By Leaps and Bounds: Increasing Impact by Working Together

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Learning Objectives

- Learn how a Corporate Volunteer Council (CVC) can help your business achieve its goals and improve your community
- Learn how the HandsOn CVC Network can help your local CVC
- Gain an understanding of the Principles of Excellence for Corporate Volunteer Councils
Placon Corporation Overview

- Company background
  - 360 employees in Madison, WI
  - 70 employees Elkhart, IN
  - 24/7 operation
- Placon’s culture / commitment to volunteerism
  - Volunteer policy
  - Founding member of the Business Volunteer Network (BVN)
Business Volunteer Network (BVN)

- Business volunteer Network model
- Link individual business member strategic objectives to the “Agenda for Change”
- Supports the “Agenda for Change” to make measurable impact on community needs
Business Volunteer Network (BVN)

BVN Vision Statement: The Business Volunteer Network will be the primary resource for encouraging, educating and connecting businesses that support employee volunteer programs as a business strategy.

BVN Mission Statement: The Business Volunteer Network is a catalyst for businesses to build and promote successful workplace volunteer programs.
Benefits of BVN Membership

- Exchange best practices as they relate to corporate volunteerism
- Learn about community needs and how your business can support them through corporate volunteers
- Receive timely information about community initiatives
Benefits of BVN Membership (continued)

- Be part of a network of consultants who help each other start or improve employee volunteer programs

- Access to a local resource library of videos, books and manuals about volunteer programs

- Link to national volunteer resources through the Points of Light Foundation/HandsOn Network
How BVN Supports the Community

- Financial funding for the annual “Wish Book”
  - Non profit agencies identify needs
- Sponsor Annual Business Volunteer Award
  - $1000 donated to 501(c)3
- Special Projects organized for BVN members
  - Supports the “Agenda for Change”
2011 Goals

- BVN members are informed and engaged in critical issues facing our community as outlined in the Agenda for Change
- BVN provides resources to strengthen Employee Volunteer Programs for members through networking, collaboration and printed/online materials, templates, best practices, etc.
2011 Accomplishments
Marketing Committee

- Implemented Member survey
- Feature member company in quarterly newsletter
- Updated website with photos/content
- Implemented LinkedIn account
2011 Accomplishments
Membership Committee

✓ Achieved 94% retention
✓ Achieved 1% increase in membership
✓ Member recognition certificates
✓ Implemented new member “welcome”
2011 Accomplishments
Education Committee

Focused meetings on “Agenda for Change”:

✓ Feb. 2011 Volunteer mobilization plan
✓ May. 2011 Safe & Healthy Aging
✓ Sept. 2011 Decreasing family homeless
✓ Nov. focus on best practices & holiday volunteer opportunities
2011 Special Projects
CanStruction Project (MOM)

- 6 BVN member companies participated
- 20 tons of food = 4,255 grocery bags collected from all 20 participating teams
2011 Special Projects
Housing First Challenge

BVN Companies:
- Summit Credit Union
- TASC
- Placon Corporation
- Globe University

Apt. makeover & home essentials for families in their first apartment
2011 Special Projects
Days of Caring

25 member companies participated with over 1650 volunteers
2011 Special Projects
Teen Gift Drive

- Served over 1500 Dane County Teens
- 8 BVN member companies participated in volunteering & donation drives
Value Of CVC
Network Membership

- Local, national and global best practices
- Benchmarks
- Training
- Education
- Research
- ROI measurements
- Resources
Corporate Volunteer Councils (CVC’s)

- Variety of CVC Models
  - United Way agency staffed model
  - 100% corporate business model
  - Business & government model
  - Or a combination of the above

- Corporate Volunteer Council Network
  - Under the umbrella of Points of Light/HandsOn Network (POL/HON)
  - Provides leadership for CVC network members
  - Recognition for outstanding CVC’s
CVC Principles Of Excellence
Developed by the POL/HON Business Council

- CVC Purpose
  - Clearly defined vision, mission and objectives

- CVC Activities
  - CVC’s structure & activities are clearly connected to its purpose

- Evaluation & Measurement
  - CVC seeks to continuously improve its effectiveness and performance
Summary

Did we meet our learning objectives?

- Learn how a CVC can help your business achieve its goals and improve the community
- How the CVC Network can help your local CVC
- Gain an understanding of the Principles of Excellence for Corporate Volunteer Councils