

Contents

1 The business case

- 1 Why set up an employee volunteering programme?
- 2 **How corporate community investment fits into wider corporate social responsibility**
- 3 Key characteristics of a successful employee volunteering programme

2 Preparing and planning for success

- 8 **Involving your employees in volunteering**
- 8 Why develop a formal programme?
- 10 **Steps to success**
- 17 Involving employee volunteers in your organisation

3 Developing a successful programme

- 23 Types of employee volunteering activity
- 39 **Programmes for particular groups of employees**
- 32 Choosing your activity—involving your employees in volunteering

4 Recruiting volunteers

- 34 **Challenging perceptions**
- 35 Defining the audience
- 35 **Generating interest**
- 37 Communicating with employees

5 Retaining volunteers

- 42 **Best practice in volunteer management**
- 46 Ideas for recognition and reward

6 Brilliant brokerage

- 49 **Why use a broker**
- 50 Who could be a broker?
- 51 **What makes a good broker?**
- 53 What costs are involved