



VOLUNTEERING

... it's great for business!

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Hallmark Corporate Foundation 2008

Our Purpose

Each day, we inspire people to connect in ways that enhance relationships and enrich lives.

Does volunteering support?



Our Key Attributes

- GENUINE
- EMOTIONALLY RELEVANT
- LIFE-AFFIRMING
- CREATIVE
- THE VERY BEST

Does volunteering support?



Our Envisioned Future

We will be the company that creates a more emotionally connected world by making a genuine difference in every life, every day.

Does volunteering support?





Today's discussion

- ❑ ROI to Hallmark
- ❑ Partnership with Leadership Development
- ❑ Opportunities



What's the ROI of volunteering?

- ❑ Hallmark Brand
- ❑ Consumer trust and loyalty
- ❑ Reputation in community
- ❑ Recruiting talent
- ❑ Employee wellness
- ❑ Employee engagement and retention
- ❑ Leadership development



Research Sources

External

- Deloitte & Touche
- Center for Corporate Citizenship at Boston College
- Points of Light Foundation
- Journal of Business Ethics
- Corporation for National and Community Service
- Cone Communication

Internal testimonials



Recruiting

“81% of respondents evaluated a company’s community record when choosing between prospective employers.”

Cone Communication

Recruiting Gen Y

“Among 18 – 26 year-olds, nearly two-thirds said they’d prefer to work for companies that give them opportunities to contribute their talents to nonprofit organizations.”

Deloitte & Touche: 2007 Volunteer Impact Survey

GENERATION





Wellness

Numerous studies found that volunteers have:

- ❑ Greater longevity
- ❑ Higher functional ability
- ❑ Lower incidence of heart disease

The Health Benefits of Volunteering: A Review of Recent Research, Corporation for National and Community Service, 2007



Lower Mortality Rates

“Volunteering produces significant health benefits. Those who volunteer had lower rates of mortality than those who did not – even when controlling for socioeconomic factors.”

The Health Benefits of Volunteering: A Review of Recent Research, Corporation for National and Community Service, 2007

Depression

“One study found that volunteering lowers rates of depression.”



The Health Benefits of Volunteering: A Review of Recent Research, Corporation for National and Community Service, 2007

Employee Engagement

KENEXA – ENGAGEMENT INDEX

1. Overall, I am extremely satisfied with this company as a place to work.
2. I would gladly refer a good friend or family member to this company for employment.
3. I rarely think about looking for a new job with another company.
4. I am proud to work for this company.



Employee Morale

“94% of managers say
volunteering helps increase
employee morale.”

Points of Light Foundation



I  *my job*



Leadership Development

KEY LOMINGER COMPETENCIES

- ❑ Dealing with Ambiguity
- ❑ Business Acumen
- ❑ Customer Focus
- ❑ Innovation Management
- ❑ Drive for Results



Skills

Volunteering offers opportunities to develop:

- Leadership skills
- Communication, teamwork, and time management skills



Gen X and Gen Y

Younger employees can develop:

- ❑ Management skills
- ❑ Teamwork
- ❑ Communication skills
- ❑ Leadership skills
- ❑ Technical skills



Hallmark Leaders

“Serving on the board of directors of a local nonprofit, I learned so much about the core elements of keeping a business afloat.”

- Mary Beth Ebmeyer, Leadership Development Mgr.

“Early in my career, volunteering afforded opportunities to develop my leadership skills and to advance my career – all at low risk to the company.”

- Steve Doyal, Senior VP of Public Affairs



Hallmark Leaders

“Leading Christmas in October has given me tremendous exposure across the company – the opportunity to work with people at all levels from many different parts of the company.”

- Kurt Stackelbeck, IT Manager

“My volunteer experience with nonprofit boards has not only helped me develop professional relationships but has also augmented my leadership skills.”

- Phyllis Leach, Senior Attorney



Immediate Opportunities?

Promote volunteering as means to . . .

- Engage employees
- Build teams
- Develop leaders
- Promote wellness
- Recruit new talent



Employees and Leaders

- Individual or group volunteering
- Corporate events
- Team members or leaders
- Nonprofit boards
- Match with specific nonprofits



Leadership Skills

KEY COMPETENCY MATRIX

COMPETENCIES

Dealing with Ambiguity

Business Acumen

Customer Focus

Innovation Management

Drive for Results

OPPORTUNITIES

Chair volunteer event

Serve on board

Serve as PTA officer

Chair new event

Coach team/lead
team w/ aggressive goal

Embrace change.
Secure our future.

Winning through consumer insights, innovation and flexibility.

