

NEWER IDEAS IN FUNDRAISING

CWLA National Meeting
April 2013

CORPORATE VOLUNTEERISM

Goal: Increase corporate program funding.

Process:

- Use corporate employees as volunteers in meaningful volunteer activities.

CORPORATE VOLUNTEERISM

Requires:

- Recruiting corporate volunteers.
- Strong attention to recognizing volunteers and thanking them in the media (Volunteer Newsletter).
- Screen volunteers if planning one-on-one child interaction, i.e. mentoring a child.

DIRECTOR OF CORPORATE VOLUNTEERISM

- Investment up front in professional position.
- Detail oriented, nurturing professional.
- At ease with corporate managers & employees.

DIRECTOR OF CORPORATE VOLUNTEERISM

- Works well matching volunteers to agency programs.
- Works well with agency supervisors and staff.



DIRECTOR OF CORPORATE VOLUNTEERISM

- Understands details of planning agency event, party for children or special activity.
- Respects Human Resource Department's need to screen volunteers to be in compliance with federal regulations.



BUDGET

- Now self-sustaining.
- Corporations pay for costs of volunteer activities, i.e. food at holiday party, decorations, and gifts for children.
- Example: Johnson & Johnson Team Building event for international executives...



BUDGET

Our urban TEDI student dancers taught them dance moves. J&J execs made costumes for dance, gave iPods as gifts, paid for bus, food and professional staff.

- The outcome: individual donations to agency for TEDI youth development program.

BOARD

One board member helped CEO design concept and job description and helped sell it to the Board including investment for two years in part-time Director of Corporate Volunteerism for \$35,000, until program matured and was self-sustaining.



TYPE ACTIVITIES PLANNED & IMPLEMENTED BY VOLUNTEERS

- STEM demonstrations by corporate volunteer engineers for urban after-school club of 5th & 6th grades.
- Christmas Party for young children & parents with arts, crafts, songs, photo with Santa, gift, meal.
- Media experts help upgrade agency website.
- Financial seminars for clients, i.e. preparing income tax returns.

OUTCOMES

- Enhanced services.
- \$200,000+ per year program funding from corporations and growing yearly (3 years into investment).
- New mix of diversified funding, thus strengthening fiscal base of agency in challenging times.