



common
impact

Corporate Skills-Based Volunteering: The Big Idea

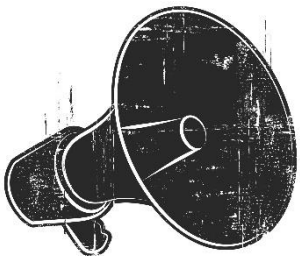
This deck should support you in:

- 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***



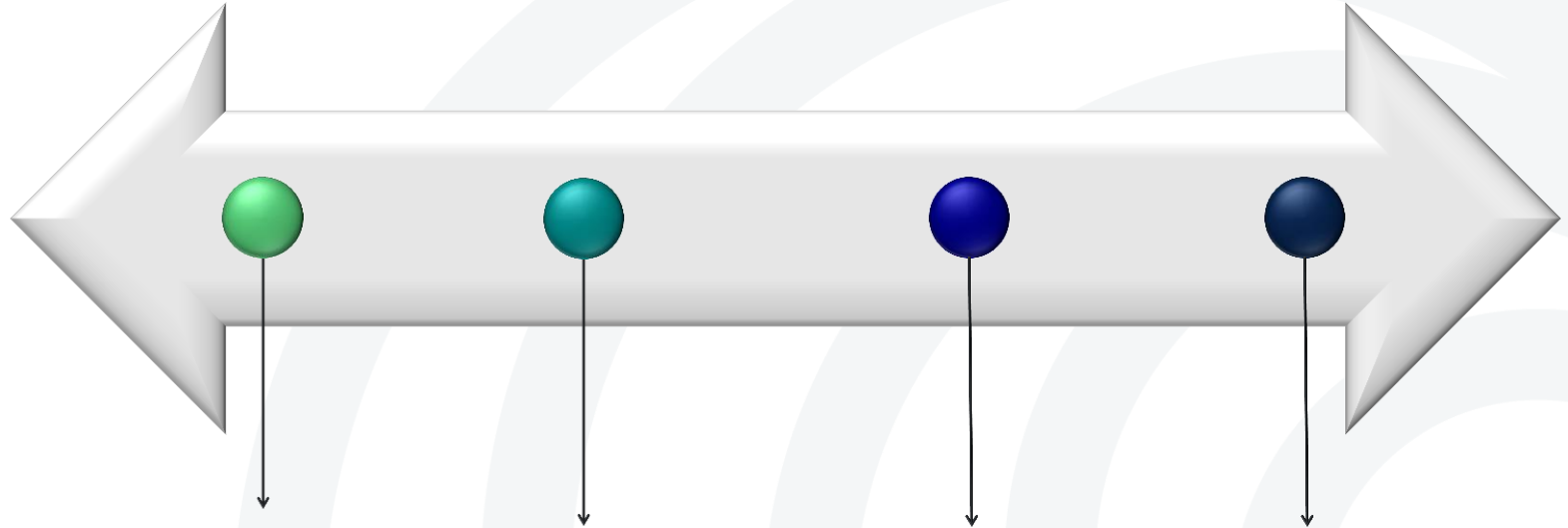
*Independent Sector, varies slightly by region



Proven models

"Quick hit" support

In-depth, customized support



Marathon

Day of service with large volume of employees and nonprofit partners

Project Based

4-6 month consulting projects, built into employee work week

Coaching

Senior leader provides strategic guidance on a specific challenge

Sabbatical

Full time on site support from an employee on a "game changing" nonprofit challenge



Design Approach



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



Core Business

Markets

Customers

**Competitive
Advantage**

- 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?

Employee Skill Sets

Functional
Skills

Leadership
Competencies

Industry
Expertise

- 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?



Community Impact

Measureable
Impact on
Your
Community

- 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?





Corporate Citizenship

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*



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.³

¹ Gallup's 2015 State of the American Manager Study

² Points of Light

³ What Workers Want Report, 2012, Net Impact

Millennials

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

² 2014 Millennial Impact Report



Social Impact

1.5 Million nonprofits exist in the United States, representing **10%** of the workforce and **5.5%** of GDP¹

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 more³

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

