

Supporting Employee Nonprofit Board Service: It Just Makes Sense

But don't take our word for it! Here's what the research has to say:

LEARN MORE ABOUT
CORPORATE MEMBERSHIP

79%
of people prefer to work for a socially responsible company
Cone Research







Employees who are most committed to their organizations put in **57 percent** more effort on the job — and are **87 percent** less likely to resign — than employees who consider themselves disengaged.
PwC study



79% of consumers say they are more likely to believe a brand's CSR commitments if they share efforts across multiple channels and over time. While one-time transactional events are important volunteer activities, board service is a skills-based, transformative experience that demonstrates a deep, ongoing, philanthropic commitment to community.
2017 Cone Communications CSR Study: Consumers Want Brands That Share Their Values & Belief

A well-designed CSR program can...

			
Increase employee engagement up to 7.5%	Increase employee productivity by 13%	Reduce employee turnover by 50%	Increase revenue by as much as 20%

Project ROI

92%
of surveyed corporate human resources executives say that contributing business skills and expertise to a nonprofit can be an effective way to improve employees' leadership and broader professional skill sets.
Deloitte Volunteer IMPACT Survey

53%
of companies now report that they have nonprofit board service programs for their employees
Committee Encouraging Corporate Philanthropy (CECP)

Benefits:

Employees <ul style="list-style-type: none">• Provides a sense of purpose• Develops leadership skills• Strengthens project and team management skills• Grows their professional networks	Corporations <ul style="list-style-type: none">• Increases employee productivity• Results in higher workplace morale• Increases employee retention• Improves employees' leadership and broader professional skills• Increases revenue• Builds awareness of company and brand• Provides meaningful community outreach
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