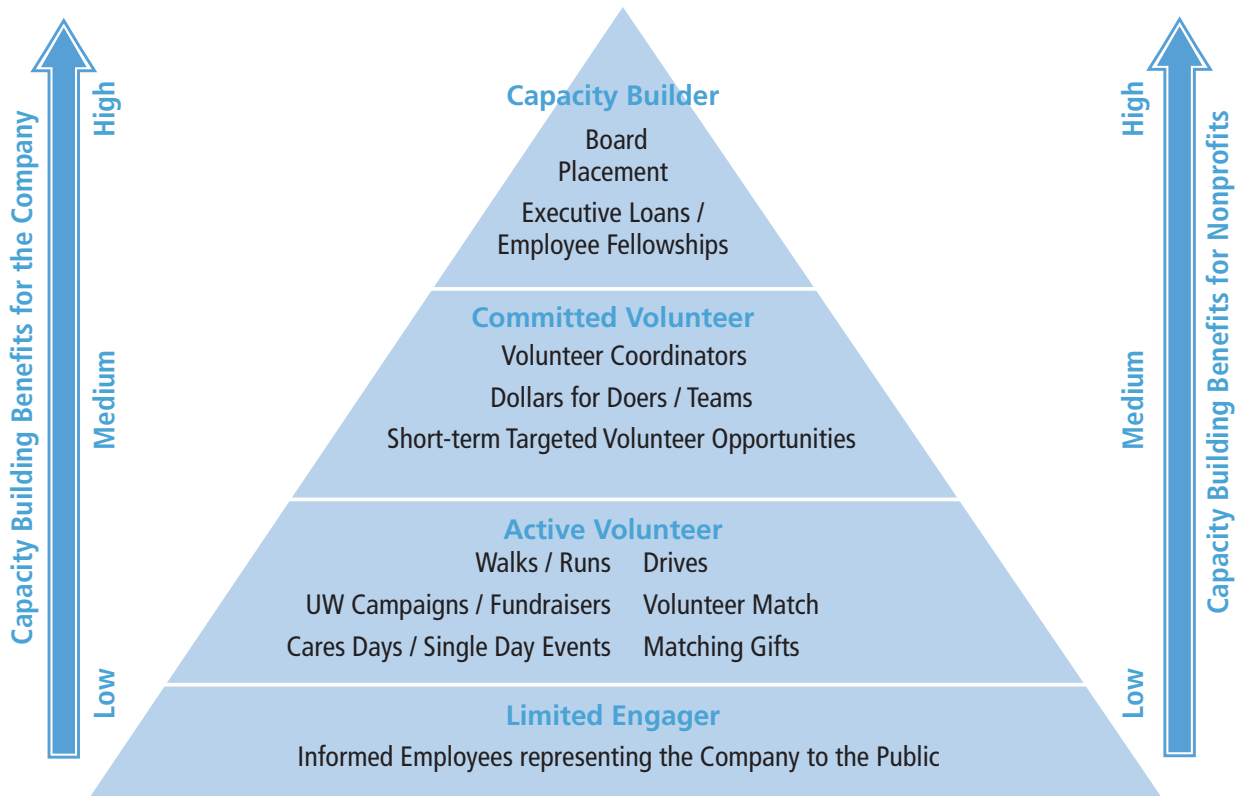


Engaging Employees: Reaching a Broader Audience

Companies with robust employee volunteer programs, and a strong culture of employee involvement, define success as engaging 15-20% of their employees. But what about the remaining 80%? How can a company reach those employees? TCC Group helps companies connect with a much larger percentage of employees by rethinking the concept of employee involvement.

The TCC Employee Involvement Pyramid provides a new way to think about all of your company's employees as a part of the volunteer program in different ways. The four levels—Capacity Builder, Committed Volunteer, Active Volunteer and Limited Engager—illustrate the potential number of employees involved (largest at the bottom), the interest level of the employee, the amount of time given by employee volunteers (highest at the top) and the benefits to the company and the nonprofit community (highest at the top).

Employee Involvement Pyramid & Company/Community Benefits



insights

Most companies develop programs in the center of the pyramid for the Active Volunteer (employees who volunteer for walks/runs and make matching gift contributions) and the Committed Volunteer (employees who help lead volunteer efforts and commit more than a day or two a year). However, **significant opportunities exist at the top and the bottom of the pyramid.** Capacity Builders (skilled volunteers making longer-term commitments) and Limited Engagers (unable to volunteer but still crucial for representing the company to a broader audience) are often overlooked.

Capacity Building programs, such as those run by Pfizer Global Health Fellows or IBM Corporate Service Corps, involve larger commitments of time and focus on providing substantial benefits to nonprofit organizations. These high-impact contributions also provide companies with a strong story to tell both internal and external stakeholders to help build their corporate citizenship reputation. Many companies use these programs to reward exceptional employees and reinvigorate them after a number of years at the company.

The Limited Engagers—the most frequently overlooked group—provide another powerful vehicle for companies to tell their story and expand their reputation both internally and with key external stakeholders. A large percentage of employees are unable to volunteer, due to the time constraints of work and family. However, these employees can still serve as ambassadors for the company. We all know that employees talk to their networks about their work. Ensuring that they have positive stories to share builds positive brand associations with the employees’ family, friends, and stakeholders in the community. And while you may not hear much from the Limited Engager, you should make sure that they hear often from you about the programs the company offers and the lives and communities improved as a result of employee volunteerism.

It is important to recognize that employees’ interest, ability, and available time will vary. The chart below provides an overview of the employee categories shown in the pyramid and will help guide your program planning.

| Engagement Level / Employee Type | Interest in Community Involvement | Time to Dedicate | Skills / Expertise | Number of Employees |
|----------------------------------|-----------------------------------|------------------|--------------------|---------------------|
| Capacity Builder | High | High | High | Low |
| Committed Volunteer | High | High / Medium | Medium | Low / Medium |
| Active Volunteer | High / Medium | Medium / Low | Low | Medium |
| Limited Engager | High / Medium / Low | Low | Low | High |

How TCC Group Can Help

TCC Group works with corporations to develop and implement high impact employee involvement programs that recognize the unique skills and resources of their employees and align with the strategic corporate citizenship goals of the company.

To learn more about our work in this area, or to share your own experiences with employee involvement, please contact Tom Knowlton, Director of the Corporate Practice, at 212-949-0956 or knowlton@tccgrp.com.