



guide to volunteering

success factors for employer-
supported skills-based volunteering

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MediaTrust



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welcome



Welcome to this new resource for companies, particularly in the media and creative industry, looking to understand the key drivers behind successful employer-supported skills-based volunteering initiatives.

For over 25 years, Media Trust has been at the vanguard of connecting good skills with good causes, channelling talent and other resources from the media and creative sectors to give a stronger voice to charities, under-represented communities and young people. We've facilitated thousands of successful matches between charities and volunteers, who have run the gamut from whole teams at creative agencies to individual filmmakers, journalists, digital strategists and social media experts. The results have been stellar – from award-winning short films that compellingly describe the impact that the heroic charities we work with are making in their local communities, to sharper advocacy campaigns, bigger

audiences, more confident data analysis and more all-round support – and remember, we're not just helping the charities, but also the disadvantaged, marginalised and often left behind individuals in society that they serve.

We've also successfully mobilised thousands of volunteers to train and mentor creative young talent from diverse and mostly under-privileged backgrounds, to give them the skills and confidence to access a career in the media and creative industry. We're now seeing many of our youth alumni who have gone on to work in the sector coming back full circle to volunteer to coach and encourage the next generation of young people, which is absolutely fantastic of course.

One of the great things about volunteering initiatives is that they allow for a greater connection between broader society and the media sector, which has been criticised for not being sufficiently representative of today's

Britain. Volunteering allows employees to walk in the shoes of individuals and communities that they would otherwise probably never come into contact with, to gain insights into, and a better understanding of, the lived realities of asylum seekers and migrant families, disabled people, young people with mental health issues and many more.

From our work with employers and volunteers on the one hand, and the organisations and young people who value and benefit from their help on the other, at Media Trust we think we have a pretty good handle on best practice and innovative approaches to skills-based volunteering, especially in relation to the media and creative industry.

We've also seen an explosion in interest in "giving back" from the media and creative sector. We think this has something to do with the renewed focus that brands are now placing on purpose, as well as the greater emphasis attached

by millennial staff to employers that are committed to making the world a better place.

So, we've put together this free guide that we hope will encourage more skills-based volunteering and help ensure that any new such initiatives are informed and influenced by learnings from what has gone before.

We'd love to know if you find this guide helpful – or if it has inspired you to volunteer. Please write to me at su-meit@mediatrust.org with your feedback.

Su-Mei Thompson,
CEO, Media Trust

employer-supported skills-based volunteering: the business imperative

In recent years, social purpose has become integral to many firms' business strategies. Part of this increase in engagement relates to a recognition of the growing business case for corporate social responsibility, in terms of consumer

brand and employee recruitment, retention and engagement.

In London, polling by City Philanthropy points to the "millennial effect" on businesses, with under-35s much more likely to want to work for a company

that is socially and environmentally responsible, and keener to involve themselves with charitable work alongside their day job.

It's not surprising therefore that business interest in promoting and facilitating employee volunteering has soared in recent years according to Accenture. In their 2016 report titled "A 2020 Vision for Employer-Supported Volunteering", Accenture anticipated we would see unprecedented growth and change in employer-supported volunteering, driven by a blend of economic, technological and policy factors. **"Organisations who embrace this change have a tremendous opportunity to make a greater social impact while also benefitting their own businesses."**

Accenture's forecast has been more than validated by events. For a variety of factors, from our socially conscious Millennials and Generation Z to consumers increasingly caring about brand values, it's no longer enough for businesses to focus just on business.

For all of these reasons, volunteering programmes make business sense and they also successfully tick the 'do good' box. More and more businesses are ascribing to the view that there is a moral imperative for businesses to 'give back', and where companies are concerned, skills-based volunteering is one way of giving back which has multiple benefits and where they can really make a difference.

Volunteering boosts employee engagement and pride

89%

of volunteers reported increased job satisfaction

87%

of volunteers reported greater pride in the company

As a result of CSR activity, businesses saw...

productivity increase by

13%

revenue increase by

20%

decrease in staff turnover by

50%

Source: IO Sustainability and Babson College, 2018

Volunteering can develop stronger relationships with employees and clients

of millennials said a sense of purpose is part of the reason they chose to work for their current employer

77%

17%

of volunteers said volunteering had helped them to develop stronger client relationships

Source: Deloitte Global Millennial Survey, 2019

76%

of volunteers said they developed core work skills

key success factors for employer-supported skills-based volunteering

Here are some key success factors, best practice and innovative approaches being adopted by our partners in the media and creative sector:

Getting buy-in beforehand:

Survey the entire team on the social causes they feel most passionately about. Find out whether they think your organisation should be supporting locally based charities close to your place of work or specific causes or social issues. Give them a voice in selecting the causes and charities your organisation ends up supporting as a business. And don't be afraid to invite charities to come in and talk about their work and to pitch for your help.

Make it easy for busy people:

Designate a few days a year as "giving back days" when people are encouraged to down tools to do some volunteering. Organise team-based volunteering

activities that people can sign up to without having to do their own research into different charities and different volunteering opportunities.

Be flexible:

As much as possible, give individuals the opportunity to schedule when and how to give back – some people may want to volunteer as a youth mentor and will need time off on a regular basis – e.g. once a fortnight or once a month – to meet their mentee. Other people may want to volunteer to help a charity with their comms on an ongoing basis. While much of this can be done remotely, they will need time off occasionally to meet and check in with the charity.

Leaders need to walk the talk:

It's essential that the CEO and the rest of the senior leadership team and line managers are seen to be 100% behind staff volunteering by doing it themselves, and actively nudging other people to get involved. Line managers should be encouraged to use team-based charity-challenge days and other team-based volunteering activity as a means of enhancing team bonding and boosting team morale.

Invite brands to get on board:

With more and more brands recognising broader society as a key stakeholder and getting behind purpose-driven campaigns, invite the brands in your client base to join you in your charity challenge days or to partner with you in the volunteering activity you do.

Use a carrot and stick approach:

Why not run a Volunteer of the Year competition for individuals and teams? Regularly showcase and celebrate individuals and teams who volunteer in both internal and external communications. Include volunteering as part of people's performance reviews and let staff know it will make a difference when it comes to their ratings.

Align volunteering with talent development:

Aligning volunteering with individual learning and development and career progression plans also helps to sell volunteering to staff and their managers. Look at individual skills gaps and help people find and design volunteering opportunities that will allow them to learn and develop critical skills and gain critical experience as part of the volunteering they do, alongside their day jobs.

Use volunteering to break down silos:

A team-based charity challenge day is a great way to bring together departments and colleagues who don't normally get to interact, improving communication and collaboration across the organisation.

Ensure volunteering is the same standard as client work:

Employers should ensure volunteers are committed and supported to deliver volunteering projects to the same standard as their client work.

“Look at individual skills gaps and help people find and design volunteering opportunities that will allow them to learn and develop critical skills and gain critical experience as part of the volunteering they do”



Too often, charities are let down by volunteers who don't bother to turn up, cancel at the last minute and/or don't deliver as expected. Sometimes this is because volunteers are unreliable but often this is because of the pressure of their day jobs. Of course, there will be times when this is unavoidable and business imperatives have to come first but employers need to be supportive and committed to charities not being short-changed as much as possible. It is your reputation after all.

Don't underestimate the internal resources required:

Organisations need to properly assess if they have the resources required to run employer-supported volunteering programmes and if not, they need to either recruit or outsource the work accordingly to an intermediary like Media Trust. Cutting corners tends to lead to unsatisfactory outcomes because matching isn't done with the requisite degree of expertise, initiatives aren't properly followed through and

supporting policies and processes don't end up being embedded as they need to be.

Invest in tech:

Having the right online platform to facilitate staff volunteering is critical. Make it possible for staff to search online for designated charities and volunteering initiatives they can sign up for. Having a system that will allow you to track individuals' and teams' volunteering activity online will make it much easier to maintain an overall picture of how much volunteering is happening and the impact it is having. This can be via your existing staff intranet or a separate platform.

Get behind tech-enabled remote micro-volunteering:

Micro-volunteering or volunteering for short discrete periods of time, particularly when done online, gives employers the potential to significantly ramp up the number of staff engaged in volunteering. For many people, online micro-volunteering is very attractive because it cuts down travel time and the time they need to commit to a minimum, and it can be done from anywhere. Spending an hour at your desk reviewing a charity campaign plan or mentoring a charity CEO by Skype can be incredibly valuable to the charity you're helping.



Put yourself in the shoes of the charities:

Be mindful of the fact that many smaller non-profit organisations don't have the capacity to properly manage volunteers. Try to ensure the time and expense associated with hosting volunteers doesn't outweigh the benefits. And remember to follow up with the charities – make sure you build follow-up into any volunteering activity. Even if you don't carry on supporting the charity, they will appreciate it if you take the time to stay in touch.

Measure impact and set aspirational targets:

Measure and publicise how much volunteering activity is happening – and its commercial value – on a regular basis. Benchmark this against other organisations. Set rising annual targets for the number of team members who are doing volunteering, hours volunteered, numbers of charities and young people helped.

“Give individuals the opportunity to schedule when and how to give back”

creating a culture of volunteerism

Insights from a Media Trust panel discussion with Jon Peppiatt and Jon Snow at the Festival of Marketing 2019

According to the NCVO Almanac, nearly four in ten people in the UK volunteered formally at least once in 2017/2018. But according to the Centre for London (where most of the media and creative industry reside), only 21% of Londoners are currently volunteering.

According to Media Trust CEO Su-Mei Thompson, Media Trust's mission is to challenge the media and creative sectors to take that baseline and double it or even triple it! But how can media organisations and creative agencies encourage a culture of giving back?

Jon Peppiatt, BBH Chairman, champions this mission: "Having your staff doing skill-based volunteering with charities and mentoring young people in environments and with communities they wouldn't otherwise come across shows that your company cares and the personal and professional growth for individuals that comes from volunteering is enormous."

There's no better time to start than now. Peppiatt says he wishes he'd started volunteering earlier in his career. "It's only relatively recently that I've started to volunteer and mentor young people and I've realised how fulfilling it is to give back, so my message to young people in the industry is to lean in and start volunteering much earlier on in your careers."

Channel 4 News Presenter Jon Snow echoes this sentiment: "It's vitally important that the media and creative industry aren't disconnected or seen to



be disconnected from broader society. Otherwise, how can the media purport to give a fair and accurate account of Britain today and how can the creative industry claim it understands what the broader consumer base wants? Volunteering plays a huge part in bridging that gap – it enables people working in the media and creative industry to gain important insights into communities they wouldn't otherwise come across and going the other way, it's about communities feeling they are being listened to and that they have a voice."

"Charities are crying out for the kind of expertise that media and creative industry folks have in abundance. You may not realise how laterally your skills extend – but you can really help charities by using your expertise in building community and movements, influencing consumer trends and converting consumers into advocates."

Getting your staff engaged in giving back is no longer a 'nice to do', it's a 'must do' – Jon Peppiatt, BBH Chairman.

"Inequality is the biggest social issue of our time - the media and creative industry can play a huge role in both spotlighting and helping to tackle the divide"

Jon Snow,
Channel 4 News Presenter

"Getting your staff engaged in giving back is no longer a 'nice to do', it's a 'must do'"

Jon Peppiatt
BBH Chairman

putting media and creative skills to work for social good

Whatever your skill set or experience, you can make a difference

Here are just some of the areas across the media and creative sector that our volunteers come from. Here's how you can put your skills to work for social good.

Content Production

Create a short awareness raising film to help a charity tell their story.

Data Analytics

From collecting the right data to understanding what it shows, help a charity to use data to improve the way they're targeting new audiences.

News Reporting

Help a charity to identify what's news-worthy and hone their pitching skills.

PR

Help a charity with a press release or with their crisis comms strategy.

Partnerships

Help a charity understand how to approach, design and develop effective partnerships.



Ria Hebden, TV Presenter
Sunday Morning Live,
interviewed for the Media
Trust Impact film in 2018

Comms Planning

Mentor a charity through the launch of a new digital campaign identifying the touchpoints and messaging to adopt.

Graphic Design

Design templates for charities to use for newsletters, social media posts and event invites.

Event Planning

Help a charity with their communications strategy, budgeting and logistics for their next fundraiser.

Branding and Identity

Advise a charity on creating a new logo or tone of voice and style.

Creative

Help a charity to develop an integrated creative campaign idea for their next national awareness day.



volunteer perspectives: Media Trust mentors



“The chance to share my skills to inspire the next generation is so important and a true honour”

Akama Davies

Director, Global Solutions and Innovation at Xaxis

Akama Davies is Director, Global Solutions and Innovation at Xaxis. He's also been a mentor and workshop leader for Media Trust's Creativity Works Programme

Some people might see what Media Trust does as being about organisations creating opportunities for young people. But I see it as young people creating opportunities for organisations. Supporting Media Trust has helped to shape our internal culture in multiple ways ranging from giving teams a chance to showcase their talent at industry insights days, providing developmental opportunities through mentoring and interdepartmental collaboration.

There are many reasons I keep volunteering year after year but the biggest for me is talent. Media Trust gives so many talented young people a start on their path in the industry.

Farrah Storr is Editor-in-Chief at Elle UK. She's also been a mentor for Media Trust's Creativity Works Programme

Being a mentor has been such a rich experience. It has been as transformative for me as hopefully it has been for them.

Mentoring is such a worthwhile thing to do. The only feeling greater than being inspired, is inspiring someone else. Volunteering is the only act that allows you to experience both.



Dara Nasr is Managing Director at Twitter UK. He's also been a mentor as part of Media Trust's Transforming Hidden Talent Programme

Being a mentor has been hugely enlightening. Often the best gifts are the gifts that are easy for the giver to give but very valuable for the receiver to receive. Being a mentor on the programme only takes an hour a month of my time and it doesn't require a load of preparation.

Working in our industry you tend to get stuck in a bubble. Mentoring gets you out of that bubble. You remember being a 23-year-old starting out and it makes you even more grateful for the position you're in.

Media Trust charity volunteers



Lotty Chudley, Director, Digital at Weber Shandwick, volunteered with a charity at Media Trust's Women's Voices event

In our industry, it's very easy to use the excuse of being 'too busy' to make time for giving back. This year, I bit the bullet, promised myself I'd do better and swiftly signed up to volunteer my skills for Media Trust's International Women's Day Event: Women's Voices.

The event brought together talent from across the media and creative sector to lend their skills to charities and community groups that support, campaign and

advocate for women and girls. I, like the other 200+ attendees, was put in a mini crack-team of four professionals from across the industry. Our mission: to develop an action plan to solve our charity's very real challenge of helping end period poverty.

It was a powerful two hours of new ideas, healthy tensions and exceptional creativity. Giving your time by volunteering is a great tonic to the stress you might be facing on a daily basis, and a fabulous way to help stimulate new ideas. Not to mention the warm fuzzy feeling of sharing your skills to help make a difference in the world.

Michael MacLennan, Director, Communications at Brunswick Group, volunteered with charity, Islington Centre for Refugees and Migrants

I started volunteering with the Islington Centre for Refugee and Migrants via Media Trust's Volunteer Service when they requested support with their digital communications.

I first conducted an audit of all their digital channels, then wrote them a digital strategy, before finally meeting with their trustees to present the strategy and discuss digital.

The best bit was being able to help a charity, that does amazing things, achieve a digital transformation which will be beneficial for them doing more great work.

For anybody considering volunteering, I would absolutely say to go for it: there are loads of charities out there that can benefit from your expertise, and it is an amazing way build your own skills and experience while doing something truly worthwhile.

Camille Oster, Associate Director at Edelman UK, volunteered with a charity at a Media Trust and Edelman's Charity Challenge Day

It was great working with people from other teams at Edelman. The event brought together people of different levels and areas that we wouldn't normally get to work with day to day.

I've really enjoyed the positive work we've been doing with the charity. It's been really interesting to put ourselves in their shoes and give them some advice that they will hopefully be able to go away and implement.

One of my fears about today was that we only had a day to get together with the charity and that we wouldn't really touch the surface, but we've got a huge amount done. It's also given me the chance to challenge myself in terms of coming up with new initiatives while also helping a really good cause.

Media Trust: here to help

Thank you for checking out our best practice guide for adopting an employer-supported skills-based volunteering programme

The aim is to provide employers with tips on how to effectively launch, run and scale-up skills-based volunteering activity. These tips are dependent, of course, on how much you're already doing, how it's currently going and your appetite to build on your activity.

The first thing to say is you don't need to use an intermediary like Media Trust to get going but don't underestimate the amount of time and resource it takes. To get started, you need to research, pre-screen and connect with charities, define the charities' challenges, train volunteers, manage expectations, organise logistics and measure the impact.

We know that several smaller media companies and creative agencies struggle to launch and sustain impactful Corporate Social Responsibility

programmes. If you fall in this category, then please get in touch to find out about Media Trust's calendar of volunteering activity. While we organise bespoke activity for larger companies, we also arrange open charity challenge days that volunteers from any organisation can join. Volunteers often tell us they particularly enjoy the networking aspect that comes from being put in a team with peers from across the sector, working collaboratively to tackle a charity brief.

The benefits for employers who support skills-based volunteering are well documented, from boosting staff morale and retention, to enhanced professional and personal development, to greater visibility in the community.

We are also seeing a renewed emphasis on company purpose – led by

businesses like Unilever – and we believe there is no better time for corporates and not-for-profits to forge meaningful strategic partnerships and work more closely together.

Consider what this could look like in practice:

An integrated media company that provides creative and media services to leading brands have partnered with a charity that provides families with mental health support services. The media company's creative and digital teams are helping the charity develop a structured longer-term strategy for their website and social media platforms. Meanwhile, their PR arm is helping the charity raise its voice through media interview training for staff, ambassadors and beneficiaries, and helping the charity to secure media coverage. Thanks to this pro bono

support, the charity has raised awareness of their work, expanded their donor base and been able to support many more families with vital services. Meanwhile for the media company – they have aligned their brand purpose, CSR and skills-based volunteering activity. They have become an employer of choice for young talent who are increasingly looking to work for companies that are committed to a social purpose. And they've been invited to join a high-level Government committee on how the media narrative around mental health can be reframed to further de-stigmatise the topic.

At Media Trust, we are really excited about the potential for greater impact once companies align their purpose and CSR activity to embrace employer-supported skills-based volunteering as a key part of their business strategy.

We really hope you found the guide useful and feel inspired by the case studies we've included.

Cara French

Head of Strategic Partnerships,
Media Trust



an interview with **Satyen Dayal,** executive director at Edelman

Executive Director and Head of Diversity and Inclusion at the global communication firm, tells us about Edelman's approach to skills-based volunteering

WHAT IS EDELMAN'S APPROACH TO VOLUNTEERING?

Volunteering is part of Edelman's Global Citizenship Agenda and embedded into our core values of trust and community engagement. As part of our Global Citizenship programme, each country office has its own 'Citizenship Champion' who leads on volunteering. The programme covers a broad range of topics, from sustainability to gender equality. With volunteering, there's our work within the community and our pro bono work which we undertake with the help of Media Trust.

WHAT IS IMPORTANT TO EDELMAN WHEN IT COMES TO CHOOSING VOLUNTEERING OPPORTUNITIES FOR STAFF?

Edelman has a 'Day of Service' each year when employees leave their desks to get involved in different causes. One group for example spent this day with Media Trust, putting their PR and communications skills to work for a number of charities. Our broader ambition for the business is that our volunteer work aligns with the specific UN Sustainable Development Goals which Edelman has signed up to support.

DOES SKILLS-BASED VOLUNTEERING MOTIVATE YOUR STAFF?

It's a great development opportunity for our junior staff who wouldn't necessarily get the experience of working closely with leadership teams at client organisations. It gives them a chance to practise what they're learning in an environment where people are willing, listening and interested in hearing their different perspectives.

It really stretches the creative and technical capabilities of our team. There's no big budget like we have with other clients and there's limited time. It really pushes people to think about the best advice we can give to a charity with very little resource.

For me, personally, it's also shaped how I work with my clients. Even if a client has lots of resource, it's still about how pointed and clear you can be,

DOES SKILLS-BASED VOLUNTEERING ALLOW EDELMAN AS A COMPANY TO GAIN GREATER EMPLOYEE ENGAGEMENT?

After people come back from volunteering, the overwhelming message is always 'we should do more of this'. Volunteering has been a fantastic way to drive employee engagement, particularly with the younger talent who are increasingly basing their opinions of companies on their social purpose.

HOW HAS SKILLS-BASED VOLUNTEERING WITH MEDIA TRUST HELPED YOU IN YOUR ROLE AS DIVERSITY AND INCLUSION LEAD AT EDELMAN?

We are proud supporters of Media Trust's **Creativity Works** programme for young Londoners looking to break into media and creative industry. At the start, I really didn't know what to expect. The primary focus of the programme is to support young people who are not in employment, education or training and Edelman typically works with graduates. But what I saw was incredibly passionate and gifted talent who otherwise wouldn't have walked through our door and wouldn't have thought of a possible career in our bit of the industry.

I went to the graduation ceremony and was actually on the edge of my seat. I was overwhelmed by the showcase they put on. It just speaks to the power of what the programme does - it's amazing.

In my role, leading on diversity and inclusion, every experience I have of meeting with individuals who are looking to break into this industry or with organisations who are changing the dynamics of the industry, informs my thinking around how we need to approach things at Edelman.

Getting involved with Media Trust has also helped us get more people within the business engaged in that change as well. Everyone who has tried volunteering once wants to keep on doing it!

"Volunteering has been a fantastic way to drive employee engagement, particularly with the younger generation"

CSR in action at Ogilvy - interview with Amy Shaw

We spoke to Amy Shaw, CSR Manager at Ogilvy about how teaming up with Media Trust helped them deliver “24 hours to make a difference”

WHY DO YOU WORK WITH MEDIA TRUST?

Ogilvy offers all staff an annual volunteer day as part of their benefit package. Take up of the volunteer day was low at 7.93% so in 2017 Ogilvy partnered with Media Trust to enlist their help on giving staff a way to use their skills and talents for good. Our staff could either register with Media Trust online and be matched with a charity, or sign up to our ‘24 Hours to Make a Difference’ event. For our first event in September 2018, we had 57 participants which increased our annual volunteer day engagement to 17.5%.

WHY DO YOU RUN THE ‘24 HOURS TO MAKE A DIFFERENCE’ EVENT?

1. It allows people to work on a brief with social purpose which they wouldn’t ordinarily have the opportunity to do.
2. It gives our staff the opportunity to meet and work with people from across the agency that they otherwise wouldn’t meet or work with. We structure the teams so that each team has at least one person from each division.
3. By working as a team rather than solo, we create new teams, networks, contacts and opportunities to learn from each other.
4. Holding a 24-hour event here at the agency (spread over two days) means we get maximum impact for both us and the charity clients. We get maximum engagement from staff as it’s on site – it enhances both word of mouth and participation, everyone feels the buzz, and mentors and judges can get involved with minimum additional effort.
5. Even for non-participants there is a positive impact, they feel the energy in the agency. Non-participants were invited to watch the final presentations which had a hugely positive response in terms of deriving inspiration from and pride in what their colleagues had achieved. Many want to take part next year.



6. It gives non-client-facing staff the opportunity to experience the creative and strategic process so they can better understand the business.

WHAT WERE OGILVY’S OBJECTIVES FOR THE EVENT?

To provide a new opportunity to acquire and hone important skills – from working with new people, adapting to a pitch like environment and working ‘end to end’ from the brief to the final creative output. We wanted staff to feel they were learning from their peers and colleagues and developing their knowledge of agency/client relationships, the creative processes, and the challenges and opportunities of working with charities.

Providing a social cause opportunity – enriching their day-to day-work, working on an interesting and meaningful brief, where people are giving back to society, increases job satisfaction. We wanted our staff to come together to use their skills for the greater good.

Finally, we wanted the process to inspire and energise people, to realise the value of what we do as individuals, teams and an agency.

HOW DID YOU RECRUIT STAFF TO WORK ON THE EVENT?

Recruitment for the event was a combination of self-nomination and

line manager nomination. The more manager nominations you have the better as there is more buy-in and less chance of the participant being pulled off at the last minute.

WERE THERE ANY UNEXPECTED OUTCOMES?

One of the creative ideas has been picked up by the charity client London Wildlife Trust and a third-party food chain is interested in developing the idea. Our team here at Ogilvy are continuing to work on this project on a pro bono basis.

WHAT WERE THE KEY LEARNINGS?

Careful selection of the charities you will work with is paramount, to achieve maximum engagement and alignment to management and participants wants and desires.

It’s important that the charities match the agency’s values and CSR strategy. At Ogilvy we have three pillars for our CSR Community: people, community and planet. Our strategy is ‘Making a positive impact where we matter most’.

Ogilvy knew from a recent survey that our staff are keen work on local issue-based projects at the moment, so we chose a children’s mental health charity, a knife crime prevention organisation and a London-based ecology charity.

Senior management and middle management engagement is incredibly important to enable participants to be supported and be allowed to have the time to partake in the event, as well as getting managers to encourage people in their teams to get involved. Helping line managers understand the value to the participant and to their team post-event and going forward is critical. This is a learning opportunity as well as a volunteer day.

It is also important to over recruit to factor in for dropouts if working in a client services business.

Reviewing and following up with the charities post the event is something we learnt from the first event in 2018. This enables charities to show teams how their work has been used and incorporated in their plans so employees can see the impact of their ideas and how they've helped the charities. We have scheduled a follow-up session to happen six-weeks post our 2019 event giving the teams the chance to finesse and help get campaigns up and running.

We have also signed up again for 2020!



Here's what Ogilvy staff thought

“It's something I have wanted to do for ages, so it was great to have the opportunity and gave me hunger to do it more. Fantastic opportunity to mix with people in different disciplines across the business and learn from different skillsets. The public speaking was terrifying but great to do it”

“Helped me get out of my everyday routine and get inspired by my colleagues”

“It was great to be able to get involved and to engage my brain and collaborate with new people I've never met before. Really hope we've been able to make a difference”

“Very rewarding experience, absolutely worth giving up a day for and would not think twice about doing it again”

get in touch

If you would like to find out more about what Media Trust does, or help with designing your volunteering programme, please get in touch - we're always happy to help.



Partnerships@mediatrust.org

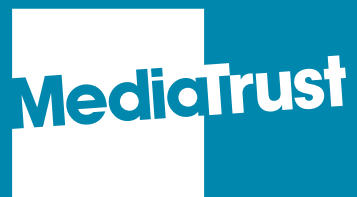


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