

CVNY January 2019 – Volunteer Recognition (Recap)

Group discussion leaders:

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Host:

Kevin Moss, Manager, Community Relations at Major League Baseball

Key Takeaways in Prizes for Excellency in volunteerism

- Segment population – what feels good and appropriate for the specific employee? NBC hosts focus groups to find out what motivates employees.
- Consider your stakeholders. Who are the Stakeholders you need to engage/recognize in this process?
- Work with HR to find ways to incorporate volunteerism into performance evaluations.
- Consider your resources. Think beyond “gifts + rewards” (stuff) and consider your own influence and the influence of your team on leadership.
- Consider your priorities. What are the types of employee performance and behavior that benefit your work most? Can you identify which employee behaviors drive greatest action toward achieving your strategic goals?

Key Takeaways in CEO involvement

- Have CEO lead the charge in terms of getting the company excited about volunteerism
- Encourage CEO to host an ‘awards ceremony’ recognizing volunteers and allow time for volunteers to network with CEO and senior management
- For ‘awards ceremony’ or other recognition events, involve CEO in judging panel to get him/her bought into the event
- Where possible, align volunteer award nominee categories with strategy/business goals
- Create templates/comms materials for CEO when he/she sending company-wide messaging
- Be efficient and limit “asks” to maintain CEO engagement
- Helpful to have a good relationship with CEO assistant(s)/personnel staff

Key Takeaways in Communication of award or excellency

- Develop a regular cadence of communication. At HSBC, when an employee signs up to volunteer, an email gets generated to their manager. This can entice the manager to become more involved in the volunteer work as well.
- Messaging that the volunteering is part of the business values.
- Partner with Human Resources and Business Resource Groups to spread the word.
- Volunteers are recognized by being asked to be special guests at various Volunteer Trainings and Corporate Sustainability events/presentations. HSBC has an award system in place that honors top down and bottom up. Award points Program is used to recognize volunteers and their initiatives. Once a year there is also a companywide Culture Hero Award which is the highest

award an employee can receive. Many have received this Culture Hero Award for their volunteer and engagement efforts.

- President and CEO also selects twice a year and awards two new nonprofits from a list of finalist to receive CEO Award. This is part of HSBC's Involve Volunteer Program which allows twice a year employees to work with a new nonprofit partner of their choice to submit an application. If approved, they get to work with the organization and plan and lead volunteer events for a year.