

COMMUNIQUE

Trends, Best Practices, and Opinions on Community Involvement

Research Shocker! Employee Volunteer Managers Overestimate Value of Recognition

By Linda Gornitsky, Ph. D.
President & Founder, LBG Associates

LBG's newest research study, *Motivating Volunteering in Tough Times*, reveals a surprising knowledge gap between volunteer managers and employees when it comes to the key drivers of employees' volunteering decisions. Contrary to the beliefs of the study's volunteer manager participants, personal recognition is *not* among the employee respondents' top motivators. In fact, out of the top 10 motivational factors, recognition is ninth. For the volunteer managers, it ranks fourth.

The table below shows employees' top five motivators when they decide to participate in company-sponsored volunteering programs.

Top Motivators for Volunteering (Avg. rating, 1-5)	Employees
The cause is important to me personally	4.35
Community organizations are experiencing economic hardships	3.61
My volunteering results in a donation for the organization from my company	3.53
The cause is important to my company	3.35
The charity came to my company to talk about what they do in the community	3.08

The low importance of volunteering recognition to employees is a surprise, especially considering that in a 2004 LBG study, volunteer managers believed recognition was the *number-one* driver of these decisions for employees.

More evidence that recognition is not key to employees: When asked to rate volunteering recognition methods, employees rank "a donation made to my charity when I volunteer" far above all personal recognition forms.

These are just a few of the eye-opening findings contained in this new LBG research report. There are also unexpected results related to the impact of the recession on employee volunteers, and employees' and volunteering managers' perceptions of how employees feel about volunteering during the workday, among many others.

LBG's research was conducted in June/July 2009 and included 8,032 employees and 213 volunteer managers from 36 companies. For more info, visit www.lbg-associates.com. ❖

About LBG Associates

LBG Associates is a woman-owned consulting firm focused on designing, implementing, and managing corporate citizenship and community outreach programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through expert advice; implementation of strategies, programs, policies, and procedures; research on cutting-edge CSR issues and trends; and training that equips practitioners with the knowledge and skills to grow and advance in the field of corporate social responsibility and community involvement. Find more information at: www.lbg-associates.com.

Welcome to this issue of LBG's *Communique* newsletter.

Via *Communique* we bring you our insights, opinion, and latest research findings related to today's burning community relations issues.

Motivating Employee Volunteering:
NEW research report and Webinar!



FIND OUT WHAT MOTIVATES YOUR EMPLOYEES!
LBG can conduct a cost-effective custom study of your employees and volunteer managers to discover how you can improve your volunteer program's ROI. Call us at 203-325-3154.