



Employee Resource Groups Give Back: Engaging Leaders and Activating Volunteers

Background:

For nearly 50 years PFLAG has relied on grassroots organizers and volunteers to live out our mission of support, education, and advocacy in communities throughout the US. In that time there have been many lessons learned about the role that transparent and effective leadership, accessibility of volunteer opportunities, and the significance of demonstrating community impact have on engaging new volunteers that keep coming back.

As employee resource groups grow and evolve, they often look for opportunities to engage new leaders and employees that want to give back to their communities. In this session, PFLAG will recommend better practices for identifying, onboarding, and training new leaders. Participants will also learn about a number of ways that ERGs can give back to their communities including on-site volunteer events, donation drives, DIY volunteer programs, and ideas for virtual volunteer events. A conversation about the benefits and limitations of each volunteer model will also be included.

Content Overview:

- Review PFLAG’s history of volunteer engagement and some basic data on the impact of volunteering for individuals and communities
- Look at the role of leadership and how better practices can help to make volunteer roles more appealing to new members
- Examine the ways we talk about volunteering, barriers that prevent some from getting more involved, and the impact that has on engaging new leaders
- Talk about a variety of ways thriving ERGs can build their programming to demonstrate community impact – and why that is important
- Get tools and resources – including the PFLAG Gives Back Guide – to help with your work!

Recommended Session Length:	60 minutes + optional 30 minute (in-person or virtual) volunteer opportunity
Target Audience:	Network group leaders and advocates
Participant Materials:	PFLAG Gives Back Guide, online resource page
Additional Information:	For in-person and online sessions that include a volunteer opportunity, this session is only available in a 90-minute format. A cross-network version of this workshop designed to engage leaders from multiple ERGs is available. This learning session can be customized for specific audiences as needed.

For more information on this session, contact Mackenzie Harte (they/them), Learning & Inclusion Coordinator, by e-mailing maharte@pflag.org or calling (202) 467-5411.

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