



VOLUNTEER UNITED

“As the battle for talent continues, volunteering can be a strong leg-up on the competition for both prospective employees and employers. Companies that create a culture committed to making an impact and to tapping into their employees’ sense of purpose have the ability to attract and retain top talent.” –Mike Preston, Chief Talent Officer, Deloitte LLP

Greater Twin Cities United Way’s Volunteer United is your resource for volunteer matching and program development

Why create a corporate volunteer program?

Recent surveys suggest that volunteerism can have a very positive impact on your company’s reputation, and the recruitment and retention of employees:

- [Boston College Center for Corporate Citizenship’s 2015 Community Involvement Study](#) found that community involvement activities within corporate citizenship efforts help enhance reputation and the recruitment and retention of employees.
- [UnitedHealth Group’s 2013 Health and Volunteering Study](#) found that of people who volunteered in the last 12 months: 76% said volunteering made them feel healthier; 94% said volunteering improved their mood; 78% said volunteering helped them have lower stress levels; and 96% said volunteering has enriched their sense of purpose in life.
- [Deloitte’s 2011 Volunteer Impact Study-Corporate Volunteerism](#) found that Millennials who frequently participate in their company’s volunteer activities are twice as likely to rate their corporate culture as very positive as compared to Millennials who rarely or never volunteer; are more likely to be very proud to work for their company and more loyal; and nearly twice as likely to be very satisfied with the progression of their career.

In other words, if your company offers something that’s more meaningful than just a job, younger generations—and other motivated employees—are going to choose that every time.

Volunteer United is here to help you reach your employee engagement goals

Are you looking for new ideas to build your employee engagement strategies?

Are you looking for ways to streamline coordination of volunteer opportunities?

Does your organization need help tracking volunteer activity?

Would you like your organization’s volunteer efforts to have greater **impact** on your brand, employee experience and recruiting success?

Volunteer United is your go-to resource to make your job easier and your community involvement more impactful.

Volunteer United is a **free online and person-to-project matching service**. Volunteer United can:

- Connect groups and individuals with hundreds of volunteer opportunities and the causes they're passionate about.
- Tailor volunteer opportunities to meet your goals and the needs of your organization, no matter the size.
- Develop customized volunteer opportunities that align with CSR goals.
- Track and report volunteer activity.
- Provide expertise in employee engagement strategies.
- Educate your employees about the needs in the community through meaningful opportunities with United Way community partners.

Volunteer United can help you with all aspects of your volunteer program, including:

Volunteer Engagement

- Recruit volunteers
- Engage volunteers
- Survey employee interests and align projects with them
- Create messaging for your organization
- Promote opportunities to your employees
- Recognize/thank volunteers

Social Responsibility Alignment

- Track volunteers
- Track projects
- Make sure your projects are aligned with your corporate goals
- Demonstrate the aggregate value of employee volunteer efforts
- Measure the impact your organization's volunteering has

Project Development

- Projects – who, what, where, when, why and how
- Support Resources

Learn more about Volunteer United and find volunteer opportunities at gtcuw.org/liveunited or contact us at (612) 340-7440 or volunteerunited@gtcuw.org.

Find tips and tools on organizing a volunteer program at https://junction.gtcuw.org/Ambassador/Volunteer_Opportunity/Pages/default.aspx.