

## Principles of Excellence for Corporate Volunteer Councils

Points of Light Institute has developed Principles of Excellence for Corporate Volunteer Councils to better serve developing and well-established CVCs. It is the Institute's goal that these Principles will serve as benchmarks for CVCs, guiding their work to improve and expand their organization. The Principles of Excellence for Corporate Volunteer Councils are:

**ACKNOWLEDGE** that the CVC's mission is two-fold: to more effectively address community needs through collaborative volunteer efforts with the business community and to provide professional development and networking opportunities for its members.

- Does the CVC have a written purpose statement recognizing its commitment to the community and individual member companies? Is this purpose expressed through mission statements, credos or social policy statements?
- Does the CVC communicate their social vision consistently to its member companies (internal), the business community at-large and non profit community leaders (i.e., through newsletters, annual reports, program meetings, presentations, CVC membership manual, by-laws, web site, brochures, press releases, etc.)?
- Does the CVC leadership group participate in leading the CVC "movement" by continuously recruiting new member companies and sharing their expertise (challenges and successes) at the local and national level?
- Does the CVC encourage collaborative employee efforts among its members?
- Does the CVC maintain information regarding member companies that is easily accessible to other members and nonprofit referral agencies?
- Does the CVC work in collaboration with community volunteer referral agencies such as the Volunteer Center, United Way, Cares organizations or Chamber of Commerce? Are these referral agencies partners or members of the CVC?
- Does the CVC actively address diversity (of company size and industry and individual members) in its recruitment efforts?

**COMMIT** to assisting businesses interested in developing employee volunteer programs based on the Principles of Excellence for workplace volunteer programs.

- Does the CVC reinforce the Points of Light Institute's Principles of Excellence for workplace volunteer programs?
- Are national initiatives (i.e., Make a Difference Day, National Volunteer Week, Awards for Excellence in Corporate Community Service, etc.) promoted and encouraged?

## **Commit** - continued

- Are member companies kept informed of local and national trend examples or best practices?
- Is the CVC structured in such a way to be able to respond effectively to the professional development and networking opportunities of its member companies (does it have a program committee or membership services contact?)
- Does the CVC regularly solicit input from member companies regarding their needs or ideas?
- Has the CVC established policies, procedures and goals to achieve its mission? Is it managed effectively and efficiently?
- Does the CVC provide or arrange for training to meet the needs of member companies? Is specialized training offered to companies with new programs, as well as those with advanced needs?
- Are opportunities for networking offered that encourage members to share their expertise, program materials and experiences with one another?
- Does the CVC recognize or award member companies or individuals who have exhibited standards of excellence through their commitment, leadership and impact within the community?

**TARGET** CVC efforts to address serious social problems based on real community needs?

- Does the CVC utilize community needs assessments to determine serious social problems?
- If none exist, does the CVC and its member companies work in collaboration with nonprofit agencies and business leaders to conduct needs assessments to determine community needs?
- Does the CVC evaluate its efforts and effectiveness, including the impact on the community and its member companies?