

D. Setting Targets

As a starting point consider what it is you are trying to achieve from a volunteering partnership – is your aim to address a particular social issue or is it to support the work of an organisation in general? Just as not-for-profits need to clarify what sort of help they need from volunteers, you'll benefit too from thinking about what it is you want to achieve from the volunteering activity – for your business, your employees and the wider community.

Here are some questions to consider. From the volunteering, do you want to...

- Make a difference to the community you operate in?
- Gain loyalty and goodwill from your employees?
- Undertake strategic community profile building?

The following table gives some indicators for some possible goals relating to the business, its employees and community impact. The last column gives some suggestions for measuring the more intangible outcomes.

Also see H. Measuring and Evaluation

Goals	Quantitative outcomes	Qualitative or intangible outcomes	Ways to measure intangible outcomes
Business Related Goals	<ul style="list-style-type: none"> • Level of sales (as a result of increased community exposure) • Number of networking opportunities • Customer retention • Rate of staff turnover • Number of hours contributed • Dollar amount donated to support the volunteering activity • Level of media coverage relating to the volunteering partnerships 	<ul style="list-style-type: none"> • Community awareness • Brand recognition • Positive word of mouth • Improved community perceptions 	<p>Customer feedback and improved customer loyalty can indicate improved perceptions of your business</p> <p>Favourable media coverage</p> <p>Staff surveys could be used to explore their perception of your business and your role in the community</p>

<p>Employee Related Goals</p>	<ul style="list-style-type: none"> • Number of staff who participate in the program • Rate of staff turnover 	<ul style="list-style-type: none"> • Staff morale • Staff perception of their employer • Team cohesion • Awareness of community needs • New skills learnt or developed 	<p>Use post volunteering surveys to ascertain employees:</p> <ul style="list-style-type: none"> • Intention to stay • Their perceptions of you as an employer <p>Identify and incorporate into performance appraisal processes the types of skills which could be enhanced through volunteering</p>
<p>Non-For-Profit and Community Impact</p>	<ul style="list-style-type: none"> • Achievement of projects • Equivalent dollar amount donated for the time staff spend volunteering (staff hourly rates are usually used to calculate this amount) • Number of not-for-profits who received help • Amount of money saved • Number of staff volunteers who continue to support the not-for-profit • Number of clients who benefited from the project 	<ul style="list-style-type: none"> • Exposure of staff to the experience of volunteering • Skills transferred from the business to the not-for-profit 	<p>Use feedback surveys to determine what the project has achieved (who has benefited and in what ways?)</p> <p>Ask the not-for-profits to collect some feedback from their clients if appropriate</p> <p>Improved perceptions of volunteering could be measured through the staff surveys</p>