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CORPORATE VOLUNTEER RECOGNITION PROGRAMS:
SOME THINGS TO CONSIDER

- ** How can we make sure that our recognition activity moves our overall volunteer program goals forward? For example, how does our choice of activity influence the attitudes of top management? How can we recruit more employees as volunteers once the recognition of other employees has proven motivating?
- ** Should we try to recognize all volunteering already being done by our employees or only community service encouraged in some way by the company?
- ** Do we recognize all types of volunteering in the same way?
- ** Do we recognize all levels of employees in the same way? At the same time?
- ** Are we giving recognition to time spent or to the degree of impact or achievement? How will we be able to assess impact, achievement, or even time spent?
- ** Will we involve the recipients of the community service in any way in the recognition process?
- ** Will we recognize different degrees of involvement (for example, the difference between someone helping out once a month versus someone assisting several hours a week)? Will we set a minimum amount of involvement before considering someone for recognition?
- ** Do we play community publicity up or down?
- ** Should the event be as personal as possible (implies small) or should we emphasize the collective impact of all our employee volunteers (implies a major event with lots of people)? What is gained or lost by each approach?
- ** Will we connect to some external event such as National Volunteer Week?
- ** How much time, staffing, computer access, etc. do we have to keep records on employee volunteer activity? To review nominations for awards?
- ** Should we institute an awards program that is competitive, versus giving some token of thanks to as many employees as possible?
- ** What exactly are we recognizing? How well the employee assisted an organization...or how well he or she represented the company in the community?
- ** Apart from annual formal "events," what other ways can we incorporate recognition into the ongoing work of the volunteer program?

RECOGNITION really means "we are noticing you" and it is an integral aspect of developing and expanding any volunteer program. It also means THANKS.