

ENGAGING EMPLOYEES WHEN YOU CAN'T VOLUNTEER IN-PERSON

Strategies for Social Impact in Light of COVID-19



THE WORLD'S LARGEST VOLUNTEER SERVICE ORGANIZATION

POINTS OF LIGHT OVERVIEW

MISSION & VISION

The points of light mission is to inspire, equip and mobilize people to take action that changes the world. We envision a world in which everyone discovers the power to make a difference, creating healthy communities in vibrant, participatory societies.

ACCELERATING PEOPLE-POWERED CHANGE

Points of Light and our Global Network help forge new connections, inspiring and accelerating people-powered change in communities around the world. We believe everyone has the power to create change. ***Every action, no matter how small, is significant.***

EMPOWERING MILLIONS OF VOLUNTEERS

We inspire and equip individuals and families to be a force that transforms the world, connecting them with opportunities to serve and recognizing their efforts.

EQUIPPING HUNDREDS OF NONPROFITS

We work with nonprofits, sharing insights, innovations and training to better facilitate action among partners and volunteers.

ENGAGING COMMUNITY-MINDED CORPORATIONS

We partner with leading companies to share best practices and set the standard for corporate volunteerism and the way businesses engage in their communities.

QUICK FACTS

30 Years Experience

Offices in Atlanta (HQ), New York City and Washington DC

208 affiliates in 37 Countries

65+ Full Time Employees



POINTS OF LIGHT

INDIVIDUALS + NONPROFITS + CORPORATIONS

A GLOBAL COMMUNITY FOR IMPACT



EVERY ACTION MATTERS

Points of Light defines civic engagement as more than standard volunteerism. In a **normal** operating environment, people are engaged through all types of civic activities.

However, **the landscape has changed**. Restrictions on daily life in response to COVID-19 mean we need to reexamine this civic circle because we strive to meet people where they are, even in times of disaster.



SOCIAL IMPACT IN LIGHT OF COVID-19

STRATEGIES FOR RESPONDING TO THE NEEDS OF A DYNAMIC WORKFORCE



Move from in person to virtual community engagement



Review and rethink internal policies and processes related to community engagement



Build and strengthen advocacy and awareness campaigns



Focus on employee recognition and storytelling



MOVE FROM IN PERSON TO VIRTUAL COMMUNITY ENGAGEMENT

PROVIDE VIRTUAL & REMOTE VOLUNTEER OPPORTUNITIES



How can you support a local community?

Virtual Volunteering Opportunities

Offering a variety of volunteer opportunities is one way to ensure that employees find at least one thing in which they'd feel comfortable participating. Has your company thought about incorporating virtual activities for your remote staff or those who have difficulty getting out of the office?

When you think about volunteers, the typical image of a team planting a community garden, revitalizing a local park or painting a lively mural at a school comes to mind. Yet all around the globe, at any given time, thousands (if not millions) of engaged citizens volunteer virtually — using their computers, the Internet, even their smart phones.

Virtual volunteers can complete short-term or long-term tasks, in whole or in part, typically off-site from the organization or person being assisted. If you've got access to a computer, thousands of different volunteer projects and roles are available to you — from your home, the library, a coffee shop, anywhere with an Internet connection.

Below is a robust resource list categorized by activity, impact area or beneficiaries.

ARCHIVES, GENEALOGY & MAPS

[Ancestry.com's World Archives Program \(AWAP\)](#) provides free software to its volunteers to access already-scanned images and transcribe them into a common, publicly-searchable database. The Ancestry World Archives Project's online volunteers use their passion for genealogy to help others discover their roots.

[Carnamah Historical Society virtual volunteering initiative](#) uses online volunteers to help with transcription and indexing projects to make historical records more discoverable and searchable.

[Map Rectifier Project](#) by the New York Public Library. This geo-rectification toolkit creates layered digital maps utilizing all the information available about a certain geography from sources as varied as Google's satellite imagery and centuries-old fire insurance land maps. Volunteers index information that records how many floors a building once had or what a street was named at different points in time, and the resulting layered digital map shows the aggregate results.

[The National Map Corps \(TNM Corps\)](#), part of the U.S. Department of the Interior, asks citizen volunteers to collect data on structures and use it to add new features, remove obsolete points and correct data for The National Map database.

[OpenStreetMap](#) is a free editable map of the whole world. It is made by online volunteers. Anyone can contribute to its geographical database.

[Smithsonian Archives of American Gardens](#) is an online database of thousands of images in the Smithsonian's Collections Search Center. By correctly tagging an image regarding the types of plants in the image, the structures, objects, people, or any details you notice, you help make that image more useful to professional catalogers in museums, archives and libraries.



POINTS OF LIGHT
GLOBAL NETWORK

MOVE FROM IN-PERSON TO VIRTUAL COMMUNITY ENGAGEMENT

FOCUS ON SBV & PRO BONO VIRTUAL PROJECTS



GLOBAL PRO BONO NETWORK

The Global Pro Bono Network serves to promote knowledge sharing, mutual support and collaboration among pro bono providers from around the world.

[READ MORE](#)

34	52	1	2
COUNTRIES	ORGANIZATIONS	REGIONAL	GLOBAL



How can you share skills with your local community?



REVIEW & RETHINK INTERNAL POLICIES/PROCESSES RELATED TO COMMUNITY ENGAGEMENT

TACKLE INTERNAL CAPACITY BUILDING PROJECTS

Review employee volunteering strategy

- Create or revamp employee champion/ leader strategy
- Update or create strategies to efficiently leverage volunteer management platform
- Listen to employees and community about their interests and suggestions to improve the EVP

Develop, update and promote policies

- Make sure that your VTO policy is inclusive to non-traditional volunteering
- Create or review your dollars-for-doers program to include virtual volunteering
- Develop a special matching grants campaign to support relief organizations

How can you improve your strategy and infrastructure to support employees and the community in times of crisis?

REVIEW & RETHINK INTERNAL POLICIES/PROCESSES RELATED TO COMMUNITY ENGAGEMENT

SHIFT FOCUS FROM DIRECT SERVICE TO EDUCATION & TRAINING



Education/training about specific social issues



**Virtual presentations from nonprofit partners -
“listening/learning campaign”**



Board service training and matching

How can you build community engagement and social impact skills with your employees and local community?

SOCIAL IMPACT IN LIGHT OF COVID-19

BUILD AND STRENGTHEN ADVOCACY & AWARENESS CAMPAIGNS

- Advocate for issues of importance to your company
 - [End Hunger in 30](#), [Polaris](#) (*end human trafficking*)
- Transition your company-wide Day of Service to a Day of Purpose



EMPLOYEE ENGAGEMENT IN LIGHT OF COVID-19

STRATEGIES FOR ENGAGEMENT

- Provide virtual and remote volunteer opportunities
- Focus on SBV and pro bono virtual projects
- Tackle internal capacity building projects
- Shift focus from direct service to education and training
- Build and strengthen advocacy and awareness campaigns