



# 5 Tips for Hosting a Successful Volunteer Event

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**T**hrowing a volunteer event can be challenging—especially within the confines of employee schedules, company policies, finding the right non-profit partner and settling on an appropriate budget. This is why we're equipping you with five tips needed to successfully host an impactful volunteer event, whether it's for 10 or 500 people. After planning and executing hundreds of high-impact volunteer events for teams, WeHero has curated these five tips to guide you. Implementing these five tips is a surefire way to make your event a success!



## 1. Education

Volunteer events are a great opportunity to educate your participants on a cause. Employees frequently report that this is their favorite part of the volunteer event. The goal here is to immerse your participants in the cause and excite them about making an impact. Add a keynote from a partner non-profit or share an inspirational video to create the starting point—and event backdrop—for your volunteer event.



## 2. Impact

Impact is a core component to the volunteer experience. Your team is busy. The last thing they want is busy work where they feel like they aren't actually making a difference. As a result, morale will flounder. This tied to the education component are by far the most important functions of having a successful volunteer event. Work with a non-profit partner to ensure the volunteers are actually making an impact (and make sure the non-profit can prove the results).

Data always wins!



### 3. A strong non-profit partner

We mentioned that impact is one of the key components of the event, along with an introductory education session. Much of this can come from having a strong non-profit partner working in tandem with you. Finding a good non-profit that has availability for your event and team can be challenging, so make sure to give yourself plenty of time to identify potential partners and get to know the ones that stand out. Charity Navigator and Guidestar can be great resources as directories of non-profits in your area.



### 4. Fun as a team

Bringing a group of employees together always creates an opportunity to for team-building with a little bit of fun. Design the volunteer experience to invoke team-building. Break the groups into smaller teams and have them compete against each other for a prize. Direct a fun activity related to the cause that allows employees to get to know one another in new or unexpected ways. For one of WeHero's events, focused on homelessness, we have an activity called "Tonight, you're homeless." For this activity, we place people in the shoes of someone that has recently become homeless. This also adds to the immersive educational component we outlined in Tip #1.



## 5. Results

When people donate their time, they take value and pride in seeing the results of their efforts. Work with your non-profit partner to collect the results and any media capturing the process and end result. Once collected, put together an email with the data and pictures to send to participants. We also recommend including suggestions for how participants might continue supporting the cause post-event. When WeHero delivers a volunteer event, 70% of participants report back that they are more likely to donate because of the event. We think of it as cause activation. Give your team the opportunity and resources needed to keep up the momentum and support!

Have questions or need support with your volunteer event? WeHero plans and hosts high-impact volunteer events incorporating all five of these tips on a daily basis. We're here to make your event successful and help your company accomplish its social mission. Reach out and say "hello" at [contact@wehero.co](mailto:contact@wehero.co).

Happy volunteering,  
The WeHero Team