

QUANTITATIVE

* AND *

QUALITATIVE

USING THE 2Q'S TO DETERMINE THE TRUE ROI
OF YOUR EMPLOYEE VOLUNTEER PROGRAM

% of employees
who reported team
development as a
result of the EVP

% of employees
who reported skill or
leadership
development as a
result of the EVP

% of employees
who reported
increased
engagement, morale,
networking
opportunities, job
satisfaction or loyalty
to company as a
result of the EVP

% of employees
who reported
improved health and
wellness as a result of
EVP

Increased Efficiency:
Are the non-profit's
programs growing in
capacity while using
fewer resources?

Publicity:
Has the non-profit
and your organization
both received greater
awareness than
previous quarters?

Marketing:
How has the EVP
enhanced your
organization's
marketing efforts?
Do you have access to
a new demographic?


How many
stakeholders did the
EVP engage
(regulators, business
partners, legislators,
community groups or
issue advocates)?

Prepared by

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