

## PRINCIPLES OF EXCELLENCE FOR WORKPLACE VOLUNTEERING ONLINE SCORECARD

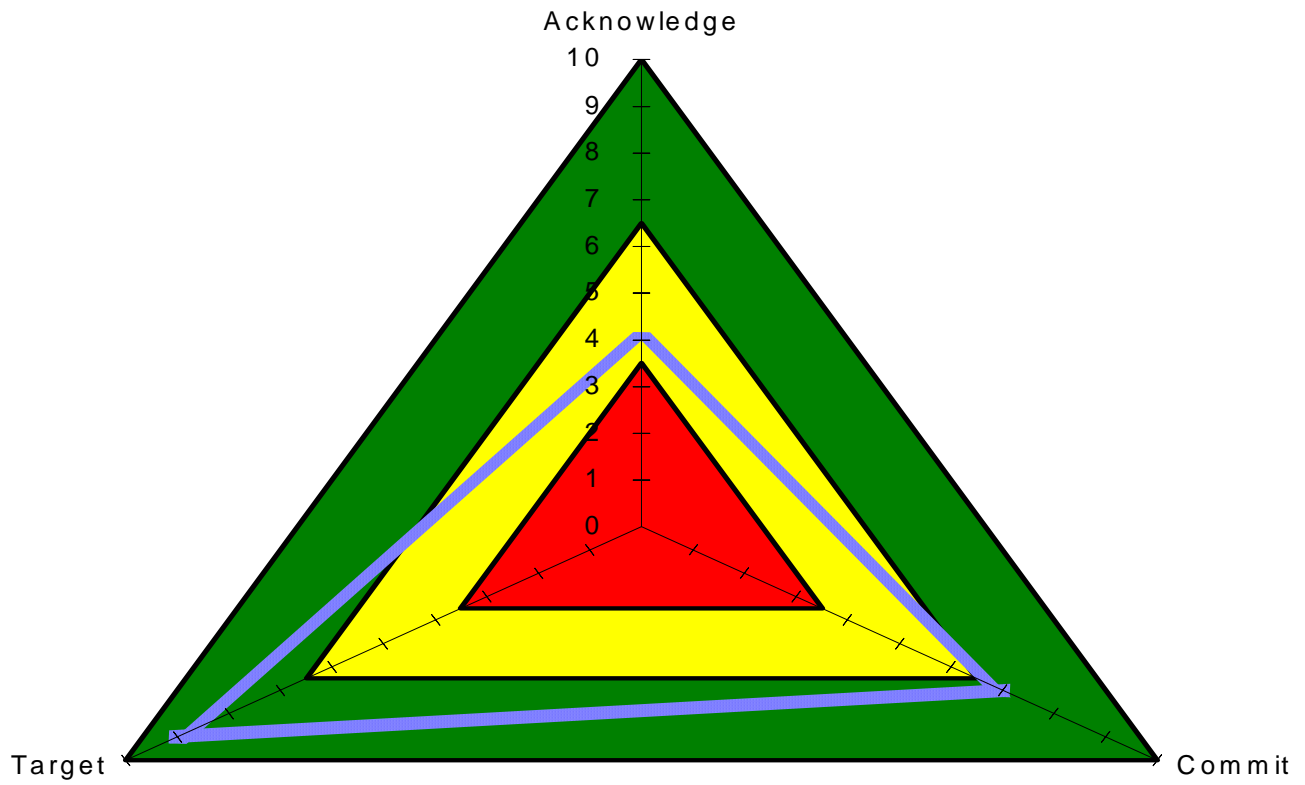
The Points of Light Foundation, working with a committee of its business members, created the Principles of Excellence in Workplace Volunteering to establish a set of standards for effective and sustainable employee volunteer programs (EVP). The Principles has been used by hundreds of businesses and corporations as guidelines they could use in shaping their EVPs. Further, these Principles have served as the criteria for the Points of Light's Awards for Excellence in Workplace Volunteer Programs, a prestigious award that attracts dozens of nominations annually. The Principles of Excellence have become widely accepted as a national standard, and the Points of Light Foundation & Volunteer Center National Network have created an online scorecard that allows organizations to visually assess their progress against this standard.

The Principles of Excellence comprise three broad components that are equally important in defining a quality EVP program: Commit, Target, and Acknowledge. Each principle is explained below.

- COMMIT to establish, support, and promote an employee volunteer program that encourages the involvement of every employee, and manage the employee volunteer program like any other business function.
- TARGET workplace volunteering at serious social problems in the community.
- ACKNOWLEDGE that the workplace's employee volunteer efforts contribute to the achievement of its business goals.

## The Principles of Excellence Scorecard: A Visual Assessment

The Three Principles of Excellence are shown below as the three axes or arms of the triangle: Commit, Target, and Acknowledge.



Each arm has a maximum value of 10 points, with each unit representing a percentage of the total possible points received after completing the online scorecard. A perfect score on any one arm, 100%, would award 10 points on its axis. For example, the sample business achieved 90% of the possible points on the Target axes, yielding a score of 9 on the graph (blue line). Likewise, it scored 4 (40%) on the Acknowledge scale and 7 (70%) on the Commit scale. These scores, represented by the blue lines, are plotted against the “traffic light” background: red for “needs work”, yellow for “making progress” and green for “doing well”. It can be readily seen, then, that this company is doing well in terms of Targeting, making progress in achieving the goals on the Commit scale, and needs work on the Acknowledge scale.

The Principles of Excellence Online Scorecard has been designed to help businesses assess:

- The quality of their programs compared to an ideal program;
- Areas of strength and how to leverage these strengths to further evolve their programs; and
- Areas of weakness and what to do to overcome them.

The Principles of Excellence for Workplace Volunteering Online Scorecard assesses the degree of excellence of an Employee Volunteer Program (EVP). A truly excellent program is defined as one that makes substantial contributions to the community, the business, and its employees. The Principles of Excellence Scorecard can be found on the Points of Light Foundation’s web site at <http://www.pointsoflight.org>.

Questions used for the Principles of Excellence Scorecard are shown on the following four pages. When you use the Scorecard, it would be helpful to review the questions and think about your answers ahead of time. Once you access the Scorecard online, you will be prepared to answer the questions quickly and efficiently.

This is the first version of this new online tool. Enhancements are already being planned for future versions, which we anticipate to announce each year at the Conference. Feel free to contact staff in Corporate Volunteer Development or the Office of Planning, Research and Evaluation at the Points of Light Foundation & Volunteer Center National Network if you have any questions or submit your ideas on how we can make this Online Scorecard more useful to you.

Directions: This assessment tool should be taken by someone who manages or is familiar with an organization's Employee volunteer program. All questions should be answered using a scale of Yes/No/Don't know/Not applicable.

Please note that the online version of the tool will use skip logic. In other words, individuals will only be asked questions that pertain to them. Once the assessment tool is completed, a score will be tallied for each of the three sections. The user will not only receive their scores numerically, but will receive a diagram that shows their EVP plotted against the maximum possible scores. Additionally, written suggestions for improvement will be provided. If an individual's EVP scores extremely high, he or she will be encouraged to apply for the Principles of Excellence award.

I. ACKNOWLEDGE THAT THE WORKPLACE'S EMPLOYEE VOLUNTEER EFFORTS CONTRIBUTE TO THE ACHIEVEMENT OF ITS BUSINESS GOALS.

The company (organization) recognizes that societal and community issues have a direct relationship to the organization's future success.

Our company's social vision is communicated to external audiences (e.g., annual report, company website) at least once a year.

Our company's social vision is communicated to all internal staff and employees at least once year.

Employee volunteering is a key component in the organization's overall community involvement efforts.

Volunteering is articulated as a component within the company's overall business strategy.

Volunteering is a major component within the company's community involvement strategy.

Activities and accomplishments of our Employee Volunteer Program (EVP) are highlighted on our Web site, newsletters, and other avenues available to the public.

Activities and accomplishments of our EVP are highlighted on our Web site, newsletters, and other avenues available to employees.

Our annual report includes information on our EVP.

Our communications strategy (e.g., marketing, recruitment, community relations) includes promoting the value of our EVP.

Some of our advertising and marketing features our community involvement efforts.

Executive and senior management participate in leading the volunteer effort and take an active, visible role in the community.

Executive and senior management endorses fulfilling the company's general social vision.

Executive and senior management endorses volunteering as a key component in the company's general social vision.

Executive and senior management promotes our EVP to staff in-person.

Executive and senior management participates in our EVP activities and events.

II. COMMIT TO ESTABLISH, SUPPORT, AND PROMOTE AN EMPLOYEE VOLUNTEER PROGRAM THAT ENCOURAGES THE INVOLVEMENT OF EVERY EMPLOYEE, AND MANAGE THE EMPLOYEE VOLUNTEER PROGRAM LIKE ANY OTHER BUSINESS FUNCTION.

The employee volunteer program is designed with a business plan including goals, budget and staff resources, a promotional plan with recognition strategies, evaluation, etc. Our EVP has a formal business plan that has been approved by senior management.

If yes to above, then prompted for items below:

Our EVP business plan has expected business benefits.

Our EVP business plan has expected participation levels.

Our EVP business plan has expected employee benefits.

Our EVP business plan has expected community benefits.

Our EVP has its own budget.

If yes, then prompted for items below:

That budget includes expenses for:

Staff time to manage the EVP.

Promoting the EVP.

Evaluating the EVP.

Project supplies for EVP activities.

Transportation for EVP activities.

Recognition for employee volunteers.

Our EVP has dedicated staff resources.

Our company provides grants to the nonprofits where our employees volunteer (Dollars for Doers).

Our company provides corporate grants to nonprofit organizations that help provide or support volunteer opportunities for employee volunteers.

Our company sponsors charity events where employees can volunteer such as walk-a-thons.

The employee volunteer program is employee-driven and has input from senior management and community members.

Our EVP uses senior management feedback to make decisions regarding the EVP.

Our EVP uses employee feedback to make decisions regarding the EVP.

Our EVP uses community organizations' feedback to make decisions regarding the EVP.

The employee volunteer program is supported with formal policies and procedures that encourage optimum volunteer participation.

My EVP is documented as part of formal corporate policies and procedures (e.g., part of the policy and procedures manual).

The corporate policy addresses risks and responsibilities associated with volunteering.

The corporate policy acknowledges the rights and privileges of an employee volunteer.

My company grants release time to employees who volunteer during the work day (paid time off so that the employee does not need to make up).

My company grants flex time to employees who volunteer during the work day (unpaid time off that the employee needs to make up).

Our EVP sponsors official volunteer days where employees are encouraged to take the day off from work to participate in organized volunteer events (e.g., Martin Luther King Jr. Day of Service, Make a Difference Day).

My EVP has an awards/recognition programs for volunteers.

The employee volunteer program is managed to bring value to the organization.

Our EVP works with other departments to make sure the EVP goals are aligned with company-wide goals.

Team building, skill building or leadership development are objectives of our EVP.

Our EVP encourages employees to serve on nonprofit boards and other activities that strengthen community organizations.

The employee volunteer program is evaluated at least annually to determine the outcomes that it brings to the company, its employees, and the community.

Our EVP takes into account the interests employees have in different kinds of volunteering.

Our EVP carefully defines what does and what does not count as a “volunteer” event or a “volunteer” activity.

Our EVP tracks employee participation.

We track:

The number of participants.

If yes,

Our EVP tracks the number of participants who volunteer on company time.

Our EVP tracks the number of participants who volunteer off company time.

The number of service hours donated by employees.

The number of service hours donated by employees friends and family.

Type of projects in which employees participate.

Type of organizations with which employees volunteer.

Employee satisfaction.

We evaluate EVP performance against the established goals and objectives.

Our EVP uses feedback about our program from our employees to continuously improve the program.

Our EVP uses feedback from community partners to continuously improve the program.

### III. TARGET WORKPLACE VOLUNTEERING AT SERIOUS SOCIAL PROBLEMS IN THE COMMUNITY.

The employee volunteer program has a focus on addressing serious social problems.  
Our EVP identifies community problems we want to address.  
Our EVP partners with organizations that address these areas of concern.  
Our EVP provides opportunities for employees to volunteer in these areas of concern.  
Our EVP aligns corporate philanthropy dollar allocations with volunteer program where appropriate in these areas of concern.(dollars follow volunteer hours).

The organization develops employee volunteer partnerships with local businesses, nonprofits, Volunteer Centers, Business/Corporate Volunteer Councils, or grassroots agencies.

Our company is involved with other companies at the local, state, or national level to encourage corporate volunteering.

We have taken action to become a leader in the corporate volunteer movement at the local, state, or national level.

Our company has a partnership with at least one community professionals organization to focus our volunteer efforts. Examples may include Corporate Volunteer Councils and volunteer program managers networking associations

We have helped other companies start or improve their corporate volunteer program.

The employee volunteer program engages in increasing its nonprofit partners' capacities of skills and resources to work toward their missions.

Our EVP communicates the professional skills our employees have to offer to potential nonprofit partners.

Our EVP offers our employees volunteer opportunities that utilize their professional skills and expertise (e.g., HR, IT).

Our EVP provides business skill mentoring to nonprofit leaders.