

Når frivillighed betaler sig - en undersøgelse af virksomhedsfrivilliges engagement

Det Humanistiske Fakultet
Aalborg Universitet
Institut for kommunikation
Juli 2009

SPECIALE AF:
Marie Hoehl Knudsen

VEJLEDER:
Pirkko Raudaskoski

TEGN/SIDER:
141.567 = 58 normalsider

Abstract

The thesis aims to discern and define which motivational factors determine the engagement of employee volunteers in volunteer work.

The point of departure is in the widespread field of Corporate Social Responsibility (CSR), more specific the emergence of Corporate Volunteering and the new type of 'volunteer identity' that arises from this.

In the past decade, an increasingly amount of private held companies has engaged in a partnerships with non governmental volunteer organisations in order to strategically apply elements of Corporate Volunteering in the CSR profile of the companies.

The thesis claims the need for a broader perspective on how *volunteer organizations* strategically can approach the Corporate Volunteering phenomena. It is argued that its necessary to obtain knowledge about the employee volunteers, in order to characterize the new volunteer identity and act strategic according to this.

The scope of the thesis is to capture what motivates the employee volunteers. To do so, a qualitative research is conductet and a theoretical approach is applied to form a motive analysis and unfold the empirical findings.

The thesis concludes that three main motivational factors can be identified:

The teamspirit among the employee volunteers, the relation to the people the volunteer work concern and the autonomi in the volunteer work.

The thesis finally presents some basic suggestions for the volunteer organizations on how to approach Corporate Volunteering strategically.

Indholdsfortegnelse

Titelblad
Abstract

BAGGRUNDEN
Velkommen

side 1

AFSÆTTET
Specialets problemfelt

side 2

FOKUS
Specialets problemstilling
Specialets opbygning

side 11

side 12

FORSTÅElsen
Videnskabsteoretiske overvejelser

side 13

OBJEKTET
Skandia og virksomhedsfrivilligheden
Dataindsamlingsmetode – fra indsamling til empirisk grundlag

side 15

side 16

REDSKABERNE
Specialets teoretiske referenceramme

side 21

INDSIGTEN
Specialets analyse
Analyse af motivationsfaktorerne i det virksomhedsfrivillige engagement
Konklusion

side 29

side 30

side 45

UDSYNET
Gode råd til frivilligorganisationerne

side 47

Litteraturliste