Corporate Skills-Based Volunteering: The Big Idea
This deck should support you in:

• Communicating **what skills-based volunteering is** and who it benefits

• Building the business case at your company

• Provide some **key data points** on how skills-based volunteering benefits
What is skills-based volunteering?

• Individuals contributing their skills & talents to address community needs

• Talents can be professional skills (i.e. marketing, IT, finance) or broader competencies (i.e. musical, carpentry)

• Leveraging person’s training and core competencies will exponentially increase an individual’s impact on their community

• The value of a skills-based volunteer hour is approx. $175 while a traditional volunteer hour is approx. $27*

*Independent Sector, varies slightly by region
models of skills-based service

“Quick hit” support

Marathon
Day of service with large volume of employees and nonprofit partners

Project Based
6 wks.-6 month consulting projects, built into employee work week

Coaching
Senior leader provides strategic guidance on a specific challenge

In-depth, customized support

Sabbatical
Full time on site support from an employee on a strategic, audacious goal

Board Service
Serving long term on a nonprofit Board of Directors

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Design Approach

Skills-Based Program Design rests at the intersection of your goals for your core business, your employees and your community.
Core Business

- What are the skills that will drive your business forward?
- What organizational culture will make your business thrive?
- How is your workforce connected to your competitive advantage?

Markets
Customers
Competitive Advantage
• What skills are critical and unique to your workforce?
• Looking forward, what are potential or future gaps in your workforce (skill, leadership, tenure)?
• What are the most challenging skills or competencies to teach?
What are your philanthropic goals in the community? How can a skills-based program reinforce those goals?

How engaged or disengaged are your employees?

How is your company uniquely positioned to make a strategic impact in the community?
For the first time in more than a decade, executives predict that investment will increase on every dimension of corporate citizenship in the next three years.

The majority of business executives believe corporate citizenship contributes to company success, returns value to stakeholders, and merits additional investment.

Companies where corporate citizenship is integrated are more likely to achieve important business objectives:

- 2.2x access to new markets
- 2.3x employee retention

Companies dedicated to at least 4 years of corporate citizenship are:

- 3x as likely to improve risk management
- 3.9x as likely to reduce employee health costs*

*Boston College Center for Corporate Citizenship
State of Corporate Citizenship 2014
Employee Engagement

70% of employees are disengaged or actively disengaged.\(^1\)

90% of companies showed a drop in turnover after implementing skills-based volunteer programs.\(^2\)

45% of employees would take a 15% pay cut for a job that makes a social or environmental impact.\(^3\)

51% of workers say that helping ’make a better world’ and making a ’contribution to society’ are essential for their ideal role.\(^3\)

\(^1\) Gallup’s 2015 State of the American Manager Study
\(^2\) Points of Light
\(^3\) What Workers Want Report, 2012, Net Impact
There are **80 million** Millennials in the US, constituting more than **25%** of the US population and making them the largest generation in history.¹

55% of Millennials were influenced to take their job after discussing cause work in their interview.²

97% of Millennials prefer to use their skills to support a cause.²

78% prefer to work with teams of fellow employees.²

¹Urban Land Institute, Generation Y: Shopping and Entertainment in the Digital Age
²2014 Millennial Impact Report
Social Impact

1.5 Million nonprofits exist in the United States, representing 10% of the workforce and 5.5% of GDP\(^1\)

The average nonprofit reports spending only 2% or less of its total budget on infrastructure, compared to the 20% average traditionally spent by companies to build a strong infrastructure.\(^2\)

72% of nonprofits strongly agree they could increase social impact with the support of skills-based volunteers, and 90% say they need more\(^3\)

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\(^1\) Boston Foundation, Internal Revenue Service, Urban Institute
\(^2\) Common Impact and Capital One, Redefining the Solution
\(^3\) 2011 Deloitte Impact Survey
Interested? Looking for more?

Check out [Pro Bono Perspectives](#), Common Impact’s full suite of resources to get you started with skills based volunteering.