



About Prospera Credit Union

Prospera Credit Union is one of Volinspire's community partners and is proud to be a member owned financial co-operative that has *Community* as one of their core values. They are a leader in employer-supported volunteerism and demonstrate this by offering 1 paid day per year for all full time employees to participate in a corporate wide volunteer activity, allowing them to make a significant contribution to a worthy cause, while working together as a team.

Executive Summary

The team at Prospera created a recognition program to acknowledge their employees' involvement in the community, but didn't have an efficient tool for employees to submit hours or to track and measure the impact of these hours. They depended on paper and manual entry, which was time-consuming and resulted in low participation in the program. Some of the reasons that Prospera chose to partner with Volinspire was because they saw how the platform could be used to save time, increase engagement, more effectively recognize employees and be able to measure their company's volunteer efforts and community impact.

Using **Volinspire** resulted in:

750%

increase in participation in the recognition program

90%

time reduction in managing volunteer hours

- less time & hassle
- increased employee morale
- improved measurement
- redirected efforts from management to recognition

Recognition Program

Prospera has a volunteer recognition program in place to focus on acknowledging the volunteer efforts of their employees' efforts that help to build stronger communities. Here's how the program works:

- employees log their volunteer hours and are entered into a draw; 1 person is randomly selected each month
- the winner receives a personalized thank you card written and signed by the CEO
- they receive a \$25 gift card or can choose to donate \$25 to a charity of their choice and the winner is recognized in the company's newsletter

Previous Challenges

The biggest challenge they experienced in managing this recognition program was the time and laborious process it took for employees to log hours, which resulted in low participation in the program. Employees had to fill out forms to submit hours, get the hours approved by their department head, and send the form to the volunteer manager, where they were then entered in a spreadsheet.

Goals when Choosing Volinspire

Prospera's ongoing goal is to "acknowledge employees that are giving back to the community". Since their process was not the most efficient, their goals became:

- make it faster and easier for employees to log hours and to effectively manage the recognition program
- be able to easily measure hours and other key information
- increase participation in the program, which would result in more employees recognized, more stories told (resulting in improved reputation and branding) and better accuracy of company statistics about community involvement

How Volinspire Helped

Volinspire's features have made it easy for the Prospera team to:

- have employees quickly and successfully log their hours
- use custom dates to measure logged hours and view volunteer participants
- easily share their collective contributions on their company's public facing profile and through their social media channels
- post stories to recognize their employees and the causes they support

"We had a mountain of paper before; the old process was an ordeal."

-Christina Pocock, Community and Marketing Events Coordinator

The Results

Prospera was able to measure some very positive immediate results, including:

- increased participation in the recognition program (up 750%)
- 90% decrease in time spent doing paperwork / manually entering hours, which allows for time redirected to the actual recognition and storytelling
- increase in accuracy of their measurement of volunteer hours
- increase in employee morale and job satisfaction
- increased reach from stories; increase in reputation amongst the community
- increased awareness of important causes, which helped to further build capacity in the Non-Profit sector