Benefits of Employee Involvement
A key element of corporate citizenship

Employee volunteerism is an important component of corporate citizenship that gives employees an opportunity to be personally involved in a company’s commitment to corporate citizenship. Including employee involvement as an explicit dimension of the Company’s corporate citizenship strategy increases employee satisfaction and performance. Involving employees in community outreach contributes to the company’s overall performance as a good corporate citizen.

The corporate benefits of employee involvement
Employee involvement programs can lead to:

• Increased employee morale
• Improved reputation and license to operate
• Reduced operating costs, especially in relation to HR recruitment and crisis management

A Center for Corporate Citizenship at Boston College study showed that for 97 percent of companies surveyed, an enhanced reputation is a primary goal of their community involvement programs. Fifty-three percent of those companies found that such programs help preserve their licenses to operate (Community Involvement Index 2003).

Benefits to employees

Employee involvement increases job satisfaction and workforce retention rates. Thirty-seven percent of companies view the recruitment and retention of employees as a primary goal of their employee involvement programs (Community Involvement Index 2003). Other research shows that volunteer programs develop employee competencies in such areas as:

• Teamwork
• Planning and implementation
• Listening skills
• Communication
• Project management
• Customer focus

What are the methods of involvement?

The Center’s Community Involvement Index 2003 shows that 85% of companies participating in Center programs have a formal employee involvement program. Programs vary widely and involvement initiatives should be tailored to accommodate specific corporate strengths, needs and goals. Examples of corporate-sponsored employee involvement include:
• Company-wide service days
• Paid time off for personal volunteering hours
• Dollars for Doers programs (}