

VIRTUAL VOLUNTEERING

UNITED WAY OF GREATER ST. LOUIS

This year, we were faced with finding new ways to connect with our co-workers, family, friends and community. And right now, our community needs our help more than ever. With social distancing guidelines in place, we wondered how we could help each other while staying apart. An easy way to do just that? Virtual volunteering.

IMPORTANCE OF VIRTUAL VOLUNTEERING

Studies show that **94% of donors look for opportunities that make a positive impact on other's lives.** And it's now possible to make an impact from your living room, your home office, your kitchen – wherever you are!

With virtual volunteer opportunities, your co-workers can continue to serve our community in new ways. And bonus: it benefits the community, your company AND your co-workers.

VOLUNTEERING BENEFITS

- **Feel good.** Volunteering not only gives you the “helper’s high” but also increases your self-confidence. **Don't believe it? Hear it from the pros:** Sisi Beltrán, member of United Way's Multicultural Leadership Society, says when she volunteers, she feels relaxed and looks forward to the activities.
- **Broaden your network.** Volunteers have a **27% higher chance of advancing their careers.**
- **Utilize skills-based activities.** Studies found that skills-based volunteerism **outperformed traditional volunteerism by 125%** for new or strengthened relationships/leads benefits.
- **Engage all year long.** Nonprofits and organizations don't stop needing our help after campaign. **Keep the good vibes going all year** with virtual opportunities from our Volunteer Center.

INCORPORATE VIRTUAL VOLUNTEERING INTO CAMPAIGN

Your co-workers are going to be looking for ways to stay connected during this time. Offer virtual volunteer opportunities to keep up the energy for campaign and giving back.

EMPLOYEE ENGAGEMENT TIPS:

- **Email virtual opportunities.** Make it fun and include a GIF or meme. **Have a DIY project?** Take a video of you creating it and send it! Showing co-workers how simple it is to create something, like a card for a senior, will encourage them to carve out the time.
- **Use incentives.** Just like with asking for a gift to your campaign, incentives can encourage co-workers to participate. For example, if X% of employees in a department complete X virtual volunteer hours, they receive an UberEats gift card. See more incentives in our Plan and Promote Virtual Events section.
- **Create competition.** Friendly competition between departments of comparable size can lead to big returns! Studies found that team competition increased performance by as much as 44%.

VIRTUAL VOLUNTEERING EXAMPLES

Our Volunteer Center is constantly adding new virtual volunteer opportunities to its site. Visit stlvolunteer.org/volunteerfromhome to find one that matches your company's

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mission! **In the office?** Look into using our Service2Go site-led option with safety precautions and social distancing guidelines.

WRITE THANK-YOU NOTES TO ESSENTIAL STAFF

Looking for an easy way to show your support to essential staff? Write a thank-you note to team members at your local nonprofit that is on the front lines. Need ideas on where to send them? Find a nonprofit to send yours to on stlvolunteer.org.

CREATE DIY NURSE APPRECIATION KITS

Show your appreciation to nurses in our community by creating a nurse appreciation kit. [This guide](#) has all the info you need to know!

MAKE CARDS FOR HOSPICE PATIENTS

During COVID-19, anyone could use a happy note to brighten their day. Take some time to write a note and send cards to those who are unable to receive in-person visits. Find a location to send yours to on stlvolunteer.org.

CLEAN UP YOUR COMMUNITY

Help clean up your community by [organizing a cleanup day](#). Whether it's a group or just you and a few close friends, spend the day (socially distanced) cleaning up an area in your community.

SHARE ON SOCIAL

Post your volunteer opportunities on social to share how your company is supporting the community. Tag us and use one of our hashtags so we don't miss it.

- Facebook: [United Way of Greater St. Louis](#)
- Twitter: [@UnitedWaySTL](#)
- Instagram: [@Unitedwaystl](#)
- LinkedIn: [United Way of Greater St. Louis](#)
- #WeAreAllUnited
- #United4STL
- #WeHelpSTL

ENGAGE & CONNECT WITH US

- Make sure to follow us on our social channels to see our content on your feed.
- Share volunteer opportunities with your social network! Add a tailored message to let your network know why you thought this was worth sharing.
- Attend a volunteer opportunity? Take a video or picture for your Facebook and Instagram story to show your network the behind-the-scenes. **Bonus:** Tag us and you could be featured!

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