prototype solutions to a nonprofit challenge.

Employees learn and apply a human centered design approach.

Up to 100 Employees  
4-8 Hours

<sup>1</sup>Team4Tech Social Impact & Employee Engagement Survey, 2020.

# Developing Sustainable, High-Impact Nonprofit Partnerships

For a virtual volunteering program to have meaningful and sustainable impact, the nonprofit partner needs to have the resources and commitment to benefit from it. Building trust through long-term collaboration allows for deeper impact than one-off projects.

Team4Tech's approach is to carefully evaluate nonprofit partners using a robust application process and multidimensional rubric. This allows Team4Tech to select nonprofits that are most likely to benefit, and then engage with them through annual projects over three to five years to ensure sustainable impact, even while working remotely.



## DEFINING A LONG-TERM ROADMAP AND CLEAR PROJECT GOALS

The most effective nonprofit partnerships start with a roadmap that includes a series of well-defined project scopes which build on each other and support the nonprofit in achieving their desired long-term outcomes. Team4Tech Program Directors meet regularly with nonprofit staff to gain a deep understanding of the local context and align on goals for each project.

A well-defined project scope is key to a win-win virtual skilled volunteering program. The nonprofit needs to have clear, measurable goals that are well understood by the volunteer team. Team4Tech Program Directors define team roles based on volunteer skill sets, setting and tracking milestones for key deliverables, and perhaps most importantly, helping the team adapt when challenges unexpectedly arise.



### CASE STUDY: LEAP SCIENCE AND MATHS SCHOOLS

LEAP Science and Maths Schools in South Africa are committed to giving students the education and skills necessary to become digital citizens and future leaders. Team4Tech's partnership has enabled LEAP Schools to develop and execute a long-term digital roadmap. Early projects focused on increasing digital literacy among teachers and students. Later ones supported LEAP in developing a coding and robotics program. This foundation enabled LEAP to facilitate remote learning during the Covid-19 pandemic, when schools were forced to close. [Read the full case study.](#)

# Facilitating an Engaging & Impactful Virtual Volunteer Experience

Strong volunteer programs help employees gain a renewed sense of purpose by applying their skills to benefit a nonprofit. Along the way, employees build valuable new connections from being part of a team working towards a common goal. The experience of working with a nonprofit as part of a diverse team can also enable employees to also develop new perspectives, network with peers and grow leadership capabilities.

Team4Tech's virtual programs are carefully crafted to ensure volunteers experience these benefits even when working remotely. Team4Tech's Program Directors are experts in engaging a diverse group of volunteers to make a meaningful impact while building connections and purpose through interactive tools and activities.

## LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS

	<b>Growth Mindset</b>
	<b>Diversity, Equity &amp; Inclusion</b>
	<b>Customer-centric Innovation</b>
	<b>Communication &amp; Collaboration</b>
	<b>Decision-making amidst Ambiguity</b>



“We've had the most inspiring, developmental and rewarding experience over the past 11 weeks, all via Zoom. Thank you for facilitating this life-changing volunteer opportunity.”

— **BELLA DANIELS**  
EMEA Program Manager,  
NetApp



## RECRUITING AND SELECTING VOLUNTEERS

Matching volunteers with the right nonprofits who can most benefit from employees' skills can be challenging. Many leaders lack the time to manage volunteer recruiting, applications, screening and interviewing. Team4Tech's well-established system helps ensure strong matches that result in engaged employees and successful outcomes for the nonprofits.

Based on the experience of selecting more than 700 volunteers, Team4Tech has refined a recruitment and application process to select participants who have the skills and mindsets to contribute to the nonprofit, as well as benefit from the professional development opportunity.

# Measuring Impact

Measuring impact beyond the number of hours volunteered is challenging for most companies. Team4Tech identifies and tracks metrics with the nonprofit partner over three to five years. Impact is measured based on outcomes metrics, staff productivity and scale goals. Nonprofit staff are surveyed to measure project effectiveness, and they regularly report on progress and strategize with Team4Tech to continue to grow the impact.

## BASED ON THEIR TEAM4TECH PROGRAM, NONPROFIT STAFF REPORTED THEY...

**93%** Increased their technology knowledge and skills they could use in their jobs.

**90%** Increased their productivity due to improved technology skills.

## BASED ON THEIR TEAM4TECH PROGRAM, EMPLOYEE VOLUNTEERS REPORTED THEY...

**93%** Are proud to work for their company.

**92%** Developed leadership capabilities through the program.

**80%** Increased their network within the company.

**72%** Are likely to remain at their company for at least 3 more years.

## MEASURING EMPLOYEE ENGAGEMENT & DEVELOPMENT

Measuring the impact of volunteering on employees can also be challenging for social impact leaders. Team4Tech surveys employee volunteers after the program to measure the impact on key corporate metrics such as employee engagement, leadership development and retention. For longer-term programs, employees are also surveyed 4-6 months after the program, and employees' managers may also be surveyed to measure professional development impact.

## COMMUNICATING THE IMPACT

Sharing the stories and outcomes of skilled volunteer programs allows all employees to take pride in their company and enhances the corporate brand in the eyes of potential talent, customers and other key stakeholders.

Team4Tech provides social impact leaders an impact summary that includes data on hours volunteered, the financial value of the

pro bono services, nonprofit impact, photos and testimonials from volunteers and nonprofit staff. The impact is also shared through social media, and through optional [videos](#).



# Team4Tech Impact by the Numbers

**85,000**

Learners

**700**

Corporate volunteers

**30**

Nonprofits

**88**

Corporate volunteer  
Net Promoter Score (NPS)

**87**

Nonprofit staff NPS

## READY TO BUILD A VIRTUAL VOLUNTEERING PROGRAM? TEAM4TECH CAN HELP.

Team4Tech can provide guidance and insights to develop a successful virtual skilled volunteering program that meets your organizational goals, while ensuring employees have a meaningful leadership development experience and nonprofit partners benefit from capacity-building support.

**REACH OUT**

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**LEARN MORE**

[team4tech.org](https://team4tech.org)

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