Virtual Volunteering Toolkit

A PRACTICAL GUIDE FOR SOCIAL IMPACT AND EMPLOYEE ENGAGEMENT LEADERS

team4tech

Virtual Volunteering Toolkit

A Practical Guide For Social Impact and Employee Engagement Leaders

Working against hectic schedules with remote or globally dispersed employees, social impact and and employee engagement leaders may find it challenging to enable meaningful volunteering programs that have a measurable positive impact for companies, employees, and nonprofits.

At Team4Tech, our goal is to support social impact and employee engagement leaders in developing virtual skilled volunteering programs that create shared value for companies, employees and nonprofits. Team4Tech partners with companies to engage employees in global social impact projects that make a big difference for learners in under-resourced communities while simultaneously building leadership skills for employee volunteers.

We know the importance of building purpose, team connection, and diversity, equity and inclusion into employee engagement experiences, and we believe that volunteer programs are opportunities for learning and development that help companies engage and retain the best talent.

Based on our experience delivering programs for dozens of companies to engage more than 2,000 employee volunteers in supporting over 50 nonprofits, this toolkit is designed to help companies build skilled volunteer programs that meet their goals.

VOLUNTEERING INCREASES EMPLOYEE WELLNESS[1]

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

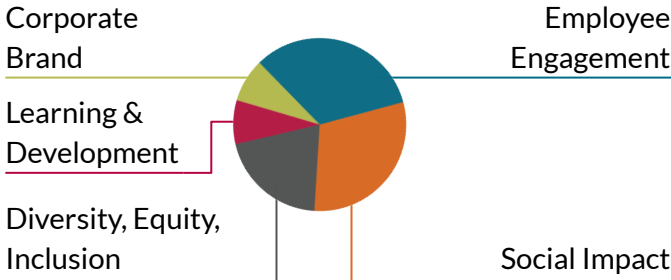[3]UnitedHealth Group, "Doing Good Is Good for You: 2013 Health and Volunteering Study," 2013.

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[1]:

Corporate Brand

Learning & Development

Diversity, Equity, Inclusion

Employee Engagement

Social Impact

Skilled Volunteering Suite with Team4Tech

Strategic Pro Bono

PROJECT
Build nonprofit capacity with tech and training

Employees participate in a team-based leadership development experience

10-15 Employees
6-10 Weeks

Design for Impact

PROGRAM
Prototype solutions to a nonprofit challenge

Employees learn and apply a human centered design approach

Up to 25 Employees
2-8 Hours

Community of Practice Opportunities

OFFERINGS
Variety of self-serve, turn-key options to engage individual employees on short timelines

Live and asynchronous opportunities to engage with members of 850+ nonprofits from 90+ countries

Up to 300 Employees
4-8 Hours

[1]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.

LEAP
SCIENCE
& MATHS
SCHOOLS

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 and 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

🌱	**Growth Mindset**
✛	**Diversity, Equity & Inclusion**
💡	**Customer-Centric Innovation**
👥	**Communication & Collaboration**
⚡	**Decision-Making Amidst Ambiguity**

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 2,000 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.

" 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

■ NetApp®

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

800+
Nonprofit partners

50+
Long-term strategic nonprofit partners

2,000+
Corporate volunteers

88
Corporate volunteer
Net Promoter Score (NPS)

87
Nonprofit staff NPS

39 million
Learners supported by our nonprofit partners

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
info@team4tech.org

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EXTRA DESIGNS

No need for Team4Tech team to review the following slides.

These are helpful for Manisha, though, who is pulling additional content needs.

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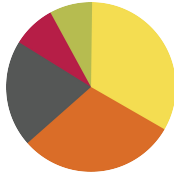
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TEAM4TECH SKILLED VIRTUAL VOLUNTEERING PROGRAMS

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

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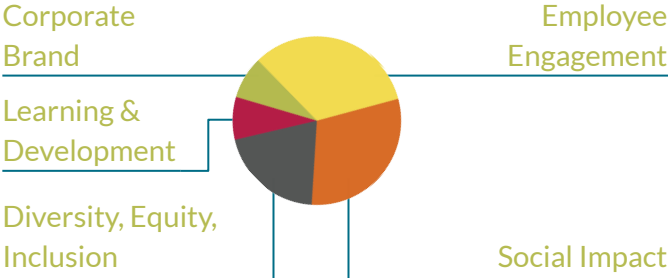|	
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Based on the experience of selecting more than 700 volunteers, Team4Tech has refined a recruitment and application process to select participants who have the skills and mindsets to contribute to the nonprofit, as well as benefit from the professional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

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.

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NPS

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General

1) What do you think of titling this "AN 8-STEP GUIDE FOR DEVELOPING A VIRTUAL SKILLED VOLUNTEERING PROGRAM". Then, each step would be numbered and use active verbs, i.e.: (previously they were gerunds: "Defining Goals…")

1. Define Goals and Choose A Program Format that Meets Your Goals

-OR-

STEP 1
Define Goals and Choose A Program Format that Meets Your Goals

2) There are some outstanding content needs from your team, which are outlined on the intro page to each page below. Note that we've put in "dummy" images, data, or filler boxes where this content will eventually go.

3) We've given a few versions of each page. Feel free to comment regarding which are working best. (You can also always save this Google Slides for formatting future PDFs in other ways/color combos.)

4) The designer included the Pro Bono Toolkit in the margins for comparison. At times, he also included other graphics to showcase other ways of visualizing an element.

Virtual Volunteer Toolkit

AN 8-STEP GUIDE FOR DEVELOPING A VIRTUAL SKILLED VOLUNTEERING PROGRAM

team4tech

Page 1 / Cover

(Two versions)

We've designed two options that match the existing Pro Bono Toolkit in styling. The first option is a direct style-match—the second is slightly different.

The idea is that future toolkits could use one of these two stylings and the color scheme could be changed slightly with different brand color combos.

CONTENT NEEDS:
- Photography for the cover photo, which we'll edit into one image. Those needs are:
    - Image of volunteer at computer
    - Four (4) images of volunteers "in Zoom meeting"

Page 2

(Three versions)

<u>CONTENT NEEDS:</u>
This page features two gray boxes:
1) For the "callout box with stats around employee needs during the pandemic (mental health, isolation, purpose). Awaiting content from Manisha re: Gallup poll or McKinsey study. Make sure to include the citation for the footer as well.

2) A headshot for Kim Kerry-Tyerman

3) Opportunity for a footer citation of paragraph 1, if you'd like to cite a study(ies) regarding the COVID issues.

Virtual Volunteer Toolkit

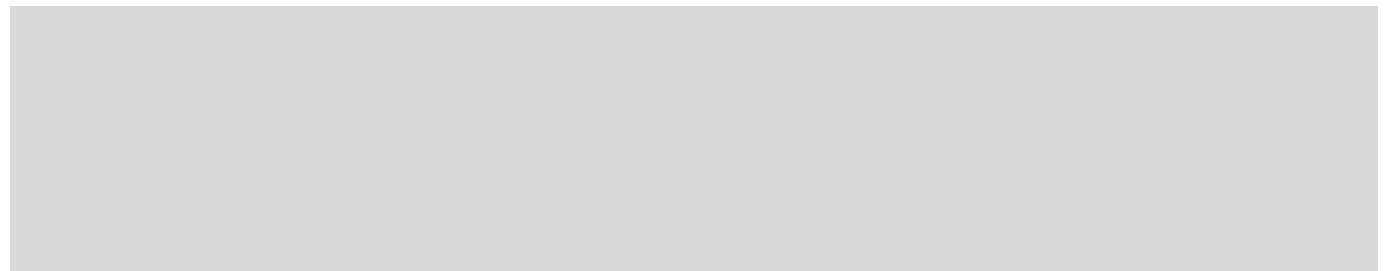## A Guide For Developing a Virtual Skilled Volunteering Program

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 volunteer 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 also accelerated as they tackle new challenges,

such as delivering remote learning opportunities for their students and increasing demand to scale their services.
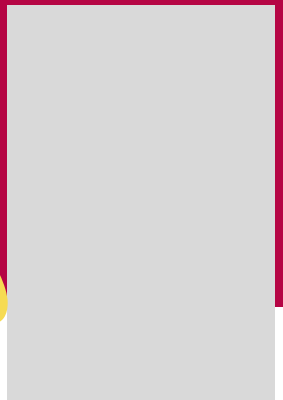
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> "Team4Tech's volunteer training prepares Team4Tech Fellows for the project but also ensures they will have profound and lasting growth. We trust Team4Tech because their local nonprofit partnerships are so impactful, which also makes the Fellows' experience 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."

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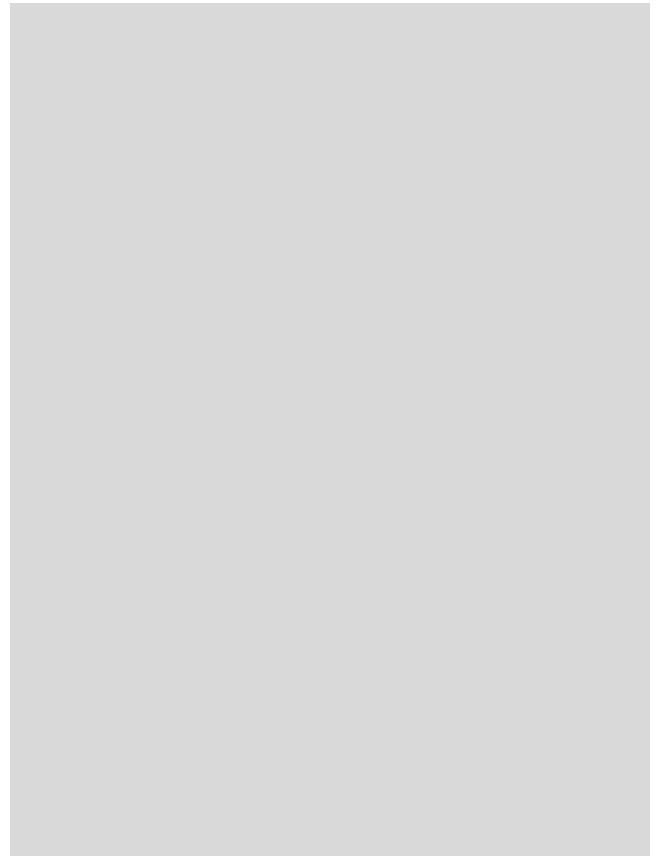[2]Footer content
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Virtual Volunteer Playbook

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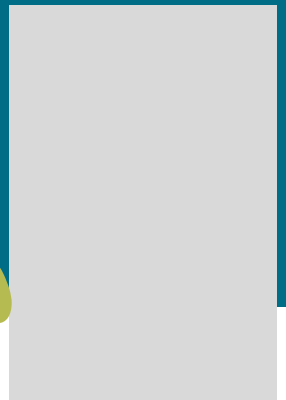
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[1]Footer content
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Page 3

(Three versions)

Let's talk about the "good, better, best" framework here. We've decided to stack these up—with the "best" on top, and have also put the goals stats to the right. We think these two design choices hint at the hierarchy, but we'd love to hear your thoughts on how we might add an extra call-out… do you think some sort of icon system or visual element, might make sense.

Perhaps on the banner for each one, we have an "Impact & Engagement" meter, which has 5 bars. If we did that, how many "bars" would you give each of these program types?

Define Goals and Choose a Program Format that Meets Your Goals

The first step for developing a successful skilled virtual volunteering program is to define your goals and identify the program format that can help you meet those goals.

Depending on your goals around factors such as Employee Engagement, Nonprofit Impact and Leadership Development, as well as the number of employees and time commitment, location of participants, different virtual volunteering programs might be more appropriate for your company. At Team4Tech, we offer three skilled virtual volunteering program types:

Strategic Pro Bono
Project

Build long term nonprofit capacity with tech and training.

Employees participate in a transformative team-based leadership development.

8-15 Employees
8-10 Weeks

Skills for Impact
Project

Support a nonprofit with a specific need.

Employees apply targeted skills and gain new perspective.
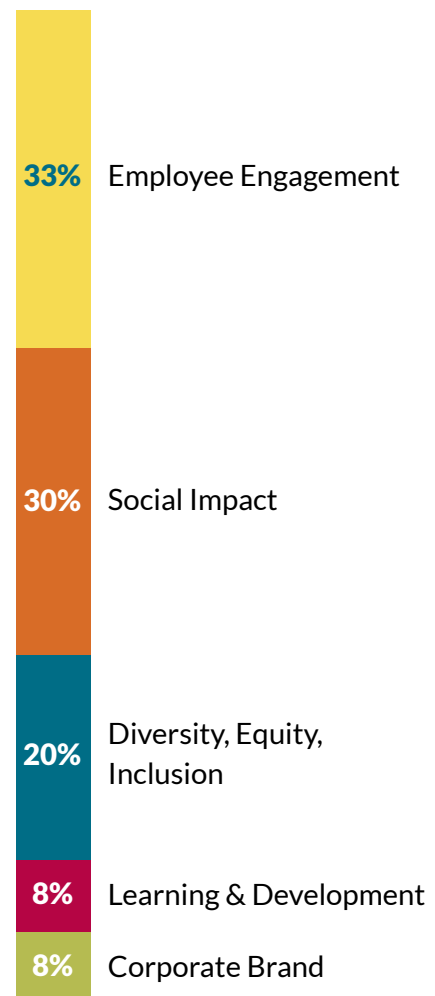
3-5 Employees
4-6 Weeks

Design for Impact
Program

Prototype solutions for a nonprofit challenge.

Employees learn and apply a human centered design approach.

Up to 100 Employees
4-8 Hours

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[1]:

33% Employee Engagement

30% Social Impact

20% Diversity, Equity, Inclusion

8% Learning & Development

8% Corporate Brand

[1]Team4Tech Social Impact & Employee Engagement Survey 2020

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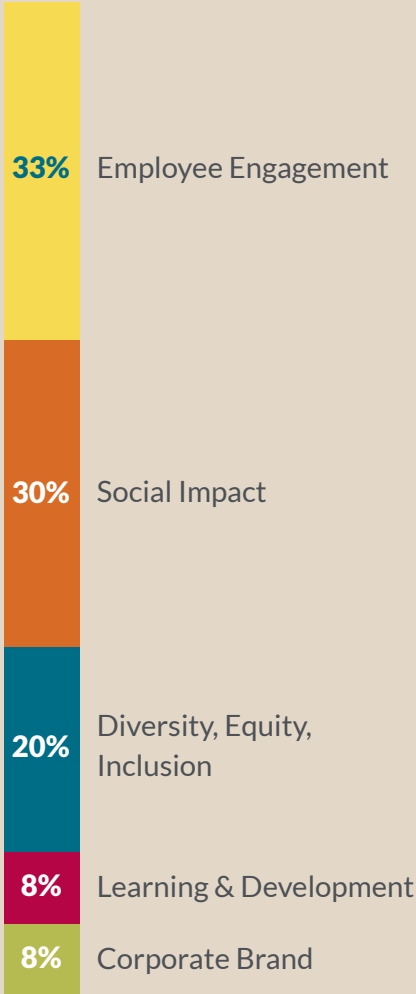
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8%	Corporate Brand

[1]Team4Tech Social Impact & Employee Engagement Survey 2020

Page 4

(Two versions)

A design issue that first arises on this page is the "hierarchy" of headers. Technically the sub-head is the same level of importance as the first header… should we style as such?

CONTENT NEEDS:
- LEAP Schools case study, including:
    - Text for the case study
    - LEAP Schools logo
    - Partner organization logo
    - An image of the work in action
- Any citations for footer?

Identifying Strong Nonprofits Partners

For a virtual volunteering to have an effective and sustainable impact, the nonprofit partner needs to have the resources and commitment to benefit from it. Team4Tech's approach is to carefully evaluate nonprofit partners using a robust application process and multidimensional rubric to select the nonprofits that are most likely to benefit based and then engage with them over three to five years to ensure sustainable impact, even while working remotely. You don't have to be on-the-ground to make a big impact.

DEVELOP HIGH-IMPACT, LONG-TERM PROJECT PLANS TAILORED TO YOUR ORGANIZATION

The best virtual volunteering programs focus on creating high-impact, long-term project scopes tailored to an organization and its employee skill sets. For some organizations, that may entail working with the same nonprofit on multiple types of projects over time. For others, it means specializing in a specific program type with multiple nonprofit partners. And still, for others, it could mean running multiple projects simultaneously with different employee volunteer groups, based on their skills.

At Team4Tech, we build a road map of projects that engage your team in programs that optimize employee engagement and social impact over time.

A well-defined project scope—or series of project scopes—is key to a win-win skilled virtual volunteer program. The nonprofit needs to have clear, measurable goals that are well understood by the volunteer team, a crew which has been skillfully matched based on the project criteria.

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.
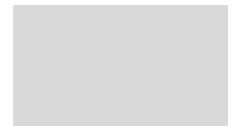
CASE STUDY: LOREMIPSUM DOLOR SIT AMET

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

[1]Footer content
[2]Footer content
[3]Footer content
[3]Footer content

Page 5

(Four versions)

CONTENT NEEDS:
1) Volunteer quote & headshot
2) Do we have a higher resolution graphic of the "leadership capabilities" graphic? Or the original design file, so that the designer could optimize this graphic for this specific use case?
   a) OR perhaps we just change it up completely and make a new graphic? I'm not sure the circular shape with the brain in the center is necessary to communicate the concept. We could, instead, have it take up a sidebar-style area and use different icons for each of the 5 leadership skills.

Recruit and Select Volunteer Teams

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"

— NAME GOES HERE
Title, Company

FACILITATE AN ENGAGING & IMPACTFUL VIRTUAL VOLUNTEER EXPERIENCE

Strong virtual volunteer programs help employees gain a renewed purpose by applying their skills to benefit a nonprofit, find a sense of connection from being part of a team working towards a common purpose, a new perspective and network from working with the nonprofit as part of a diverse team, as well as growth in leadership capabilities.

Team4Tech's virtual programs are carefully crafted to address the challenges of working remotely. Our program directors are experts in engaging a diverse group of people to make a meaningful impact while building connections and purpose using interactive tools and activities to engage volunteers. Program directors ensure your projects stay on course by:

- Maintaining consistent communication when nonprofits and volunteers
- Using human-centered design to help volunteers solve problems
- Troubleshooting when unexpected challenges arise

LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS

Customer-centric Innovation

Growth Mindset

Diversity, Equity, & Inclusion

Decision-making amidst Ambiguity

Communication & Collaboration

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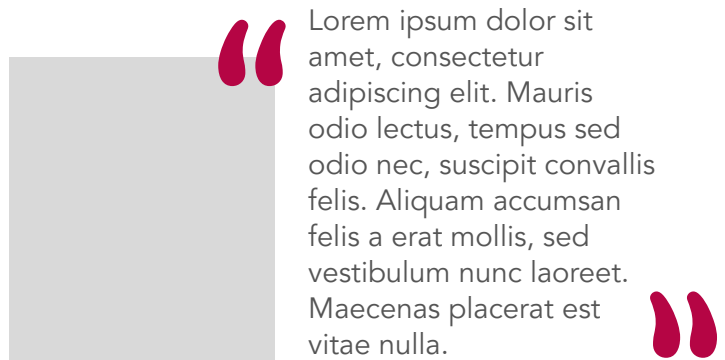
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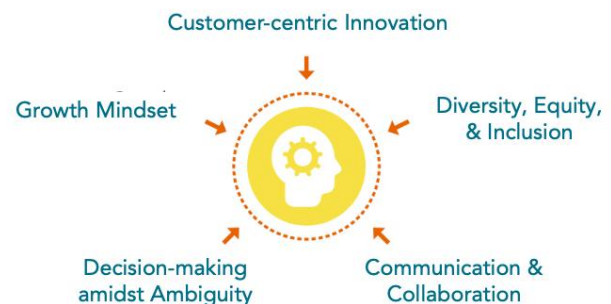
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Page 6

(Two versions)

We have the ability to add a bit more visual intrigue to this page with the impact report graphic.

CONTENT NEEDS:
1) Percentage numbers from survey
2) "Impact Summary" cover page on [this report](#) if you'd like us to create that "report graphic" like [this graphic](#)
3) Citations for the two graphics.

Measure Nonprofit Impact

Measuring impact beyond the number of hours volunteered is challenging for most companies. Team4Tech identifies metrics with the nonprofit partner based on goals over three to five years. Metrics tend to fall within three categories: learner engagement and outcomes, staff productivity, and local scalability. Nonprofit staff is surveyed to measure project effectiveness, and they regularly report on outcomes and strategize with Team4Tech to continue to grow the impact.

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

XX%   Increased technology knowledge and skills they could use in their jobs

XX%   Increased productivity due to improved technology skills

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

93%   They were proud to work for their company

92%   They developed leadership capabilities through the program

80%   They increased their network within the company

72%   They were likely to remain at their company for at least 3 more years

MEASURE EMPLOYEE ENGAGEMENT & DEVELOPMENT

Measuring employee impact can also be challenging for skilled volunteering programs. 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 longer term professional development impact.

COMMUNICATE THE IMPACT

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

Team4Tech provides social impact leaders an

impact summary that includes data on the volunteer hours, value of the skilled pro bono services, nonprofit impact, photos and testimonials from volunteers and nonprofit staff. The impact is also shared through social media and videos can also be arranged.

[1]Footer content
[2]Footer content
[3]Footer content
[3]Footer content

Page 7 / End

(Two versions)

Do we want to match the CTA bar and contact bar exactly in styling from the Pro Bono Toolkit, or do you like having the "Page 7" footer? (I prefer switching to the colorful layout per the PBT.)

CONTENT NEEDS:
1) Numbers for "volunteers by the numbers"
    a) Citation if you'd like… otherwise, let's just design these with bigger/bolder colors per the PBT final page.

Team4Tech Virtual Volunteer by the Numbers

XX% — Team4Tech Net Promoter Score (NPS)

XXXXX — Employee volunteers

XXXXX — Nonprofit staff

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

As a leader in the sector, Team4Tech has engaged more than 700 volunteers to build capacity for 30 nonprofits in 19 countries benefiting more than 85,000 learners. Based on this experience, 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
info@team4tech.org

LEARN MORE
team4tech.org

team4tech