

## Energizing Corporate Volunteerism

Jeanne Klug

Are you waiting for workplace resources to come to you? This information will enable you to reach out, identify and establish mutually beneficial corporate relationships.

*What non-cash resources are available from corporations?*

(See Appendix A)

*What is a mutually beneficial partnership?*

A win/win joint effort. The non-profit agency's need is met at the same time the corporation's need is met.

Identify corporations that have a "match" with the community need, *i.e.*:

1. a product or service "match"

For example, a home for unwed mothers needs personal products for their clients. A "match" would be manufacturers or retailers of personal products.

2. an issue "match"

For example, a non-profit agency working on adult literacy needs tutors. A "match" would be a large employer in the area that is having difficulty finding qualified applicants for entry level jobs.

3. a key stakeholder "match"

For example, a senior center wants to put on a seminar on retirement financial planning. A "match" would be a corporation which has a training program for its employees preparing for retirement.

*Where do you find these resources?*

- Use the Yellow Pages, Board of Trade or Chamber of Commerce to deter-

mine which companies deal in products/services your non-profit needs.

- Some United Ways are active in workplace programs.
- Corporate Volunteer Councils are networks of businesses that are involved with employee volunteer programs and in-kind services. CVC's are located in more than 30 metropolitan areas. Some CVC's publish community "wish books."
- Some companies have employee retiree volunteer programs. Telephone Pioneers of America is nationwide and one of the largest.
- Unions can have volunteer programs.
- Support Centers, Management Assistance Programs, etc. Local Voluntary Action Centers usually are aware of what is in the area.
- Some Junior Leagues are involved with workplace volunteer programs.

*What are limitations of corporate resources? What are some solutions to these limitations*

Limitations	Potentials
● finite resources	● varied resources if tapped beyond dollars
● volunteers can't get time off the job	● on site events; use retirees; schedule/involvement after hours
● volunteers don't respond to opportunities	● offer short term commitments. Offer choices of jobs requiring various skills

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- not motivated by traditional recognition
- company has no volunteer program
- ASK the company and the volunteer what they feel is meaningful recognition for involvement
- offer to provide volunteer opportunities and in-kind needs for company newsletter, bulletin boards. Post in lounges, lobbies, etc. Run a volun-

teer fair in an office complex

Government programs and traditional funding sources may become scarce. The resourceful non-profit will gain expertise in using corporate volunteers and in-kind services that are beneficial both to the community and the company.

An excellent reference is the publication, "Building Partnerships with Business: A Guide for Non-Profits," available from VOLUNTEER the National Center, 1111 N. 19th Street, Arlington, Virginia 22209.

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## APPENDIX A NON-CASH RESOURCES

compiled by  
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Vice President of Contributions  
The Prudential Insurance Company

- \*Purchasing
- \*Employee Access
- \*Loaned Executives
- \*Volunteers From The Workplace
- \*Employee Committees
- \*Board Members
- \*Surplus Equipment And Supplies
- \*Products
- \*Produce Advice
- \*Help With Publicity And Public Relations
- \*Developing Promotional Materials
- \*Printing And Duplicating Services
- \*Audio-Visual Services
- \*Mailing Services
- \*Transportation Services
- \*Computer Services
- \*Financial Services And Advice
- \*Legal And Tax Services And Advice
- \*Providing Contacts With Other Non-Profit Organizations
- \*Pro-Bono Consulting Services
- \*Lobbying
- \*Voting Of Company-Owned Shares of Stock
- \*Faculty Loan And Exchange
- \*Demographic And Actuarial Projections And Information
- \*Internships And Career Exposure
- \*Free Use Of Company Art Collections
- \*Piggyback Advertising And No-Cost Advertising Production
- \*Telecommunications Services

- \*Fund Raising Assistance
- \*Survey Development And Implementation
- \*Strategic Planning Assistance
- \*Company Facilities
- \*Market Research Advice
- \*Providing Objective Dispute Resolution Or Negotiation Service
- \*Consultation On Office Administration Procedures
- \*Energy Conservation Audits
- \*Land
- \*Special Event, Conference And Meeting Planning
- \*Investments
- \*Loans: Interest-Free Or Below-Market Rate
- \*Rental Space
- \*Real Estate Technical Assistance
- \*Personnel Policy And Practice Reviews
- \*Training Of Supervisors And Managers
- \*Public Service Advertising
- \*Bartering By Making Use Of Unused Capacity
- \*Awards
- \*Office Parties
- \*Design
- \*Crafts
- \*CPR
- \*Facilitator/Broker
- \*Convenor
- \*Advocate
- \*Initiator

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