




# **By Leaps and Bounds: Increasing Impact by Working Together**

Presented by:

Barbara Waters, Community Relations Manager  
Placon Corporation, Madison, WI


Chair, Business Volunteer Network, Madison, WI

CVC Advisory Council Member & “CVC of the Year  
Award” Judge





# 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.*



United Way  
of Dane County

## 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



United Way  
of Dane County




## 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 it's 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
- 