



Goodera *Strategy* Workshop

Building the foundation for a successful,
scalable, and strategic volunteering program

Objective

This workshop will help CSR / social impact teams:

- Reflect on the current state of volunteering in the organization
- Understand the employee volunteering landscape and benchmarks
- Share best practices from our experience within the industry
- Examine case studies from leading global companies
- Align on key goals for the future and volunteering resourcing needs
- Co-create an Annual Volunteering Plan that lays out your strategy for the year and supports in achieving your goals

1 Pre-Workshop

(7–10 days before workshop 1)

Goodera will share:

A pre-workshop survey to gather inputs on current volunteering programs, priorities, challenges, and future aspirations

Details and case-studies on 50+ volunteering use-cases and formats as a pre-read to understand what stands out the most for the CSR team

C. Region wise volunteering metrics			
S. No.	Region	No. of offices	No. of employees
1			
2			
3			
4			

D. Initiative Level Details			
S. No.	Initiative	Yes / No?	Number of volunteers engaged
1	Day / Week / Month of Service		
2	Volunteering around Heritage Moments (Examples: MLK Day of Service, Earth Day, Pride Month)		
3	Use-cases of volunteering		
3.1	New employee onboarding		
3.2	Offices / Team meet-ups		
3.3	Leadership events		
3.4	Return to office		
4	ERG engagement		
5	Conferences / large meetings		
6	Skills-based volunteering (Long-term volunteering)		
7	Others		

ICONS (Volunteering for leaders)
Icons is a new, exclusive, crafted specifically to engage the leadership at organizations. Icons consists of volunteering projects that are designed to resonate with "high performers" with unique and align with their values, org

Arrow Electronics
Arrow Electronics aimed to organize a volunteering event that aligned with their core pillars of STEM and technology. The goal was to engage their CEO, Sean K., during a visit to the Taiwan office, while creating an opportunity to interact with employees and give back to the community.

Volunteering Kiosk
Volunteering kiosks are designated physical spaces where employees can easily access information, sign up for volunteer opportunities, and engage with various community service initiatives. These kiosks serve as centralized hubs to promote and facilitate corporate volunteering programs, providing employees with convenient access to charitable projects, and ways to contribute to social responsibility efforts.

Outcomes

- Increased Participation Rates
- Enhanced Employee Engagement
- Efficient Communication of Community Service Initiatives

2 Strategy Workshops

Strategy Workshop 1

The Art of Possible

In this workshop, we will discuss the following:

1 Reflections on the current volunteering program

Reflect on the current workforce participation, popular cause areas, regional highlights, top formats, and more

2 Foundations of a robust volunteering program

Understand Goodera's employee volunteering strategy framework, based on Portfolio, Infrastructure and Knowledge, to scale volunteering in an organization

3 Best practices and benchmarks

Explore global volunteering trends and benchmarks across organizations of similar size and industry

4

Art of Possible

Discuss best-in-class volunteering experiences with 25+ use-cases and formats, and 50+ case studies

5

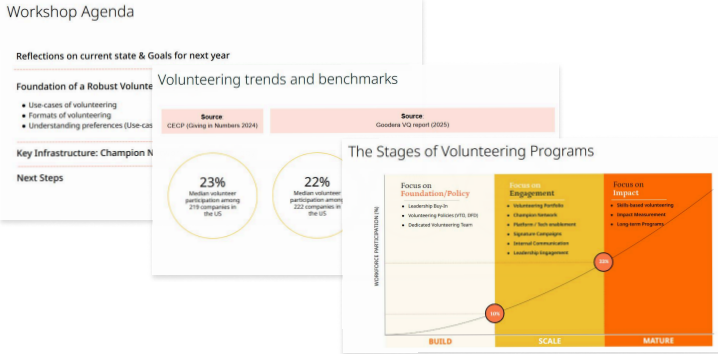
Infrastructure

Explore how infrastructure helps in scaling volunteering programs. Discuss technology, and, building and empowering a champion network in detail

6

Defining targets

End the discussion by defining high-level targets and aligning priorities for the year across geographies, cause areas, use cases, and formats



Key Takeaways

- Strategic direction for building a well-balanced, inclusive volunteer portfolio
- Alignment on priority cause areas, use cases, and engagement formats
- Actionable ideas to scale the champion network and tech infrastructure

Strategy Workshop 2

Target Setting & Calendar Planning

(5-7 days after workshop 1)

In this workshop, we will cover:

1

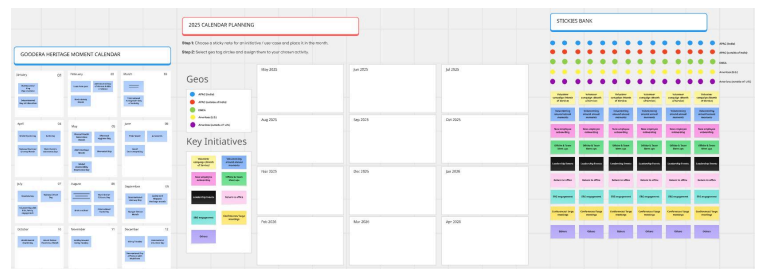
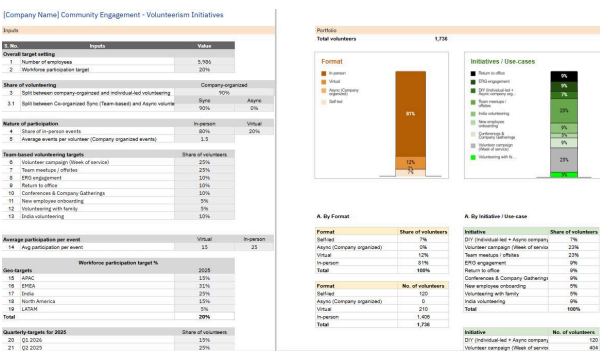
The Target-Setting Workbook

Collaborate on a target-setting workbook to assess and finalize goals across use cases, formats, regions, quarters and set targets for the year

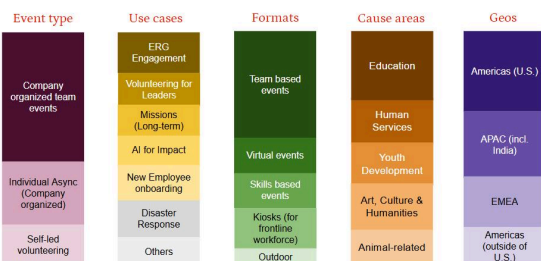
2

Strategic Calendar Planning

Co-create a region-specific, monthly volunteering calendar to help reach your targets



A balanced Volunteer Portfolio to cater to employee personas and organization goals (Sample)



Key Takeaways

- Final participation targets using the target-setting workbook
- Draft annual volunteering calendar with a well-rounded mix of formats, causes, and geographies

3 Post-Workshop 1 and 2

Annual Volunteering Plan

(7-10 days after workshop 2)

Goodera consolidates all inputs into a detailed Annual Volunteering Plan, including:

1

Target Setting

- Key initiatives in the program (large campaigns, use cases, monthly moments, etc.)
- Formats of volunteering
- Growth regions for volunteering
- Focus cause areas to scale volunteering

2

Calendar Planning

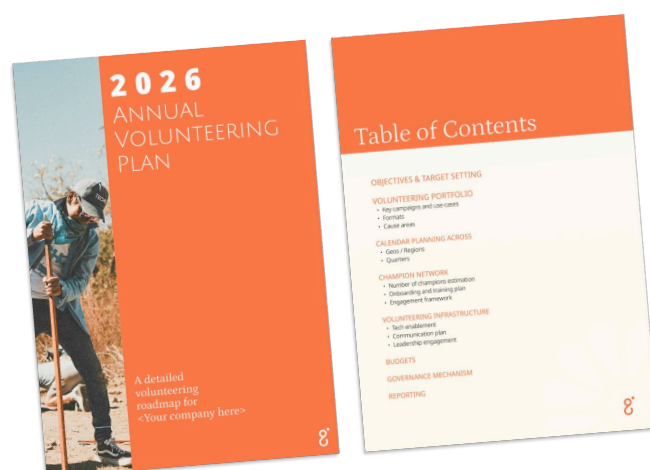
- Demonstrates program execution throughout the year and across regions.

3

Execution of the Plan

Outlines the infrastructure and enablers for execution

- Champion network
- Tech enablement
- Communication plan
- Key stakeholders involvement
- Operational roadmap to execute the plan
- Budget and governance



Beyond Strategy Workshops

Based on organizational priorities, Goodera also conducts deep-dive knowledge workshops on specific focus areas, such as:



Scaling and engaging your
Champion Network



Leveraging **Internal Communications**
to promote volunteering



Designing engagement pathways
for Employee Personas



Implementing **Skills-Based Volunteering**
and **AI for Impact** volunteering

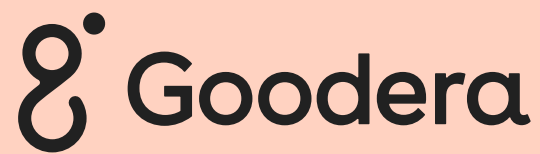


Planning and executing
a Month of Service



Scaling and localizing your volunteering
program across multiple **geographies**

These deep-dive workshops are fully customizable and tailored to each organization's needs, helping teams unlock the next stage of volunteering maturity.



Scan the QR code to
get in touch with us