



15/03/2023

Workshop: Setting up an ESV Programme

Hosted By:

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Works4U



What we will cover

1	Works4U Background
2	Why and Should we do this?
3	People
4	Sales & Marketing
5	Pricing

6	Getting Businesses to Pay
7	Delivering a Quality Service a Company will Pay For
8	Working with & preparing Charities/Community Organisations
9	How to get the programme started

Q&A is planned at the end



Works4U Background

- Not-for-profit social enterprise, subsidiary of Hammersmith & Fulham Volunteer Centre
- Established in 2009 and self-sustaining from business income
- Delivers team volunteering events and consultancy
- Won 2015 Best Hammersmith Business Award
- Invited to UN in Geneva to represent UK regarding business volunteering & SDGs

Dominic Pinkney:

- Wrote the original Works4U Business Plan
- Set up a Works4U equivalent called Team UP in Camden (part of Volunteer Centre Camden)
- Made every mistake in the book regarding ESV
- Delivered consultancy (businesses & VCS)



Terminology

Voluntary Sector

ESV – Employer Supported Volunteering

Business Sector

NOT ESV but...

Employee volunteering

Business volunteering

Corporate volunteering

Corporate Community Engagement

Others...



Why and Should We?

WHY?	MAYBE WE SHOULD RETHINK WHY?	SHOULD WE THOUGH?	MAYBE WE SHOULDN'T?
Diversify income streams	Trustees said we should do it	We get lots of enquiries from businesses	We do not have many business contacts
Unrestricted income	It'll be a quick win and we're desperate for income	We have lots of business contacts	We get the odd enquiry from businesses
Bring more support to VCS	Others do it so why cannot we?	VCS orgs crying out for this sort of support	VCS organisations seem to manage this ok
Helps with volunteering targets	We're worried about a competitor doing it	We have good skills/experience to do this	No proven skills/experience in this area

People

The single biggest factor that will determine the success or failure of an ESV programme is the people delivering it.

Delivering ESV programmes is not a role that anyone can do....

Working with community organisations

Selling and developing relationships with businesses

Event management

Highly organised

Marketing & communication



and more...

Very professional

Can work autonomously

Hard-working

Doesn't mind working outside (getting dirty)

Passionate about volunteering and its impact

Sales



To establish and develop a successful ESV programme you must be prepared to do sales as well as marketing.

- Your database of business contacts is the lifeblood of the service
- If you are not actively and continuously growing your contact database it will reduce

- Pro-actively seek out businesses and contacts (emails/cold-calling)
- Targeting US companies is recommended as will often have well developed ESV programmes
- Who in the business to contact?
- Use your networks to get introductions
- LinkedIn research

Marketing



- ESSENTIAL to have regular engagement with current and potential clients
- Maintain perception of your org/service as the gateway to community and organisations in need
- Inspire individuals and businesses to get involved
- About once a month for marketing messages – keep it short, simple but strong in message/impact
- Mix marketing messages with personal messages
- Test which social media platforms get most engagement – LinkedIn likely to be a good channel

What Should I Call My Service?

- Recommendation is to have a name different to your organisation
- Whatever you call it, make sure it has a professional looking brand
- Be consistent with your brand across all communications (create templates)
- Perception is very important for selling services to businesses



Language

Use business terminology rather than voluntary sector terminology

CSR, ESG, SDGs

Be shameless/bold in making your volunteering opportunities sound like the most amazing and socially impactful projects ever

Stress impact – what difference will this volunteer project make? Use/estimate numbers of people affected

Don't be political



Pricing



Most common approaches are Per Volunteer and Membership (annual subscription)

PER VOLUNTEER	MEMBERSHIP
Good if you deliver the service rather than just broker	Annual fee good for cashflow
Flexible approach	Relationship more than just volunteer projects (advantages/disadvantages)
Need to include a minimum fee, invoice early	Not all businesses will want this
Need to agree no. of volunteers involved at set point BEFORE the event	Cliff-hanger of will businesses renew?

Getting Businesses to Pay



- It's better than it used to be, but all ESV services will encounter this
- Why do I need to pay to volunteer?
- ESV Network statement which explains why businesses need to pay
- Language – budget or sponsorship comes across better than price and cost
- Are you talking to a decision maker?
- Don't do things for free ... BUT if you do explain (SHOUT) the value of the work carried out and what it should cost
- It's okay to say No to a business

Developing Relationships



- Try to develop more than 1 main contact
- Build relationships who will champion this work and your organisation
- Regular contact, help with their objectives (help them to look good in their company), help them understand your organisation and its challenges
- Invite them to become a Trustee or Advisor?
- ALWAYS thank and acknowledge their efforts – nominate them for awards

Delivering a Quality Service a Company will Pay For



BEFORE THE DAY

Find good volunteering opportunities that match their goals, while managing their expectations

Branded professional looking documentation: risk assessment and task list. Regular updates if needed

Site visits, check logistics. Always meet the charity representative that will be there on the day.

Source materials, manage deliveries, ensure people will be available to receive them and on the day

DURING THE DAY

Manage the event: Make introductions, brief and supervise the team

Ensure smooth running of the day, breaks, check in with volunteers and try to think one hour ahead

Run the event in a way that's natural for you, work with your strengths

Document the day (phone photos/ videos are ok), take a group photo at the end

AFTER THE DAY

Thank you email / call with tour business contact

Check in with the charity

Evaluate your work, gather feedback from volunteers if possible

Impact Report - how does this project translate into numbers? Use business language

Working with and Preparing Charities

● Manage their expectations, make sure you are both clear on project objectives. Discuss details

● Scope the work yourself, even when working with an experienced charity. Get information to set an agenda.

● Make sure you're talking with a decision maker and the person that will be available on the day.

● Run through the day with them. Timings, access, representatives, PPE. Check if your ideas match.

● Remember that charity staff is working at their capacity. They might miss things, you shouldn't.



How to get an ESV Project Going



- Allow for around two years for the service to be up and delivering well
- 3 days part-time post is okay to begin with
- Seek funding for a project that can involve employee volunteering to get your service going (e.g. employability, gardening, environment etc.)
- Charge for the service – could be a token amount or send them a zero invoice showing the real cost and explaining why they have got it for nothing
- April – Sept will be the busiest months for projects (at capacity) so use other time to build contact lists and promote service when not busy
- Be 100% committed to evaluate and learn





If you would like more
information please contact:

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