



JOIN THE
VOLUNTEER
REVOLUTION!

**AND HELP GROW
A BETTER BRITAIN**

Help grow a better Britain

Employee volunteering not only uplifts communities but also enriches your business and workforce



**ROYAL
VOLUNTARY
SERVICE**

Employees at purpose-driven companies are

four times
more engaged at work¹

70%

of employees report that volunteering boosts morale more effectively than company mixers²

These individual benefits translate into wider rewards for businesses, with volunteering estimated to deliver productivity gains worth at least

£4.6 BILLION

to the UK economy each year³

To enhance your employee volunteering programme, consider these five practical tips developed by volunteering experts at Royal Voluntary Service



1

Communicate clearly and consistently

Make sure your team is well-informed about volunteering opportunities. Regular updates via emails, team meetings, and internal platforms keep everyone in the loop. When leaders participate and share their experiences, it sets a positive example and encourages wider involvement.

2

Embrace diversity in participation and opportunities

Offer a variety of roles to cater to different interests and skills. If your organisation has a preferred charity, perhaps promote the option to employees to volunteer there, but also support people to do something different as well, by linking to national and local charities.

3

Simplify access for all employees

Make volunteering straightforward by offering paid volunteer leave and flexible scheduling. An intuitive sign-up process ensures that all employees, regardless of their location or role, can participate without hassle.

4

Recognise and celebrate contributions

Acknowledging volunteers boosts morale and motivation. Highlighting their efforts in newsletters, meetings, or through awards shows appreciation and inspires others to get involved.

5

Share impact and success stories

Regularly communicate the outcomes of volunteering activities. Sharing stories, statistics, and testimonials in company communications reinforces the programme's value and keeps the momentum going.



Beyond the internal benefits: elevating your company's external reputation

Employee volunteering can also elevate a company's reputation. Partnering with a well-known charity like **Royal Voluntary Service** strengthens relationships with clients and partners who value social responsibility. When businesses engage in high-profile charity events or community projects, it often leads to more successful transformation efforts⁴, increased brand loyalty⁵, positive media coverage, and even potential collaborations with like-minded organisations.

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Need assistance enhancing your volunteering programme?

Employee volunteering programmes can also play a crucial role in a company's social responsibility strategy. Companies that support community-driven projects through employee volunteering often see a boost to their brand reputation, and build greater appeal to today's socially-conscious consumers and investors.

At Royal Voluntary Service, our Marketplace and Platform make it easy for businesses to manage and track their employee volunteering initiatives.

Through our platform, employees can quickly find and sign up for opportunities, while companies can track participation rates, measure impact, and generate reports to showcase their CSR. With built-in analytics, businesses can easily see the tangible benefits of their volunteering programmes, from increased employee satisfaction to improved retention rates.



**For more advice on optimising your
volunteering and social impact activities,
speak to our Volunteering
Marketplace team.**

www.royalvoluntaryservice.org.uk/marketplace

1. McKinsey & Company - More than a mission statement: How the 5Ps embed purpose to deliver value. 2. Deloitte Volunteerism Survey 2017.
3. A pro bono bonus: The impact of volunteering on wages and productivity - Pro Bono Economics and Royal Voluntary Service March 2024 4. Harvard Business Review:
The Business Case for Purpose 2018. 5. Ennenbach, S., Barkela, B. Effects of CSR-Related Media Coverage on Corporate Reputation. Corp Reputation Rev (2024)