

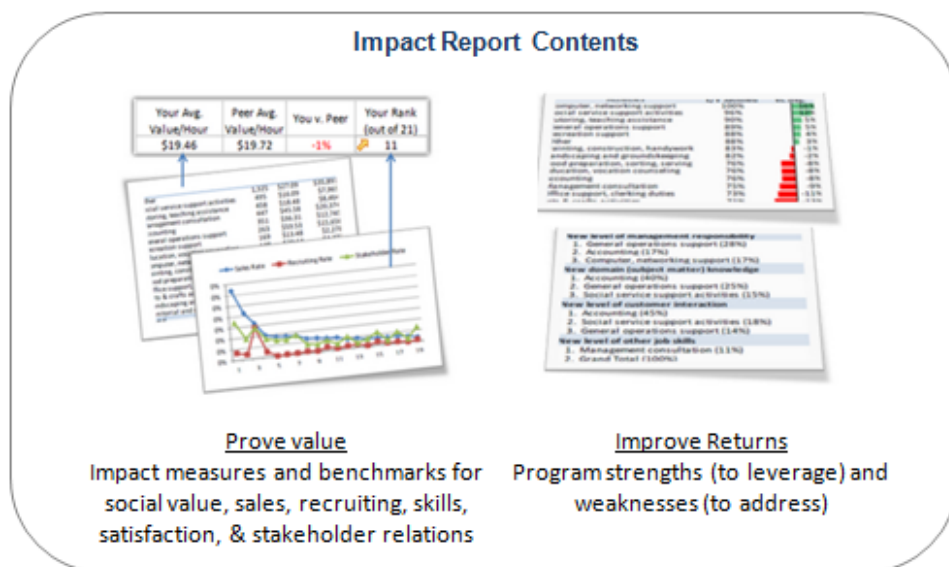
2012 VOLUNTEERISM ROI TRACKER SM

Now more than ever, managers of volunteer programs feel pressure to:

- Prove the value of their programs
- Invest more strategically (i.e., do more with less)
- Promote accountability and continuous improvement among the causes they support

Yet, most lack a key tool for success: *effective and practical measures*.

This service — offered by Points of Light in partnership with True Impact LLC — generates private, custom reports that quantify and benchmark your volunteerism’s social and business impacts:




Features & Benefits

- **Simple.** Signing up is easy, and administrative demands are minimal.
- **Powerful.** Systematically collects key performance data, enabling you to more strategically manage your volunteers to increase ROI.
- **Universal.** Open to organizations of all sizes, including Fortune 500 companies, nonprofits (large and small), and volunteer centers.
- **Private.** Your results are confidential, and benchmarking is anonymous.
- **Platform neutral.** Works with any third-party or custom volunteer management system (even Excel).
- **Customizable.** Analyze all of your activities and impacts, or just a portion, as desired.
- **Continuously improving.** Participants gain access to evolving repository of best practices.

To sign up, or for more information (including joining an informational webinar), visit www.trueimpact.com/measuring-volunteerism.

 *Assessing the social and business value of volunteerism is the key to managing it strategically and maximizing ROI. This is a pioneering—and much needed—tool.*

-- Terrez Thompson, Director of Employee Engagement, Coca-Cola

 *It is the only survey I have found to measure - and benchmark - actual employee volunteer impacts (beyond just satisfaction). I highly recommend it.*


-- Sean Rosas, Senior Manager of Employee & Community Engagement, Salesforce.com

 *Easy to administer, produced useful program insights, and reasonably priced: a great package!*

-- Kim Fawley, Director, Corporate Responsibility, Pfizer

 *It provided us important information we'd previously been unable to obtain, giving us new insights into what makes our program valuable and how we can improve.*

-- Anna Cunningham, Manager, Global Responsibility, Starbucks

 *It provided great information that we always struggle to obtain...and it was easy!*

-- Lauren Keeler, Director of Volunteerism, Apollo Group/University of Phoenix

Frequently Asked Questions

How does it work?

We collect impact data directly from your volunteers (and in some cases, your beneficiary organizations) using web-based surveys custom branded with your logo and contact information. Areas include:

Category	Impacts	Category	Impacts
Social	<ul style="list-style-type: none"> - Market value generated - Effects on production of social outcomes 	Sales	<ul style="list-style-type: none"> - Attracting, retaining business - Enhancing relationships or brand (as drivers of future business)
Skills	<ul style="list-style-type: none"> - Generating new skills or experiences - Building teams, networks 	Recruiting	<ul style="list-style-type: none"> - Attracting, encouraging recruits - Enhancing relationships or brand (as drivers of future recruiting)
Satisfaction	<ul style="list-style-type: none"> - Increasing fulfillment and job satisfaction among volunteers 	Risk	<ul style="list-style-type: none"> - Strengthening position among other key stakeholders to help reduce current or future risk

We then compile the results into a user-friendly, custom ROI benchmarking report (in PowerPoint format) that we email to you at the end of your analysis term. Components include:

- The quantified social and business value of your volunteer activities
- How your performance (anonymously) benchmarks against peer organizations
- Recommendations for improvement (i.e., how to increase social and business return on investment (ROI))

It's entirely turnkey: just define the desired scope of your analysis (i.e., what volunteers to collect data from, and over what time period) and we do the rest!

What is the cost?

Fees are based on an organization's size (by number of employees). Snapshot analyses provide a sampling of your volunteer program's impacts by collecting and analyzing data over one three-month period. Full Year analyses provide a comprehensive assessment of your program by collecting and analyzing data throughout the year (i.e., four snapshots: one at the end of each quarter). Get in touch with us for a price list based on your measurement needs.

What are the time demands on me?

Time demands on participants are minimal by design (we know how busy you are). Simply email us an export from your volunteer management system (e.g., AngelPoints, JK Group, Truist, VolunteerMatch, Excel, etc.), and we do the rest. We email web-based surveys directly to your volunteers to collect impact data, then analyze the results and produce your final ROI report. (Note: you may also send out the surveys yourself, or post a survey link on a website or intranet, as desired.)

How does this service differ from our existing measurement efforts?

Companies often survey their own employees about the benefits their corporate citizenship initiatives provide. Our offering is different from typical self-surveying efforts in that it:

- 1) Systematically captures concrete quantifiable impacts across a broad range of specific social and business categories (vs. generic employee perceptions of whether value is being generated), so you can more effectively prove the value of your efforts to key stakeholders
- 2) Analyzes the social and business impacts of *individual volunteer activities* (vs. a volunteer program overall) so you can improve the social and business value being generated by leveraging those activities that are succeeding and improving those that are not
- 3) Benchmarks the results against peer organizations and identifies sector-wide best practices, so you can better identify where you are achieving success, and where (and how) you can improve

Also, organizations such as Committee Encouraging Corporate Philanthropy (CECP) and Boston College Center for Corporate Citizenship (BCCCC) offer important and valuable reporting and benchmarking of CSR-related initiatives. Our analysis complements – without duplicating – those efforts by targeting *outcomes and impacts* (not inputs, i.e., how much you are spending and where, or other process measures). Our offering is an exciting “next step.”

How do ensure the privacy of our data?

We take privacy seriously. As outlined in True Impact’s Privacy Statement, any private or personally identifiable data provided to us (such as a list of volunteers to be surveyed), or produced as part of our analyses, are treated as confidential business information and are not shared with any other party. (Any data used for benchmarking—i.e., comparisons among participants—are scrubbed to ensure anonymity.) Companies may also opt into a “Fully Anonymous” version of our analysis, where we collect no personally identifiable information at any time (companies send the “anonymized” survey links to the volunteers themselves).

How do I sign up?

Visit our website at www.trueimpact.com/measuring-volunteerism. Or, for implementation questions, contact Farron Levy at 617.903.0210 or flevy@trueimpact.com. For POLI/HON administrative questions, contact Kim Walker at 404.979.2724 or ROI@PointsOfLight.org.

About Us

Points of Light Institute - Points of Light (www.pointsoflight.org) inspires, equips and mobilizes people to take action that changes the world. The Institute has a global focus to redefine volunteerism and civic engagement for the 21st century, putting people at the center of community problem solving. We are organized to innovate, incubate and activate new ideas that help people act upon their power to make a difference. Points of Light Institute operates three dynamic business units that share our mission: HandsOn Network, MissionFish and the Civic Incubator.

True Impact LLC - True Impact (www.trueimpact.com) is a leading provider of web-based measurement tools and support services to help organizations measure the social, financial, and environmental return on investment (ROI) of their programs and activities. Typically applied to community investment, environmental, human resource, or other corporate citizenship initiatives, True Impact’s web-based tools and “triple bottom line” evaluations have been adopted by clients at Allstate, Deloitte, Home Depot, PNC Bank, and Verizon among others.

The [Points of Light Corporate Institute](#) is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies, and gain visibility for leadership and excellence.

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