

Skills-Based Volunteering Matrix

Below is a generic example of a skills matrix that features a list of departments common to most corporations, as well as the employee skills/functions that likely exist within each of those departments. As you can see, the matrix cross-references the potential needs of nonprofits with each of these skills/functions to demonstrate the many ways in which corporate talent can be used to meet nonprofit needs.

Use this skills matrix to help you think creatively about opportunities to engage professional volunteers for your organization's benefit.

Departments	Skills/Functions	Needs of Nonprofits
Accounting/Finance	Budgeting/forecasting Accounts payable	Budgeting Fiscal planning Billing & collections Cash flow analysis
Advertising/PR	Media relations Communications strategy Event planning & promotion Message creation Audience segmentation	Media exposure Event planning & production Reaching target audiences Fundraising
Creative Services	Creation and design of materials Brand strategy & management	Consistent branding Promotional materials
Customer Care	Customer surveys Issue resolution Tracking customer feedback	Donor and client feedback
Human Resources	Recruiting & retention Performance review process Training and development Diversity	Recruiting & Retention Performance review process Training and development Employee morale Employee feedback
IT	Data security Systems solutions Tech support	Donor/client database
Marketing/Sales	Customer prospecting Sales presentations Merchandising	Increased fundraising Donor development Donor recognition
Product Development	Consumer trends Competitive analysis Product testing Quality Assurance	Community needs assessment New services development Measuring outcomes
Operations/Facilities	Operational effectiveness Systems & processes Building security Maintenance Space planning Specialized / trade skills	Volunteer coordination Improved use of physical space Improved processes Site / operations improvements