

Recommendations for National Replication from VEAR Corporate Site 2

1. With input from your advisory or expansion and review committee, create an organizational chart as to how you would integrate corporate volunteers into your county-wide program or project area. Make sure that you have role descriptions available for each type of role.
2. Before beginning your recruitment and engagement campaign (or any campaign), make sure your volunteer application and screening process is user friendly (this may seem like a no brainer, but sometimes the process is not as simple and streamlined as we perceive it to be). Make sure that you are familiar with your state's screening guidelines and if it requires a cost (such as a background fingerprinting), decide how those costs will be absorbed.
3. Utilize the motivational messages developed through VEAR to develop effective recruitment messages, focusing on the volunteer segment that best fits the corporation you are targeting. Employees participating in the focus groups for this project most closely aligned with the Transformational Leaders, Linked Ins, and Generation Next.
4. Decide which strategy to use to "get in." If working with Lockheed Martin, start with their outreach coordinator. If working with a different corporation, once you have approval from the corporation's Headquarters, work with their Public Relations person or whomever they designate. If this person is not available or interested, ask them to help you identify a corporate guide. A corporate guide is an employee that is familiar with your organization and willing to help you navigate theirs.

If a corporate guide cannot be identified, then look for a corporate friend. A corporate friend is someone with ties both 4-H and the corporation you are targeting. They are familiar with the 4-H program, and may have a relative or close friend that works at the corporation, or they could have retired or interned at the corporation. This person will help you navigate the corporation and can also serve as an ambassador for the 4-H program to corporate employees.

5. The corporate gatekeeper, guide, or friend will help you identify the best strategies for employee recruitment. Strategies that have been successful with Lockheed Martin include:
 - a. Static Displays
 - b. Interactive displays at employee picnics/appreciation events
 - c. Lunch and learn
 - d. Open house
 - e. Affiliate list-serves
 - f. Social media- Linked in preferred
6. Research shows that corporate volunteers tend to be more engaged if they feel like the organization matters to their superiors. If possible, work on getting buy in from upper level employees and ask them to advocate for involvement in your program.
 - a. If possible, find out if their corporation rewards community/volunteer involvement.
 - b. Try to tie into any current recognition, and if none exists, find out from corporate volunteers how they would like to be recognized and work with your corporate administration to create recognition opportunities. Some ideas that have worked so far include:
 - i. A simple reception or luncheon to honor volunteers on site at the corporation
 - ii. A simple presentation at the annual company picnic/holiday party

- iii. Publicity in the local media
- iv. Publicity on the company website
- v. Article and photo in the employee newsletter
- vi. A dress down day at work (business casual or blue jeans).