

# CORPORATE VOLUNTEERING EVALUATION

## A TOOLKIT FEATURING DIGITAL STORYTELLING

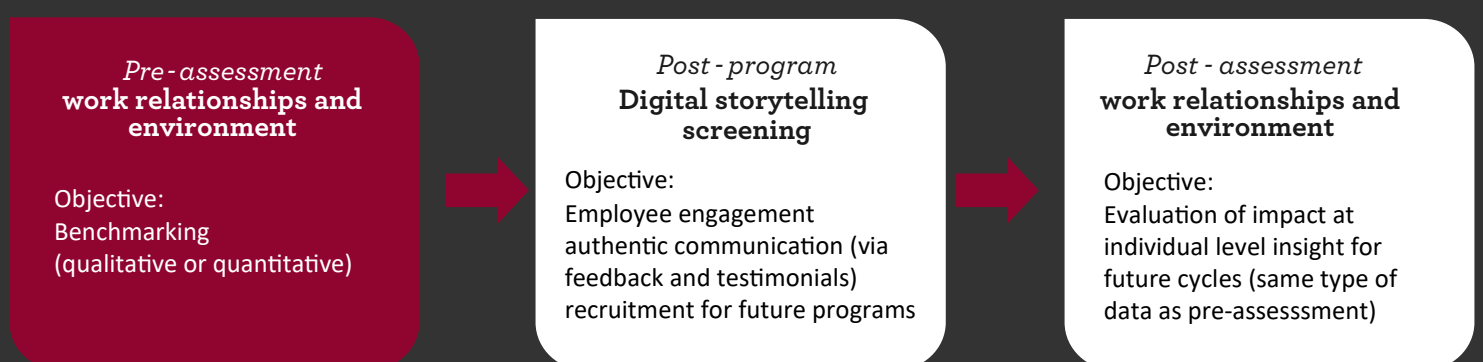
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### PREMISE

Corporate volunteering is on the rise as it is deemed a more valuable form of CSR. Research indicates that it has multiple positive effects both for employees and employers alike. The focus however is too strong on motivators and benefits and less on assessing impact on the person and through them on the organization.

For corporate volunteering programs to thrive they need to appeal to current and future generations of employees as well as be supported by the organizations themselves. Our toolkit and research enable both: evaluation of personal and organizational impact and authentic, employee-driven and employee-focused communication.

### THE TOOLKIT



### THE RESEARCH

#### RESEARCH QUESTIONS

1. When asked to reflect on their past corporate volunteering experience, what are the stories former corporate volunteers deem important and representative of their experience?
2. What feelings do their volunteering experience evoke?
3. How does reflective, digital storytelling contribute to the employees' personal transformative journey?
4. How do participants describe their relationship with the organization after completing the corporate volunteering program?
5. How do participants perceive their organization and its CSR programs after completing the corporate volunteering program?

#### METHODOLOGY: DIGITAL STORYTELLING

**3 STEPS:**  
Online briefing (Skype – focus how digital storytelling works)

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Story creation (200 words script; feedback optional)

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Post-story online interview (Skype)

- Feelings and memories
- Experience with digital storytelling
- Work relationships and environment

**SAMPLE:**

Former corporate volunteers

**DATA COLLECTION:**

October 2015 – February 2016

### WHAT TO WATCH OUT FOR

- Digital storytelling puts emphasis on the personal narrative and experience (NO PR/Corporate Comms editing allowed)
- Organizational buy-in is essential
- Digital storytelling training recommended
- Use the same data collection method and same kind of data for pre and post

Read the full paper at <https://instituteforpr.org/digital-storytelling-toolkit/>