The background of the cover is a complex, abstract geometric pattern. It consists of various shapes including circles, triangles, and squares, some overlapping and some nested. The colors used are a vibrant palette of blue, green, yellow, red, and white. The pattern is most prominent in the upper half and right side of the cover, while the lower-left portion is a solid dark blue.

***Corporate Guide to
Employee
Volunteering***

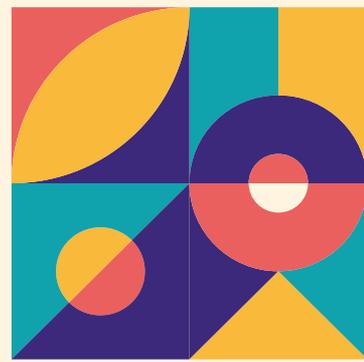
Virtual Volunteering Program Design Toolkit

Content

- Guide to the toolkit 3
- What is Virtual Volunteering? 4
- Rise in the need of Virtual Volunteering 4
 - Why Virtual Volunteering? 4
 - How Virtual Volunteering helps? 5
- What is Virtual Volunteering? 6
- Reporting and Recognition for Virtual Volunteering 8
- How to Encourage Virtual Volunteerism 9
- Challenges Faced while adopting Virtual Volunteering and combating them 10
- Common Example: Creating a Virtual Program on Tutoring/Mentoring 11
- List of Activities for Virtual Volunteering 12
- Volunteering with CSRBOX 14
- Best Practices for Virtual Volunteering 15
- About Us 16



Guide to the toolkit



Intended Purpose: This Virtual Volunteering toolkit has been designed to help HR Heads understand the need of incorporating virtual volunteering program in their organization and to help them curate their own a virtual volunteering program in alignment with the organization's vision and purpose.

Structure of the Toolkit: This toolkit contains detailed description on how you can design your organization's volunteering programs-virtual & remote and includes various template and links to templates that may help you in the process of designing the virtual volunteering program.

Target Audience: HR heads / leaders, Employees, CSR teams

Time required to read the document: 20 – 30 minutes

Explore interesting employee volunteering opportunities at CSRBOX:
<https://csrbox.org/list-Volunteering-Projects-India-Proposals>



What is Virtual Volunteering?

Virtual volunteering is a term describing the act of a volunteer who completes tasks, in whole or in part, off-site from the organization or person being assisted, using the Internet and a computer, tablet, smart phone or other device. Virtual volunteering is also known as online volunteering, digital volunteering, e-volunteering and cyber service, and includes micro volunteering, crowdsourcing, tele-mentoring, tele-tutoring, online mentoring, Internet-mediated service, and various other online activities undertaken by volunteers¹.

A virtual volunteer uses the internet via his or her preferred device like laptop, desktop, phone or tablet to offer the skills necessary to support a cause, which is important for the organization as well as to them².



Rise in the need of Virtual Volunteering

Why Virtual Volunteering?

As we all experience the restrictions on movement, the employees and individuals are seeking creative ways to address the challenges being faced by non-profits by working and volunteering remotely to build resilient organizations by empowering teams and communities. Digital technology and easy availability of internet is bringing transformation in the way that more number of employees are aiming for virtual volunteer opportunities. As the workforce turns mobile, there is a need to incorporate new technologies and innovative approaches to tap into the virtual communities and to make a difference. Virtual volunteering is turning out to be a powerful medium because of reasons listed below:

Wider Reach



Associates can bring a difference in the community from all the corners of the world, all from the comfort of their own home, workplace etc. and can contribute for far and remote places, thus eliminating distance variable.

Flexibility



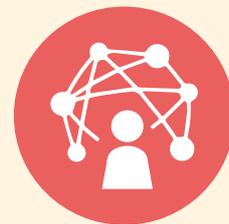
Contribute to as many causes you feel like, be it day or night. You are not tied to specific hours plus your efforts are yielding successful result.

It is easier to connect and find more opportunities



Search engines enable people to find out the opportunity according to the time they wish to contribute and their interest in any corner of the world thus encouraging cross cultural exchange.

An easy and time efficient way to give back



Anyone with the internet connection can volunteer and make an impact. More time can be spent on volunteering instead of travelling.

¹<http://www.coyotecomunications.com/vwiki/definition.shtml>

²<https://content.wisestep.com/virtual-volunteer/>

How Virtual Volunteering helps?

- Non-profits and the community can benefit from a wide range of employees' skills such as teaching, financial, IT, legal, research, strategy-building and more.
- With the pandemic around, we see the deterioration in the mental health of the employees. Volunteering plays a vital role in reducing the stress and combating depression. Virtual Volunteering also open up the doors for the entire family to volunteer effectively.
- As virtual volunteering doesn't require any kind of physical presence to create an impact towards a cause, employees can open up the calendar which is full of Days of Awareness for particular causes and subjects and participate for the same. **Example: An employee can celebrate 'n' number of days such as World Environment day, International Health Day, Teacher's Day, Doctor's Day, Labour's Day etc. and accordingly plan an activity around the cause.**
- As volunteering promotes workplace engagement, virtual volunteering enables employees to continue to serve despite any crisis or obstacles.
- As employees continue to volunteer towards more causes, it enhances their leadership skills and learning.
- Virtual volunteering also opens up more volunteering positions covering a large number of tasks and reduces the operational costs for the company including the saving costs on transportation, accommodation etc.
- With the option of virtual volunteering, it is possible for the organizations to get access to more skilled volunteers in less time and by spending less money. Sometimes the remote employees are even able to perform better than those hired on the full-time basis.

Sharing the Joy

" Since the lock-down, Tamarind Tree is running open and free online classes for children ages 6 to 16 years, from across India. Through the CSRBOX portal, we've been extremely fortunate to tie up with various corporates like Cognizant who have given us committed and enthusiastic volunteers. Volunteers have been open, hardworking and willing to work to not just take online classes, but create videos and engaging content for children. This is really a new beginning for education - where professionals with domain expertise are working to impart knowledge and skills to children. Thank you CSRBOX "



Neha K, Outreach Lead, Tamarind Tree

What is Virtual Volunteering?

Common steps to designing Employee Volunteering Program:



Elements of a Volunteering Program:

Volunteering Policy Statement

01

- Employees using company-issued devices
- When and How will Volunteers engage in Activities

- One-time volunteering
- Skill-based, time-bound, volunteering

02

Types of Volunteering

Implementation Style

03

- Self-Implemented
- Partner implemented
- Volunteer-led with time-off policy

- Guidelines
- Eligibility and approvals
- Training & Safety Guidelines
- Reward & Recognition

04

Execution

Apart from the general elements encompassing the 'Must Haves' of Volunteering, the below flowchart gives the idea about how to set-up a virtual volunteering program:

Setting Up the Groundwork

- Check for necessary systems and technology to accommodate virtual volunteers
- Select implementation partners or NGO partners to identify the beneficiary
- Capacity Building of the non-profits or implementation partners so that they can accommodate virtual volunteering as well.

Select the Best Technology to Deliver Value

- Opt for the tech tools to make virtual volunteering opportunities easily accessible to employees and boost employee engagement
- Technology can also help in personalizing the engagement with employees by the use of customized greetings, personalized volunteer opportunities and providing volunteer statistics.
- Use of virtual meeting tools, cloud based tools etc. to connect virtually should be encouraged and incorporated.

Communicate to employees about the Virtual Volunteering programs

- Share the volunteering plan with employees comprising a variety of projects, volunteering activities, times and schedules to offer them a flexibility to be able to volunteer.
- Send out email or host a small event launching the program while at the same time providing opportunity to the employees to enroll in the program or to get their doubts cleared.

Training & Safety Guidelines

- As there is significant learning involved in virtual volunteering, one must be clear about the degree of training and experience required, that can help whittle down the process of making employees familiar and comfortable with virtual volunteering.
- Setting up safety guidelines in place to protect everyone involved- volunteers, staff and clients to ensure participants safety and privacy.

Integrate Virtual Volunteerism and Appreciate Employees

- Publicize accomplishments by employee volunteers, publicize outcomes for organizations that were assisted, sharing photos and experiences of volunteers.
- Survey can be conducted regularly or available at all times to solicit feedback of employees regarding volunteering

Reporting and Recognition for Virtual Volunteering³

- Create a space or section on the employee intranet for discussion or reporting about virtual volunteering. It could be a place where people share photos of themselves volunteering, testimonials about their volunteering, etc., a place where senior staff thanks volunteers, and a place where volunteers or the HR department posts opportunities for volunteers. Employees won't post to such without prompting; you will need to contact specific employees directly and ask them to post testimonials, photos, etc. to the online area, and thank them PROFUSELY for doing so.
- Create a plan to regularly encourage picture sharing of volunteers-in-action: people taking selfies at their desk or wherever they engage in virtual volunteering. They can share this on the intranet or with HR or whomever is in charge of the employee volunteering program, and these images can be used in employee communications to further create excitement regarding employee volunteering.
- Create a schedule for regular reminders in employee newsletters and company-wide communications about volunteering (where to find such, upcoming opportunities, photos of employees-in-action, testimonials from employees that have recently volunteered, thank you mails to volunteers).
- Get permission from senior management and the marketing department to provide regular, brief reminders at company-wide meetings about employee volunteering, using photos, updates on upcoming opportunities, testimonials, etc.
- Create a plan to recognize departments that have the most number of employees that volunteered in a month or a quarter.
- Create a volunteer reporting form, the simpler the better, to encourage employees to share volunteering information.



³<http://www.coyotecomunications.com/vwiki/examples.shtml>

How to Encourage Virtual Volunteerism⁴

- **Giving gift cards:** Gift cards may be given to employees to appreciate their efforts, new ideas or enthusiasm and it serves to keep the employee as well as his/her colleagues motivated
- **Paid-time off:** A day-off can be offered to a dedicated volunteer or dedicated team based on the HR policies at your organization
- **Rewards and Recognition Program:** Having a rewards and recognition program is a great way to appreciate the efforts of dedicated employees as they volunteer. Basis for rewards could be greatest number of hours volunteered, most innovative idea suggested, etc.
- **Play to their strength:** Employees enjoy using their expertise for a good cause. Therefore, allow them to apply their strengths to better your organization, and ensure the task is challenging and stimulating⁵.
- **Matching the hours:** The company will match the hours clocked by the volunteers to money and will donate the same to the non-profits.
- **Communicate and listen to their feedback:** Listen to what your employees say. Employees who feel ignored probably won't be volunteers for long. Therefore, ask their opinions, listen to their suggestions, and always follow up.
- **Vacation Donation:** Employee can donate leave equivalent amount to a non-profit, hence using the leave for good.



⁴<https://blog.cybergrants.com/increase-employee-volunteering-201602.html>

⁵<https://donorbox.org/nonprofit-blog/motivate-and-engage-your-nonprofits-volunteers/>

Challenges Faced while adopting Virtual Volunteering and combating them

Make sure volunteering opportunities are visible on your website, volunteering portal and employees have access to them,

Access to Volunteering Opportunities

Manage the cost in updating computers, software, online meeting tools, space for online forums and staff time

Cost Related Issues

Address issues such as IT assistance and the ability to update online forums, volunteer applications, etc.

Tech Specific Issues

Redefining the volunteering policies in order to ensure security of the employee and mapping up the procedures to maintain the confidentiality of the organisation (ways in which volunteers should represent the organization online, protocol for sharing photos and names, etc.)

Policies and Procedures

Update the existing tracker to map the online volunteering hours of the employees.

Track the Hours System

Common Example: Creating a Virtual Program on Tutoring/Mentoring

The pandemic has changed the very nature of the volunteering programs that needed face to face interaction. There are many alternatives that maintain the core connection to these programmes:

Video conferencing: To maintain the immediate connection of face-to-face content, one can promote video conferencing. Security is of the utmost importance in these scenarios. If you are using a platform like Zoom, make sure the rooms are password protected so that only your volunteer and their tutee/mentee can access it. One can appoint a staff member of the organization, present on this call to ensure that nothing inappropriate is said or shared.

Pre-recorded content: Ask volunteers to record their 15-20 minute lessons that students can follow along anytime in a self-paced learning method, particularly with interactive elements that students can try at home. Similarly, volunteers can film themselves reading aloud a favourite book, which can then be shared with families who have young children for storytelling sessions

Mobile apps: A variety of mobile applications offer helpful hubs for organizations to organize video content.



List of Activities for Virtual Volunteering

Below are the set of virtual volunteering activities that can be carried out catering to specific beneficiary:

Beneficiary	Type of Activities
<p>Advocacy and Human Rights</p> 	<ul style="list-style-type: none"> • Assist in creating designs for newsletters and magazine • Assisting in hotline for domestic violence/child rights • Technical writers
<p>Animals</p> 	<ul style="list-style-type: none"> • Virtual volunteers for zoo • Social Media Manager for promoting animal rights
<p>Art & Culture</p> 	<ul style="list-style-type: none"> • Documentary film on art & culture • Graphic designer
<p>Children & Youth</p> 	<ul style="list-style-type: none"> • Tele-tutoring • Mentoring
<p>Community</p> 	<ul style="list-style-type: none"> • Starting Fundraising for a cause • Share your knowledge with community
<p>Computer & Technology</p> 	<ul style="list-style-type: none"> • Website creation • Assisting with IT services



Beneficiary	Type of Activities
Education 	<ul style="list-style-type: none"> • Running virtual classroom • Curriculum/Content designing • Story-telling
Health & Medicine 	<ul style="list-style-type: none"> • Virtual Clinic • Providing tele-consulting • Virtual meditation and workshop
Women 	<ul style="list-style-type: none"> • Share your knowledge to help women develop different skills • Mentor women entrepreneurs to upgrade their business
Crisis Support 	<ul style="list-style-type: none"> • Digital Communication support • Fundraiser • Social Media Outreach
Hunger 	<ul style="list-style-type: none"> • Cooking meals • Providing ration kits
Senior 	<ul style="list-style-type: none"> • Give a phone call • Virtual gala
Support to NGOs 	<ul style="list-style-type: none"> • Social Media Management • Developing communication and outreach strategy • Capacity & Skills Building • Proposal Writing



Volunteering with CSRBOX!

Online Classes For Children Under Lockdown
Organization: Tamarind Tree



Main Bhi Catalyst
Catalysts For Social Action



Fight Against COVID19
Rehab India Foundation



Virtual Mentoring - Be A Buddy And Help Rural Youth To Achieve Their Professional DREAMS
Vidya Poshak



Manasadhara- Break The Stigma Of Mental Health
CBM India Trust



Janta Mentorship Project
Yuva Unstoppable



BResponsible E-waste Campaign
Environmental Synergies In Development



Stepathon
Bhumi



Assist Dakshas With Advanced Operations On Salesforce.org-Nonprofit Success Pack
Dakshas (Sharma Family Charitable Trust)



Virtual Volunteering To Mentor Students
Buddy4Study



Employee Development - (Virtual) Mentoring and Upskilling Program
Anudip Foundation For Social Welfare



Training And Mentoring People With Disabilities
Ratnanidhi Charitable Trust



To explore more opportunities visit: www.csrbox.org/list-Volunteering-Projects-India-Proposals



Skills required:

Volunteers who Can speak and understand Hindi or Gujarati (English optional)

Training Required:

None

Impact:

The movement has mobilized close to 50 mentors and organized scores of inspiring sessions to motivate over thousand students benefitting from the NGO's scholarship program. Some of the mentors who have joined Yuva Unstoppable's 'Janta Mentorship' movement so far are: Nadir Godrej (Godrej Industries), Nicolas Osbert (WASH Program, UNICEF India), Anna Chandy (The Live, Love, Laugh Foundation), Ashima Bhatt (HDFC Bank), Dhiraj Relli (HDFC Securities), Gaurav Gupta (Zomato), Sangeeta Prasad (Mahindra Lifespaces), Vibha Kapoor (IBM), Saswati Bose (Exide Batteries), Sunish Sharma (Kedaara Capital Investment Managers Ltd), Vimal Ambani, Sangram Singh (World wrestling champion and founder of Sangram Singh Charitable Foundation), legendary former Indian cricketers like Irfan Pathan, Parthiv Patel, VVS Laxman, and other Yuva Unstoppable national and international supporters.

Best Practices for Virtual Volunteering



01

Defining the volunteering programs clearly and ensuring that it is easily accessible to employees

02

Creating a pool of opportunities so that employees find it easy to relate and contribute

03

Online volunteers can apply as and when their schedule allows, so company should have programs that are not time bound

04

Appreciating the efforts that are put by the volunteers to motivate them and encourage others

05

Continuous feedback from the virtual volunteers should be taken so as to ensure progress and improvisation

About Us

About CSRBOX

CSRBOX is India's leading CSR knowledge and impact intelligence driven partnership platform for the development community. It serves as an enabler, encouraging collaboration and partnerships between CSR stakeholders. At CSRBOX, we are committed to the idea of advancing social impact and change. Whether you are a Donor agency looking to invest in transformative and sustainable projects or an implementation leader dedicated to accomplish



dedicated to accomplish your organization's goals, CSRBOX can help you achieve your objectives. With years of experience in working on social development projects with nonprofits, corporate and social enterprises, we excel in catalyzing the vibrant social transformation movement in India by driving collaborations and partnerships for good. With research, strategy and designing tailored programs in the CSR ecosystem, we help our clients solve their most challenging issues. CSRBOX through its EVP section, provides virtual and real time volunteering solutions to organisation so as to meet the needs of the community and also helps the organization in strengthening their EVP and virtual volunteering program.

For more information, please visit us at: www.csrbox.org

How CSRBOX catalyzes EVP

With a vast and diverse network of NGOs and Corporate users, CSRBOX is positioned befittingly to map passionate corporate employees with diverse skills, to social development projects where they can be optimally utilized, through structured volunteer programmes. We believe volunteering empowers the volunteer as well as the beneficiary and has tremendous scope for meaningful engagement owing to the large number of nonprofits in India. CSRBOX hosts verified proposals from nonprofits to support their cause, giving opportunities to Corporate leaders to contribute towards a cause they and their employees feel strongly about.

For more information, please visit us at: <https://csrbox.org/list-Volunteering-Projects-India-Proposals>

About IndiGive Foundation

IndiGive Foundation is a registered Section 8 (not for profit) company under the Companies Act, 2013. It is the philanthropic arm of CSRBOX, India's largest CSR and social impact platform. The Foundation is guided by the philosophy of collaborative ecosystem for social sector where each collaborator plays a vital role to achieve social impact. The Foundation works as program creator and aggregator for grass-root non-profits where hub and spoke approach is followed to design and implement projects.



For more information, please visit us at: www.indigive.org

For more support on EVP and Virtual Volunteering, please contact us at pooja@csrbox.org.