

1

Get Endorsements from Upper Management

Have the CEO or other senior management publicly endorse the campaign by letter or other means (create a fun video, hold a meeting or do a video conference call to all staff). Ensure your local senior leadership and executives are photographed doing good alongside your staff.

2

Strike an Emotional Chord

Volunteering provides a significant emotional sense of well-being and pride in helping those in need, so make sure your employees know that you are committed to helping the community, and that you need them to make a difference. Make them feel like their involvement really matters and is truly needed and communicate this very clearly.

3

Use Champions

Champions can help drive engagement by:

- creating enthusiasm surrounding the campaign
- sharing communication with their peers; answering questions
- collecting comments, ideas and overall feedback from co-workers

4

Make it Fun!

- **Contests:** Perhaps you want your volunteering campaign to have a catchy slogan. Why not open the door for ideas right from the get-go? Let your employees compete to submit the best idea. Communicate the contest broadly. Honour the winners publicly. You'll have them interested, having fun, and—most importantly—engaged right from the start.
- **Challenges:** Create friendly cause-based challenges where you can have departments or branches within your company competing against each other to give a specific amount of volunteer hours (during the day or within an ongoing timeframe). You could also choose to challenge other businesses to engage in a friendly cause-based competition.
- **Incentives:** You may choose to launch an incentive to encourage or reward certain behaviours (e.g. for posting a story while volunteering, for inviting friends or family to volunteer and get involved, and the reward could be a donation to a charity of their choice).