

Session Summary

Innovation and Adaptability: Growing the Power of Goodness Through Volunteering

Hear how TELUS and Ciena took a leap and began rewriting the volunteering playbook when giving time and talent seemed impossible. Find out exactly how they are making the shift to virtual volunteering and pivoting their program design — and how it's leading to unparalleled volunteering engagement and impact.

Hosts

Mark Stevens, Director of Corporate Social Responsibility, Ciena Corporation

Allison Fary, Senior Program Manager, Corporate Citizenship, TELUS

Attendees

454 Attendees

Key Takeaways

In a year rife with volunteering challenges, TELUS and Ciena made key pivots to their programs to drive record-breaking volunteering engagement.

Here's how:

1. Engaging and creative communication is key to driving program participation; sharing personal and positive stories break through
2. Expand definition of volunteering to include Acts of Kindness or Acts of Goodness
3. Focus efforts on curating, providing and driving awareness of virtual volunteering opportunities
4. Experiment with your program levers to see the impact on engagement (i.e. Volunteer Rewards, VTO, etc.)