

Tracking and Measuring Employee Volunteer Programs

As employee volunteer programs (EVP) become more leveraged as a cost-effective way for companies to maintain their community involvement commitments, a standardized approach to EVP tracking, reporting, measurement, and performance benchmarking has become a critical need. Although companies understand that EVP tracking and measurement is crucial in determining an EVP's success, many find it challenging and are still using basic spreadsheets to track metrics of volunteer activity.

Advantages to Tracking & Measuring EVPs

- Establishes a common baseline for benchmarking with consistent comparisons and common reporting.
- Recognizes the engagement of volunteers and shows appreciation for their time and effort.
- Communicates the internal and external corporate benefits of EVPs more effectively.
- Facilitates data-driven program decision-making.
- Identifies program areas of strengths, weaknesses, and needs.
- Can be instrumental in growing and developing an EVP, through programs such as Matching Grants or Dollars for Doers.
- Can serve as a tool not just in employee recognition, but also in employee performance management.

Disadvantages to Tracking & Measuring EVPs

- Time and resource consuming, especially if the company needs to develop a tracking website or system.
- Requires employee support.

The type of information tracked include, but are not limited to, name of employee volunteer, department of employee volunteer, number of volunteer hours, number of employees volunteered per project, names of nonprofit organizations served, types of volunteer activities, volunteer demographics, age, employment status, years with company and more.

Businesses are seeking easier and more advanced means of tracking and reporting the progress of EVPs, especially for companies with multi-office locations that are often asked to keep records and report up to national headquarters.

Tracking can range from a basic Excel spreadsheet that is managed by one person or placed on a shared network drive to a third party software program that can be customized for your organization. Some large companies have their various locations do the tracking and then report up to the national staff and others have organization-wide systems. There are an increasing number of companies which developed their own web-based tracking system on their intranet

A Few Samples of EVP Tracking Policies:

- Tracking at Campbell Soup Co. is done via the company's Nourishing Our Neighbors portal. It provides an ongoing mechanism for reporting on volunteer activity, allowing users to track and generate several "on demand" reports including, but not limited to: new user report, master roster activity, board membership and activity, participants report, organizations report, etc. These reports track employee volunteer hours, categories of organizations with which employees volunteer, activity by location, high utilization times for the portal and more. Through its portal, Campbell Soup Co. communicates the program's progress with internal and external stakeholders.
- At IBM Corporation, the online On Demand Community is used by employees and retirees not just to track hours, but also to find volunteering opportunities based on various criteria, find information about grant programs and recognition opportunities, read success stories in employee volunteering and more.
- McKesson Corporation tracks its EVP activity through a complex internal website where employees can search and sign up for volunteer activities, promote personal philanthropic events, log volunteer hours into the system and apply for grants online.
- To support volunteerism, increase participation, and streamline processes, Cisco launched a new matching gifts IT solution, Community Connection, in 2010. The system replaced three tools for logging volunteer hours, making donations and requesting matching funds. It also accelerates fund distributions and enables rapid disaster response. Community Connection has become a model for businesses seeking a similar solution, with companies approaching Cisco for advice on implementation. In 2010 during a difficult economic environment, Cisco increased volunteer hours by 106 percent and employee donations by 77 percent.
- Amway Corporation uses the VolunteerMatch Online Tool to track volunteering efforts.
- At Credit Solutions Inc., volunteers track their hours on the company's internal portal. Employees can see their volunteering hours and compare them with the set goals, as well as view the company's overall volunteering hours to date. Employees can also view available volunteering opportunities online and register to participate.
- At Old National Bank Inc., associates are encouraged to volunteer for organizations and causes where they have a passion and are able to log these hours in the company's STARS volunteer tracking site.
- AT&T employees and retirees are encouraged to track their volunteerism hours on both the AT&T Cares and Pioneers websites. By tracking hours, employees can directly show their commitment to being a strong corporate citizen. These numbers are then used in reporting out the amount of hours AT&T invests in their communities. All volunteer projects are measured on the results they obtain. Prior to a project's commencement, goals are set and tracked throughout the project's duration. Once a project has concluded, results are formally reported to ensure the project's effectiveness. To ensure that the Cares web portal is a valuable resource to employees, employee visits are tracked. In the site's first six months, it received nearly 90,000 visits from employees eager to get involved.
- At Intel, volunteers track their hours using the Intel Involved Volunteer Management System. Intel has tracked volunteerism using standardized reporting for more than 10 years, and partnered with organizations such as Points of Light to ensure that it is using the best known and recognized reporting standards to date. Employees are counted as one individual regardless of the number of times they volunteer.

Request for additional data about EVP tracking policies:

In terms of data, there is not a single national statistic, but there have been informal surveys done by Points of Light and other organizations that give a sense of EVP tracking policies and trends.

All 2010 and 2011 Excellent EVPs track their EVPs, although their methodology varies. Eighty-four percent of companies use an internally-developed tracking website (Carolinas HealthCare System, PricewaterhouseCoopers LLP, The Goldman Sachs Group, Inc.). Eight percent use externally-developed volunteer management systems. For example, Old National Bank Corp. uses a tracking and measurement system provided by AngelPoints that it calls “STARS”, and Amway Corporation uses the VolunteerMatch website. Cummins Inc.’s participation in the Every Employee Every Community Program is tracked by both Community Involvement Team Leaders as well as individually, through the VolunteerMatch internal website, and Hasbro Inc.’s EVP is tracked through an Excel spreadsheet, and supported by an intranet website developed through TRUiST.

According to the 2009 *Strategic Volunteer Engagement: A Guide for Nonprofit and Public Sector Leaders*, by RGK Center for Philanthropy & Community Service, the LBJ School of Public Affairs and the University of Texas at Austin,, setting up metrics to evaluate the success of community engagement efforts can prove complex, but several tools exist to provide support. These metrics can help the organization determine whether the anticipated outcomes of the volunteer engagement initiative were met and provide data that will make the case for continued support for your efforts to board members, funders, and other stakeholders. Here’s an overview:

- Quantitative measures – databases can be programmed to track multiple parameters and determine whether service correlates with other outcomes important to your organization.
- Financial measures –calculating ROI is one of many methods that exist to determine the organization’s return on investment, by placing a value on volunteers’ time. Points of Light’s [2010 Points of Light EVP Reporting Standards](#) further explore impact metrics and the tracking and measurement process.
- Qualitative measures – decide how to measure success to maximize volunteer engagement. Meetings with staff supervisors, volunteer leaders, and employee volunteers are necessary to garner feedback. It is important to report volunteer involvement successes and highlight accomplishments through internal and external channels, especially since community involvement often helps to garner positive attention in the community and provides positive PR for your organization

The [2010 Points of Light EVP Reporting Standards](#) is a great starting point for your organization if you are looking to explore further tracking and measurement.

The EVP Reporting Standards is accompanied by an [online EVP Benchmarking Tool](#). The Benchmarking Tool, developed with support from the AT&T Foundation, allows you to evaluate whether your company complies with the 2010 Employee Volunteer Program Reporting Standards, and compare program performance and metrics against other companies.

Points of Light in partnership with True Impact, developed the [Volunteerism ROI Tracker](#), an online tool that helps generate private, custom reports on the company’s social and business impacts. Starbucks, GE, The Home Depot, Deloitte Touché Tohmatsu, Polaroid, FedEx, Habitat for Humanity are just few of the organizations which have successfully applied Points of Light measurement tools and services.

[Points of Light](#) provides a spectrum of **standardized** and **customized** services and products that can help your company differentiate their EVP, prove its value and apply effective and practical measures. Tracking and measuring your EVP is essential in promoting accountability and continuously improving the causes your program supports. Go to the links provided below to utilize these free resources.

- **2010 Points of Light EVP Reporting Standards**
- **Volunteerism ROI Tracker**
- **EVP Benchmarking Tool**

The **Points of Light Corporate Institute** enables companies to engage their employees and customers in service to the communities in which they do business. It provides resources, consulting services and on-the-ground activation to companies around the world seeking innovative, multi-channel engagement in Employee Volunteer Programs, Skills-Based Volunteering and hands-on service.

For additional information on Tracking and Measuring Employee Volunteer Programs, please visit www.pointsoflight.org or contact Jennifer Highsmith, Senior Director, Business Training & Consulting, at jhighsmith@pointsoflight.org or 404-979-2929.