Identifying employee volunteer motivations

For employers and volunteer-involving organisations

If you're looking to start an employer-supported volunteering (ESV) programme or increase employee engagement with an existing offer, understanding employee motivations can help you design opportunities that better appeal to staff and benefit your organisation.

We've suggested some questions to ask below. You could host short focus groups with employees to gather their answers or have them fill out a short **Google Form** or **Microsoft Form**. We've suggested a core set of questions that work across a range of organisational contexts, as well as other questions specific to those starting out on their ESV journey or looking to refine their current offer.

Questions can be open-text responses or multiple-choice. We'd advise limiting open-text questions to 3-5 per survey, especially if you have lots of employees, to reduce time for analysis. However, for questions looking for suggestions of causes or roles, motivations and feedback it's beneficial to give people space to speak freely - you might hear something unexpected!

Employers are typically best placed to ask employees about their motivations, as they have an existing working relationship with them. However, if volunteer-involving organisations wish to ask prospective or current employee volunteers about their motivations, we'd recommend using the core set of questions.

This resource has been created as part of **Scotland's Employer-Supported Volunteering Framework**.

Questions

Core questions

- Have you volunteered before (inside or outside of work)? If yes, what have you done?
- Are there causes or roles you're interested in?
- What would motivate you or make it easier for you to participate in employee volunteering?

- What might discourage or prevent you from participating in employee volunteering?
- What kind of support can the (company or host organisation – select whichever organisation is asking the question) offer to encourage you to take part?

Questions for starting an ESV programme

- How would you feel about the organisation introducing unpaid or paid volunteering time?
    - Very positive
    - Positive
    - Neutral (neither positive nor negative)
    - Negative
    - Very negative
    - Don't know
- How would you prefer to choose volunteer opportunities?
    - Partner with specific charities to provide volunteer opportunities
    - Allow employees to choose their own volunteer opportunities
    - A mix of both
- When would you like to volunteer?
    - Volunteer during normal working hours only
    - Volunteer outwith normal working hours only
    - Able to volunteer both during work time and outwith normal working hours
- How would you be more likely to participate in volunteering?
    - Alone
    - With my team
    - As part of an organisation-wide event
    - Don't know
- Would you be interested in volunteering opportunities that make use of your professional expertise and skills?
    - Yes – if so, which skills?
    - No

Questions for refining an existing ESV programme

- Have you participated in our ESV programme?
    - If yes, what worked particularly well? What could be improved?
    - If no, what has stopped you?
- How well do you understand what volunteering opportunities are available?
- Do current volunteering opportunities align with your interests? Why or why not?
- Do you see or hear about the impact of volunteering across the company?
- How should we celebrate employee volunteers?

Knowledge Gateway

The Knowledge Gateway is created and led by **Volunteer Scotland**

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This is a regularly reviewed resource. If you have any suggested updates, please email Volunteer Scotland at **hello@volunteerscotland.org.uk**