



Global Volunteer Day Toolkit





Contents

- **Goal & Objectives** **3**
- **GVD Local & Global Strategy** **4**
- **Associates as Community Leaders** **5**
- **7 Steps for Successful Volunteer Day Projects** **6**
- **Notes Pages** **7-10**



Global Volunteer Day Goal & Objectives

Every year, in October or at a set date in the year, Associates and Sales Force Members around the globe convene and impact their local communities by partnering with a local non-profit (NGO) agency with a project that enlightens, educates and empowers women and girls. We hope the following information will provide you with the tools to participate in this years' Global Volunteer Day.

■ Goal

- To mobilize Associates and Sales Force members to become catalysts for positive change in our communities and our business.

■ Objectives:

- Support strategic NGO's through leadership and skills-based volunteerism
- Use workplace volunteering for team-building among groups or departments
- Develop communication tools to share experiences and best practices of global volunteer day programs

Global Volunteer Day Local & Global Strategy

- Partner with local organizations to develop programs that address local needs
- Develop market-specific strategies utilizing volunteers to create impact
- Be deliberate in connecting these local initiatives with the our global strategy to enlighten, educate and empower women and girls
- Achieve “triple wins”:
 - community
 - associates and sales force
 - company



Associates as Community Leaders

Employee volunteerism has gained momentum as a critical component of corporate citizenship.

- **Company Benefits**
 - Improves relationships with surrounding community.
 - Improves public image.
 - Builds a cohesive, motivated workforce.
 - Increases employee performance and productivity.
 - Helps establish and enhance corporate or brand reputation in new or existing markets.
- **Employee Benefits**
 - Improves leadership and interpersonal skills.
 - Reduces isolation and increases interaction with employees in other segments and levels of the company.
 - Adds variety and fulfillment and increases sense of self worth.
 - Improves the community services that employees and their families may need to access.
- **Community Benefits**
 - Provides new talent and energy by increasing number of volunteers and the pool of available skills they bring with them.
 - Increases understanding between businesses and nonprofit sector.
 - Supports the quality of life in the community.
 - Gives capacity to provide community services that otherwise might be impossible.

7 Steps for Successful Volunteer Day Projects

- 1. Select a Project Coordinator** - Project Coordinators must be able to influence others, and can recruit volunteers who are enthusiastic, good at planning and organizing.
- 2. Select a volunteer activity that is appropriate for your location** - Consider community involvement goals, employee interests and skills, community needs.
- 3. Distribute a memo from top-level management encouraging employees to participate** – Senior management engagement is essential.
- 4. Create enthusiasm about volunteering and your project** - Point out the difference their participation will make in the community and emphasize fun and team-building opportunities. Hold internal meetings to explain the project.
- 5. Reconfirm participation with volunteers and leadership** – Keep the activity top of mind for associates.
- 6. Day of Project** - The agency representatives and project leader should continuously acknowledge and thank volunteers for their assistance and take a moment to appreciate the work that was accomplished.
- 7. Document activity** - take photos or video throughout the event.