



# A nonprofit guide to volunteering at Benevity

As a nonprofit, your mission depends on people – people who care, who show up, and who are ready to take action. Through Benevity, you gain access to the world’s largest networks of purpose-driven companies and their employees who want to support nonprofits like yours through volunteering, donations, grants, and spreading awareness.

One way to engage this network is by offering volunteer opportunities on the [Benevity Causes Portal](#), where you can connect with motivated individuals ready to make a difference. Whether it’s in-person volunteering, virtual projects, or corporate-led team events, these experiences help you build real relationships with a global network of companies and purpose-driven employees, passionate people who often become repeat volunteers, donors, and long-term advocates.

**This guide will walk you through how to create and publish volunteer opportunities, choose the right types of experiences to offer, understand what companies and employees value in a successful event and build engagement that drives consistent support and long-term donations.**

# Benefits of volunteering with Benevity:

-  **Amplified visibility to 900+ companies:** Become discoverable to hundreds of companies using Benevity to power their employee giving and volunteering programs.
-  **Increase donations:** Volunteers are 70% more likely to become donors – often on a recurring basis. Many companies also match volunteer hours with financial donations, creating new and consistent funding streams.
-  **Ongoing access to corporate volunteers:** Your listings can be activated by multiple companies and campaigns (no reposting required) helping you reach more volunteers with less administrative effort.
-  **Strengthen corporate partnerships:** Volunteering builds the foundation for lasting corporate relationships, leading to grants, sponsorships, in-kind donations, and deeper CSR alignment.
-  **Build trust and credibility:** All nonprofits in the catalog are vetted and verified by Benevity, helping companies engage with confidence and view your organization as a trusted partner.







# Volunteer journey: volunteers today, donors tomorrow

Corporate volunteers often take their first step into your nonprofit through their company's CSR program, seeking meaningful ways to give back. When opportunities are easy to join, clearly structured and shows real impact, participation increases significantly.

In fact, corporate volunteering grew by 57% globally in 2024, with 65% of participants volunteering for the first time. This surge presents a critical opportunity for nonprofits to turn new faces into long-term champions.

Volunteers who engage in high-quality, ongoing opportunities are twice as likely to donate as those who never volunteer. What's more, when employees participate together in team-based volunteering, engagement can increase by up to 7.5x, driven by connection, camaraderie and shared purpose.


Every meaningful volunteer experience has the potential to create a ripple effect. When an employee has a positive interaction with your organization, they're more likely to return, more likely to share the experience with a coworker and more likely to influence their company to deepen the partnership — through grants, campaigns or donations, as well as become long-term ambassadors for your nonprofit.

# How to boost donations with volunteering rewards

Volunteer rewards transform employee hours into direct financial contributions for your nonprofit. When a company enables this feature, every hour their employees volunteer can generate a direct donation, typically between **\$15 and \$20 per hour**, depending on the company's program settings. Currently, around 60% of our clients have this feature enabled.


For example, if a company offers \$20 per volunteer hour and 100 employees each volunteer for two hours, that single event can generate **\$2,000 in donation dollars**, all while supporting your nonprofit along the way. That's the power of volunteer rewards: turning time into meaningful impact.

*Note that volunteer rewards apply only when a company has the feature activated in their program. You'll see these rewards clearly listed in your [disbursement reports](#) to track every donation generated by your volunteers.*




**Augustina Frank**  
View profile

**My progress**    January – December

 **28 hours** volunteered

**YOUR REWARDS**



**\$240.00**  
Donation currency earned.

## Volunteering Catalog



**Cook and serve meals for families fighting cancer**

🌐 Boston 🤝 The Boston House

**Lend a hand at our monthly food drives**

🌐 Riverside 🤝 Alvord Unified

**Lend a hand planting native plants**

🌐 Catalina Island 🤝 Catalina Island Conservancy

**Sew pillowcases for pediatric patients**

🌐 Los Angeles 🤝 Ryan's Case for Smiles

**Help us properly sort recycled materials**

🌐 Brooklyn 🤝 Syre We Can

### VOLUNTEERING CATALOG



**Cook and serve meals  
for families fighting cancer**

🌐 Boston

🤝 The Boston House

## Volunteering catalog

Benevity's volunteering catalog is a streamlined platform feature designed to connect nonprofits like yours with a world of engaged corporate volunteers. By providing a curated and expanding list of global in-person and virtual volunteer opportunities, we help you connect directly with volunteers and companies.

As a participating nonprofit, you'll gain access to a vast network of potential volunteers, boost awareness for your mission and simplify your volunteering recruitment process.

This is just the first step of a larger push by our team at Benevity as we continue to curate more volunteer opportunities and foster a culture that will translate into more value from every volunteer engagement.

# Types of volunteer opportunities

On the Benevity platform, nonprofits can create field, goods collection and virtual volunteer opportunities. Field volunteering builds strong community connections through in-person engagement, goods collection mobilizes support and raises essential resources and virtual volunteering expands reach, allowing anyone to contribute from anywhere.

Here are some examples of activities popular among our users:

Field volunteering	Goods collection	Virtual volunteering
Community clean-up	Food drives	Letter writing
Food prep and delivery	Clothes drives	Create audiobook
Gardening	Care kits	Translation
Animal shelter support	Book drives	Content writing
Senior home visits	School supplies	Tutoring and mentoring

**Did you know?** 51% of volunteering hours are virtual.





# How to create engaging volunteer opportunities

Creating meaningful and accessible volunteer opportunities is key to driving participation and deepening support for your mission. Based on proven practices, here are the guiding principles for building compelling and effective volunteer engagements on Benevity:

## 1 Create accessible and inclusive activities

Activities that are easy to join, simple to complete and flexible in format see high engagement rates:

- **Evergreen or regularly recurring:** Ensure the opportunity can be offered at any time or on an ongoing basis, as this increases flexibility for volunteers and simplifies scheduling.
- **Unskilled:** Design activities that require minimal or no prior training, so that anyone can participate confidently, regardless of background or expertise.
- **One-session:** Prioritize opportunities that can be completed in a single sitting, as these are easier to commit to and typically drive higher engagement.
- **Group-friendly:** Structure your opportunity for groups or corporate teams, which boosts morale, drives higher turnout and activates volunteer rewards. In fact, 67% of our users are focusing on team volunteering.

### Did you know?

Flexibility is key to volunteer engagement, so encouraging open-choice, personal volunteering is one of the most effective strategies to boost participation.

According to [Benevity's State of Corporate Volunteering 2024 report](#), participation rates increase by an average of 12× when employees have the freedom to choose from a wider range of volunteer opportunities.

## 2 Focus on impact

Volunteers give their time because they want to make a difference. To spark and sustain that passion, ensure every opportunity ties directly to your mission and delivers clear, measurable results:

- **Tell a compelling story:** Describe why this opportunity matters, how it advances your mission and the difference each volunteer can make.
- **Define tangible outcomes:** Specify what volunteers will accomplish (e.g., assemble 200 care packages, plant 50 trees, tutor five students).
- **Illustrate real-world change:** Feature testimonials or before-and-after statistics (such as a family receiving meals over time or a community garden before and after planting) to vividly showcase volunteer impact.
- **Share progress:** Use simple metrics (items packed, hours served, people reached), so volunteers can track progress and celebrate their achievements.

## 3 Outline all activity details

Volunteers want to know exactly what to expect. A clear, detailed description makes your opportunity more engaging and easier to sign up for. Be sure to include:

- **Volunteer responsibilities:** List the specific tasks volunteers will perform, step by step so volunteers understand precisely what they'll be doing from start to finish.
- **Logistics & commitment:** Specify dates, times, location (virtual or in-person), frequency, duration and any associated costs or requirements.
- **Include photos:** Add photos of real volunteers in action to bring the listing to life and inspire others to join.

**57%**  
of nonprofits

rely heavily on volunteers, providing essential support and resources to help drive your mission forward.



## 4

## Awareness Days

Connect your volunteer opportunities to global observances that spotlight key social or environmental issues. These moments of heightened visibility can drive stronger engagement and align your efforts with the CSR focus areas of companies on the Benevity ecosystem. For example:

- **International Women's Day (March 8):** Spotlight women's empowerment projects – mentoring, skills workshops or advocacy campaigns.
- **Earth Day (April 22):** Organize environmental clean-ups or tree-planting events that resonate with corporate partners and the wider community.
- **Giving Season (September–December):** Leverage the busiest and most generous time of year where companies are actively seeking ways to give back. Launch volunteer opportunities that align with end-of-year campaigns, deepen supporter connections and carry engagement into the new year.

By following these guidelines, you'll create engaging, high-quality listings that draw volunteers in and ignite their passion. When opportunities are inclusive, mission-driven and crystal clear, they showcase real impact, inspire action and empower volunteers to drive your nonprofit forward.



# Checklist to maximize volunteer engagement



**Create accessible opportunities** (*e.g., evergreen, one-session, group-friendly*). Make it easy for volunteers to participate, especially those with limited time or who want to join as a team.

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**Focus on impact and measurable outcomes**  
Clearly explain the difference volunteers will make.

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**Use the form field**  
Describe the volunteer opportunity in more detail to share how the activity helps your nonprofit.

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**Write a clear call-to-action in the title**  
Use action words ("Pack care kits," "Mentor a student") to help volunteers quickly understand what they'll be doing.

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**Outline volunteer tasks**  
Be specific so volunteers know exactly what's expected and feel prepared to contribute meaningfully.

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**Provide full logistics** (*dates, times, location, format, cost*)  
Clear, complete details set expectations, build trust and make it easier for volunteers to commit with confidence.

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**Add photos of volunteers in action**  
Visuals build trust, inspire participation and give volunteers a sense of what to expect.

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**Align with key Awareness Days and Giving Season**  
Posting around global movements and giving moments helps your listing get more visibility and ties into broader campaigns.



# How to create a volunteering opportunity

To connect with volunteers on Benevity, you'll need to create a volunteer opportunity on the [Benevity Causes Portal](#). Once you've logged in, click the Volunteering tab in the left menu. Here you'll see [two submissions forms](#):

## How to get started

To add a volunteer opportunity to our platform, please **complete the Volunteering Catalog Activity Form**. After submission, we'll send you an email containing a link to your newly published opportunity and your profile page.

+ Volunteering Catalog Activity Form

For Spark, fill out the **volunteer opportunity form**. You will be notified by email when it's been reviewed and published.

+ Spark Volunteer Opportunity Form

Each form helps you reach different volunteer audiences, so consider submitting both to maximize visibility. This article will walk you through what each form includes and how to complete them effectively.



# How to create a Volunteering Catalog Activity Form

- 1 Log into the [Benevity Causes Portal](#)
- 2 Head to the Volunteer tab
- 3 Click the form **+ Volunteering Catalog Activity Form**
- 4 Choose one of four categories:



## Field volunteering

Attract volunteers for fieldwork to support your nonprofit

Select



## Skills-based volunteering

Get professional help on projects related to IT, marketing and translations

Select



## Virtual volunteering

Get professional help on projects related to IT, marketing and translations

Select



## Goods collection

Attract volunteers for fieldwork to support your nonprofit

Select

- 5 Select a ready-made template and update its details to match your organization, or choose Create from Scratch.
- 6 Complete every field with clear, engaging details: title, description, date/time, location, required skills and any supporting assets (images, documents, etc.).
- 7 Click Submit



# Volunteering Catalog submission process

## What happens when I submit Volunteering Catalog Activity Form?

Once you submit your activity, our team conducts an internal review to assess its quality and eligibility. Please be aware that activities featured on the platform align with our clients' interests and comply with our quality standards outlined in pages 7-10.

Your activity will be published within 2-3 business days. During peak periods such as Giving Season (September through December), it may take up to one week.

Once your activity is live, your Nonprofit Partnership Representative will email you a direct link to the listing. This will be your point of contact moving forward. Please whitelist the [benevity.com](https://www.benevity.com) domain in your organization's email system to ensure that you do not miss this notification.

## How can I edit and manage my volunteer opportunities?

To add, update or remove a volunteer opportunity, reach out to your Nonprofit Partnership Representative (the person who confirmed your submission).

Every year, we conduct an annual review of all listings to ensure accuracy and relevance, in which you'll hear from us to confirm which activities are still active, explore any new initiatives you'd like to showcase and archive those that are no longer available.

This yearly refresh also maintains the quality and appeal of your volunteer offerings, ensuring they can continue to engage and inspire our users.

## How does volunteer matching work?

Once a volunteer signs up through the Volunteering Catalog, you will receive an email that outlines all the information you need, such as who has applied, group size, preferred dates and their specific requirements. You will be asked to review and confirm these details.

To ensure every placement runs smoothly, please respond to our emails in a timely manner. Use a direct work-email address rather than a role-based inbox (for example, do not use a shared email address such as [info@](mailto:info@) or [admin@](mailto:admin@)) in the Benevity Causes Portal as your primary user, as well as when submitting your volunteer opportunity.

Keeping your contact information current helps us coordinate successful volunteer experiences and strengthens your partnership with our corporate users.

# Volunteering Catalog submission process

## What happens if my activity isn't accepted into the Volunteering Catalog?

If your activity doesn't meet Benevity's requirements, your Nonprofit Partnership Representative will contact you with feedback and guidance on how to revise and resubmit. Common reasons include missing details, limited flexibility, or formatting issues.

## Which form should I use for ongoing volunteer needs?


For recurring or flexible opportunities, use the Volunteering Catalog Activity Form. It reaches a larger network of companies and keeps your listing visible year-round.

## Can I see my Volunteer Catalog activities on the Benevity Causes Portal?

No, Volunteering Catalog opportunities don't appear in your Benevity Causes Portal dashboard in the same way your activities created using the Spark Volunteer Opportunity form do. Your Nonprofit Partnership Representative will share a direct link to your live listing once it's approved.



# How to create a Volunteer Opportunity form (Spark Volunteer Opportunity form)

- 1 Log into the [Benevity Causes Portal](#)
- 2 Head to the Volunteer tab
- 3 Click the form 
- 4 Fill in all the details outlined.

## Create Volunteer Opportunity

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### Basic Info

Charity ID  
Please enter a Charity ID  
OR an Organization Name if a Charity ID is not available.

Organization Name

Opportunity Name \*

Opportunity Description \*  
Please include the goal or purpose of this activity and why it is important.

Opportunity Image

Choose File

No file chosen

Upload

- 5 Click Submit

# Volunteer Opportunity form (Spark Volunteer Opportunity form) submission process

## What happens when I submit the Volunteer Opportunity form (Spark Volunteer Opportunity form)

Submitting this form publishes your volunteer opportunity directly to the Spark platform for companies that have enabled nonprofit-created content. This means your opportunity will immediately be visible to employees at participating companies—no review by Benevity is required.

However, visibility may vary, as not all Benevity clients allow nonprofit-created content in their programs.

## How will I know when someone signs up?

When a volunteer signs up, the volunteering manager listed in your organization's Contact Information will receive an email notification.

## Why do activities need to be reviewed for the Volunteering Catalog but not within the Spark Form?

Volunteer Catalog submissions are reviewed to ensure quality and consistency across Benevity's platforms. Spark Form opportunities don't require a review because they publish directly to companies that allow nonprofit-created content in their programs.

## How do I create an opportunity for a specific company?

If a corporate partner has provided you with their Benevity ShareKey, select "Private Opportunity" during the submission process and enter the ShareKey. This ensures only employees at that company can view the opportunity.

## Which form should I use for a one-off event?

For single, date-specific events, use the Spark Volunteer Opportunity Form so employees can sign up right away. You can also submit it to the Volunteering Catalog if you want broader visibility.







## Do I need to be registered on the Benevity Causes Portal to create a volunteer activity?

Yes, your organization must be registered on the Benevity Causes Portal to participate in our volunteering programs.

To begin the registration process, please visit our [main registration page](#). For step-by-step guidance to help you along the process, you can refer to our eBook: [How to register your nonprofit on the Benevity Causes Portal](#).



# Need support?

Our team is always here to support you. If you have any questions about your volunteer activities or need to make an update, please contact the Nonprofit Partnerships team member who originally reached out to you via email.

For any inquiries related to the [Benevity Causes Portal](#), visit the [Nonprofit Help Centre](#) or chat with Georgie, our AI chatbot, at any time.

