

Online volunteering

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The pandemic, along with its effects on economic development, is causing sleepless nights. The lack of a direction to follow leaves entrepreneurs and employees insecure in their jobs, and some implications of this are already visible.

In this scenario, many companies that have already implemented [corporate volunteering programs](#) have doubts about how to move forward in the face of

this new challenge. As most volunteer actions involve agglomerations and situations that can help spread the new coronavirus, the orientation is to postpone all activities that involve direct contact between people.

This is a significant loss, as we know how much voluntary work makes teams more integrated, engaged, and collaborative. So, how should we keep this flame burning?

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The alternative: Online volunteering

One of the options is to transfer Volunteering to the digital age. But this has become a controversial topic as some CSR professionals believe that non-profit organizations are more effective when there's a physical human

presence: *"The human connection can't be outdone by any number of emails or video calls,"* explains Jerome Tennille in one of his [articles](#).

Jerome also believes that the whole CSR industry will have to go through great changes soon due to the pandemic: "A culture shift recognizing we need a greater diversity of thought in the field instead of self-preservation. Just like we need more professionals with traditional business acumen in the non-profit sector, we need more professionals to be hired in CSR roles whose original professional experience is that of human services, education, fundraising, volunteer engagement, and activism."

While it is true that online Volunteering will struggle to close the gap of the human presence, using it as a tool during these pandemic times might be a way to help society while also engaging staff. After all, NGOs around the world struggle to find the right volunteer to do projects as social media specialists, developers, copywriters, illustrators, and so on.

Why is online volunteering important at the moment?

The HR manager with over ten years of experience in the field, Julie Toussaint, believes this is actually the best moment to [engage employees](#) through volunteering programs: "The world was profoundly shaken in the past few months, and as one of its consequences, community needs became more important than ever. In a social distancing context, Volunteering can appear more complicated to organize, and companies could be tempted to put it on hold. But this is a mistake. We cannot let uncertainty stop us from working together to help each other through difficult times. Offering employees some ways to build a piece of the solution plays a big role in demonstrating that your business understands that it is part of a global picture in making the world a better place."

Once again, It's up to responsible corporations to take a stand and encourage their employees to give back to society, especially in difficult times like these. Certainly, with a lot of creativity and working as a team, businesses and employees can find solutions to alleviate the economic situation triggered by this severe health crisis.

Streamline your online volunteering management with Optimy

We believe that by using technology to simplify your volunteer management, your employees can share their time, knowledge, and skills to deliver solutions that nonprofits need to be sustainable. This can emanate productivity and employee retention, by increasing a positive work culture and environment.

With Optimy's volunteering product, you can do a lot, such as easy search, create and rate volunteering opportunities, match skills to volunteering missions, share your volunteering activities, and get an overview of all employee's applications. The product is packed with functionality to make volunteering about the people and not about the process.

Giving your employees a choice to donate their time to causes that they are passionate about increases loyalty and drives higher motivation, morale, and earnings. Corporate volunteering brings greater value to your corporation, its employees, and the community.

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