

# What is Corporate Volunteering?

## A new approach to volunteering

Nearly every not-for-profit organisation relies on volunteers. Some involve them on a project-by-project basis, others have ongoing programs with a stable group of volunteers, most have boards or committees of management. All spend time and energy recruiting and training new volunteers for a variety of projects or tasks.

Corporate Volunteering has been growing in popularity since the 1990s and is a great way in which businesses can fulfil their social responsibility—driven by the belief that the social, as well as the economic, wellbeing of society is fundamental to business competitiveness and ultimately, success.

The recent growth of corporate volunteer programs has opened up a new pool of willing recruits from business staff who are not only looking for ways to be meaningfully involved in their communities but be actively encouraged to do so by their employers.

NORTEC Volunteering is the Tweed Shire's volunteer referral agency for not-for-profit organisations in our Shire. NORTEC Volunteering is experienced in training not-for-profit organisations in managing and retaining their volunteers. Due to extensive knowledge of community organisations in our area and their special requirements, NORTEC is equipped in matching suitable corporate volunteers to the community organisations who could use their help.

## Benefits of Corporate Volunteering

Corporate volunteering has many benefits for not-for-profit organisations and the community as a whole. These include:

- Contributing new skills, knowledge and technical expertise
- Forming teams of volunteers who can periodically perform major tasks
- Creating wider community awareness of local issues and needs
- Promoting the work of a not-for-profit organisation through associated publicity
- Providing access to free or subsidised resources
- Making a difference to the people and causes an organisation cares about
- Improving understanding between the business and the voluntary sectors



**02 6672 8288**  
**[www.nortecld.com.au](http://www.nortecld.com.au)**

NORTEC Volunteering is a division of  
NORTEC Employment and Training Ltd



# Making the Most of a Willing Workforce

Employees join their workplace volunteer programs for many reasons. Some simply want to help out in whatever way they can. Others have definite preferences for particular causes and types of volunteer work.

Many volunteers are happy to work for a specified time on a particular project (perhaps just for one or two days) while others prefer an ongoing commitment to an organisation.

Team activities are often favoured over individual activities as they provide volunteers with opportunities to work together in a sociable and productive way. First-time volunteers, in particular, may feel more comfortable in a group.

## Types of volunteer activities

There are almost as many types of activities as there are volunteers. Think of indoor and outdoor activities, one-off and on-going, skilled and non-skilled, individual and team, during work hours and out of hours, whole day and part day tasks. Here are just a few examples:

- Setting up a website
- Writing human resources policy
- Developing media and promotions strategy
- Teaching basic administrative/computer skills
- Conducting a market research survey at a local shopping centre
- Distributing marketing brochures
- Selling fundraising merchandise
- Painting
- Designing and printing a newsletter
- Developing a funding bid
- Staffing a call centre for a radiothon
- Joining a committee

## How NORTEC Volunteering Can Help

NORTEC Volunteering act as the mediator between businesses and community organisations. Most community organisations are flat-chat running their day to day activities to have time to source or market to a suitable business that can contribute with their staff skills and time.

We compile interest from businesses and organisations and try to match the skills of corporate staff to the requested tasks of community organisations . If necessary, NORTEC Volunteering can provide readiness training (which takes only a couple of hours) so that both parties are prepared and can make the most of the time allotted. This is useful for both parties, especially in group volunteer activities.

NORTEC Volunteering can also help promote your organisation and business by inviting media, submitting press releases and promoting your corporate volunteering activities on our website and other relevant publications.

If you are a community organisation or a business based on the Tweed NSW, and you are interested in finding out more about Corporate Volunteering, please contact:

NORTEC Volunteering on 02 6672 8288  
or email [volunteering@nortecld.com.au](mailto:volunteering@nortecld.com.au)

