Role of CCEC in advancing strategy (Member Company Pledge)

Active engagement is a responsibility of CCEC member companies.
In order to advance the connected missions of Volunteer Canada and the CCEC, Council member companies will:

1. **Be active in direction of the CCEC** – Participate in task groups, answer polls, contribute at meetings, offer unsolicited ideas regarding CCEC and Volunteer Canada.

2. **Use best practices** – Take what is learned through Council involvement and put it into action at work, as able.

3. **Be brand ambassadors** – Share Volunteer Canada’s business blog, research, and services; pro-actively raise with peers opportunities to join the CCEC and/or use Volunteer Canada’s supports and services.

4. **Share their experience** - Speak/write on behalf of Volunteer Canada’s CCEC, both as requested and through self-identified opportunities; volunteer a minimum of 2 hours of mentorship to Volunteer Canada Employer Members per CCEC member company annually.

5. **Contribute to Volunteer Canada’s government policy development** – as requested.

6. **Consider contributing additional resources:**
   - Skills-based or pro bono volunteers – to support branding, comms, strategy, etc.
   - Financial support for new initiatives – e.g. research
   - Participation in Volunteer Canada research, benchmarking