

PLEDGE  
**1%**

# VIRTUAL VOLUNTEERING

**PLAYBOOK**

Featuring Salesforce, Rock Content,  
Twilio, and New Relic.

NOVEMBER 2020



# About the Playbook



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Chief Executive

**Pledge 1%**

**Employee volunteering has long been a cornerstone of corporate social impact strategies.** It enables employees to give back to the communities where they live and work and empowers them to feel part of something bigger than themselves by collectively tackling important social issues. At the same time volunteering also reinforces corporate culture and values and fosters a sense of belonging and pride amongst the team.

Admittedly, Social Impact leaders have always been thinking about how to increase employee engagement, create a meaningful/high impact experience, and track results. ***So what is different now?***

As Covid-19 and the cascading crises of 2020 have forced us to live and work in a fully remote world (and one with so much need), Social Impact leaders have been challenged to identify ways to engage their teams via “virtual” volunteer activities that still facilitate connection and impact while at the same time ensuring employee safety.

**It’s clear that the current times we’re living in right now, present some very real obstacles as well as new opportunities.**

In this Virtual Volunteering Playbook, we’ve gathered insights, best practices, creative ideas, and outside-the-box examples from our Pledge 1% Builders and Covid Coalition partners who have, over the last 9 months, expanded and redefined what “volunteerism” means at their companies.

Beyond in person hours with nonprofits, many Pledge 1% companies are including civic engagement opportunities (such as assisting at the polls, GOTV calls, participation in demonstrations and peaceful protests), DE&I efforts (like mentorship, workforce development education opportunities, and product donations to minority entrepreneurs), as well as broader support for local community needs (ex: helping an elderly neighbor safely get groceries, tutoring students on Zoom).

We’re seeing company culture and values shift with new waves of empathy, authenticity, appreciation, and acts of kindness—and we’re watching as employee volunteer policies change to reflect this.

# About the Playbook (continued)

At a time when many employees are feeling isolated, distant, and overwhelmed—meaningful virtual volunteering activities have served as unifying experiences that foster employee well-being and provide an opportunity for connection and collaboration.

Like everything else in 2020, it takes extra effort to ensure that virtual volunteer experiences are valuable, while also fun, engaging, and impactful for employees. This work is not easy. We hope that this Playbook and the pro-tips included from Salesforce, Rock Content, Twilio, and New Relic offer a roadmap to help you get started, and/or additional ideas to build out your own virtual volunteering experiences.

And in the spirit of our “Pledgeitforward” ethos, if you have additional resources, tools, or best practices that would be helpful for other Pledge 1% member companies, please share them with us at:

[members@pledge1percent.org](mailto:members@pledge1percent.org).

Thank you.

—**Amy Lesnick**

Chief Executive, **Pledge 1%**

## Key Contributors



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**Special thanks to all of our Pledge 1% Builders and Claire Kirkpatrick.**

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A woman with curly hair and glasses is sitting on a red shag rug in a living room, working on a laptop. She is wearing a white long-sleeved shirt and blue jeans. The background shows a beige sofa, a large green plant, and a window with blinds. The text is overlaid on the left side of the image.

# Part 1: Increased Opportunities & Challenges

# Increased Opportunities: Catering to the Current Climate



## Common Employee Personas

- Single people are feeling isolated and craving connection.
- Parents are juggling work & children. Many are craving educational activities they can do with their children.



## Team Building & Culture

- In this remote work environment, companies are seeking opportunities to reinforce culture & values to attract and retain top talent.
- Virtual volunteering offers team building beyond geographic constrictions.
- ERGs can also be empowered and leveraged
- Volunteer activities can also strengthen brand and relationship with customers & partners



## Inspiration/Good News

- People (employees, customers, partners) are craving something positive
- They are all more inclined to read and appreciate jolt of inspiration and “feel good” news.



## Worldwide Needs/Impact

- There is so much need in local and global communities right now.
- Companies have a unique opportunity to expand well beyond traditional volunteering (help neighbors, local business, teachers). Learn/educate. Acts of kindness. Advocacy.

# Increased Challenges: **Employee Participation**

**Getting Employees to Sign Up**



**Creating a Quality Experience**



**Tracking Participation & Impact**



A person's hands are shown typing on a silver laptop keyboard. The person is wearing a brown, textured sweater and a white smartwatch. In the background, there is a spiral notebook with a pen, and a white speckled coffee cup with the text 'BOSTON' and 'LY CO' visible. The scene is set on a dark desk.

## Part 2:

# What's Different Now & How to Overcome Challenges

- Getting Employees to Sign up & Show up
- Creating a Quality Experience
- Tracking Participation & Impact



# Getting Employees to Sign Up & Show Up

- **Offer a Wide Range of Opportunities** (number and variety)
  - *Salesforce Pro-tip: Sourcing solo volunteer opportunities*
- **Identify “Rallying Agents”**
  - *RockContent Pro-tip: Appeal to Competitive Spirit*
- **Provide “How-to” Materials for your Rallying Agents**
- **Leverage Expanded Communications and Increased Visibility**
- **Empower Your Employees**

## HOW TO OVERCOME CHALLENGES: GETTING EMPLOYEES TO SIGN UP & SHOW UP

### What is different now?



- No local in-person rallying and organizing
- Difficult to “layer onto” existing team and/or company wide events  
i.e. sales kick-off, onboarding, quarterly all-hands
- No “in your face” default activity in the office  
i.e. packing lunches for a homeless shelter the in cafeteria
- Not as easy for the individual volunteer Can’t just show up at a specific time/date; increased logistical lift.
- Zoom fatigue  
Employees spend all day on Zoom, low incentive to participate.

# Offer a Wide Range of Opportunities—Number & Variety

### → **Family**

Activities to do with children (i.e., make cards, signs, etc.)

### → **Team/group**

Activities to do together

### → **Individual/solo**

Activities to do on your own at any time

### → **Company wide (part of something bigger)**

Opportunity to leverage incentives/gamification amongst departments and/or teams

### → **Learning sessions**

50-75% learning coupled with 25-50% time for actions

### → **Skilled and unskilled volunteerism**

Variety in the commitment level and types of volunteer opportunities

### → **Geographically distributed (beneficiaries & participants)**

Virtual environment creates greater accessibility to nonprofits and communities across the globe.

### → **In-Person (in addition to online)**

Food delivery, 6 feet apart outside with laptops and/or materials. Things to do while walking i.e., mentor conversations

### → **One-and-done projects versus ongoing**

Opportunities that engage volunteers down the road as well as in the moment

## HOW TO OVERCOME CHALLENGES: GETTING EMPLOYEES TO SIGN UP & SHOW UP

# Pro-Tip: Sourcing Solo volunteer opportunities

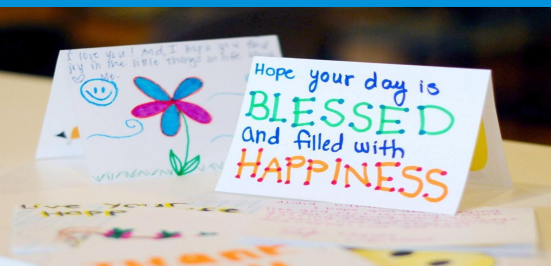
Some people may be experiencing “Zoom fatigue” and want to volunteer outside of a scheduled event. Here are some things to keep in mind when brainstorming individual opportunities:

### Vetting Criteria for solo volunteer opportunities:

- Activity must be **helpful, useful, or productive** in some way for the nonprofit
  - Cannot simply be a fundraiser (i.e., playing games to benefit charity)
- Volunteering must have an option for **on-going** or **repeated engagement**, not one time event
- The user experience is **robust** and **intuitive**
- Preferably “**best**” of it's category; try not to list multiple organizations with identical activities and overwhelm employees
- Consider **geographic distribution** for beneficiaries and for volunteers

### Advocate for Pro Bono volunteering:

- High impact for the individual volunteer
- Suggested organizations:
  - Taproot Foundation
  - UN Volunteers
  - Catchafire
  - Project Website
  - Design to Combat COVID



## HOW TO OVERCOME CHALLENGES: GETTING EMPLOYEES TO SIGN UP & SHOW UP

### Identify Rallying “Agents”

#### → **Ambassador Network**

Employee volunteers can mobilize across geographies

#### → **Employee Resource Groups (ERGs)**

Leverage ERGs for outreach, organizing, and educational components

#### → **Volunteer task force for specific engagement activity/event** i.e. GOTV or GivingTuesday

#### → **“Olympic”/Competition team captains**

#### → **Managers**

Align with their retention, employee wellbeing and/or productivity goals; Possibly empower them to designate “Happiness” reps

#### → **Company leadership and executives**

Leverage leadership to rally their teams behind specific initiatives and/or visibly reinforce culture/values. More on this in Part 3.



HOW TO OVERCOME  
CHALLENGES:  
GETTING EMPLOYEES  
TO SIGN UP & SHOW UP

**Pro-Tip:**  
Appeal to  
Competitive  
Spirit—**Gamify**



**Rock Content gamified their Global Week of Service. Here are some insights as to how they structured their approach.**

→ **Make teams**

(maximum 7 if you want high integration, or maximum 30 if low integration)

→ **Choose carefully who will be in the leadership of the each team**

This is very important for communication and engagement. What is the rhythm you want to put in your program?

→ **Promote a healthy competition between the teams**

- Create a way to ranking or give points
- Define missions (they have to feel like it's a game), accomplish things and move forward—choose an amount that they will feel like never stopping.
- Define awards for the winning team (\$1k to donate for the nonprofit)
- Show them their effort, and how important it was
  - Back office team to make the platform online during the day

# Provide “How-to” Materials for your Rallying Agents

- Write **step by step guide** on how to **organize, promote, facilitate** a virtual volunteering opportunity to ensure success
- Build **slide decks** for hosting volunteer activities that managers, ERG leaders, and employee champions can use to lead groups
- Keep in mind that “how-to” materials and slide deck are helpful to individual volunteers as well.

## Slide Deck Resources

### → Family-friendly opportunities:

- [Writing cards](#) by Twilio

### → Team event opportunities:

- [Zooniverse](#) by Salesforce  
World’s largest **people powered research** to help assist professional researchers through volunteering.
- [Missing Maps](#) by Twilio  
Help Map the world’s most vulnerable communities.
- [CareerVillage](#) by Twilio  
Provide access to career advice for low income students.

## HOW TO OVERCOME CHALLENGES: GETTING EMPLOYEES TO SIGN UP & SHOW UP

# Leverage Expanded Communication & Increased Visibility

### → Integrate into new communication pathways

As a result of shelter at home, most companies have more frequent and consistent communications:

- Weekly All-Hands/Town Halls
- Team happy hours &/or daily stand ups
- Internal newsletters, slack channels, etc.

### → Showcase CEO/executives

Trigger a multiplier effect and reassure employees that giving back is core to company's values and culture.

### → Add a visual component for all employees

via internal channels and/or social media (ie unselfie, photo contest)

### → Create a persistent drumbeat

Weekly employee showcase, stats/collective impact, competition update/leaderboard, etc)





# Empower Your Employees

### Crowdsource ideas:

- Create volunteer events that your employees are *invested* in and *want to show up to*.
- **Ask your employees:** *What are the **nonprofits and causes** that **your people care about**?*
  - Create an **open-source document** of nonprofits your employees know and love, and that anyone can add to.
  - Ask them to list the causes they're passionate about and/or nonprofits they work with regularly
- **Ask your Employee Resource Groups (ERGs):** *How can they leverage their network to support each other, educate other employees, and address social issues?*
  - Create a blueprint for DEI education/action sessions.
  - Organize a volunteer event focused on empowerment (i.e. Women in STEM ERG volunteering with Girls Who Code, or a similar organization)
  - Mobilize around workforce development ie resume review, mentoring, etc.

# Creating a Quality Experience

## → **Expand What “Counts” as a Volunteering Activity**

- New Relic Pro-tip: Revise VTO Policy

## → **Pump Up Connection, Impact and Fun Factor**

- Twilio Pro-tip: WePledge1%

## → **Offer Participation Incentives**

- Salesforce Pro-tip: Offer Career Development Opportunities

## HOW TO OVERCOME CHALLENGES: CREATING A QUALITY EXPERIENCE

### What is different now?

- **No change of scenery/pace**  
i.e. if activity is online
- **Little opportunity to volunteer with others/leverage for team building**
- **Little opportunity for socialization**
- **Reduced opportunity to feel connected to a cause and inspired by organization and/or learn something new**



# Expand What “Counts” as a Volunteer Activity (Refine Policies)

### → **1:1 “Helping” in Local Community**

Neighbors, school/teachers, offering tutoring/homeschool support to child, supporting local businesses, delivering food and/or instacart orders

### → **Civic activities**

Get out the vote activities (verify, register, request absentee ballots, overcome voter suppression), Participating in a peaceful protest, writing letters to elected officials, posting signs and/or other spreading the word activities, reaching out to network to educate on issues of social justice/organizing BLM movie night or book club

### → **Efforts to support underserved Entrepreneurs**

Mentor a BIPOC entrepreneur. Pro bono services to help diverse entrepreneurs leverage your product or other technology, etc.

### → **Actions on Social**

i.e., Canva #stopthespread infographics

### → **Learning/Action**

Session on Diversity, Equity and Inclusion followed by action and/or book club on BLM combined with action

### → **Acts of kindness**

Cards, signs, bake cookies, and other demonstrations of gratitude for frontline workers

### → **Fundraising**

Creating and/or promoting a fundraising campaign to support those in need

### → **Ad hoc skill based/pro bono**

i.e., helping non profits and/or individual teacher better understand zoom and other remote tools

### → **Putting together or creating care packages**

Many nonprofit organizations will give a list of materials for “kits” that will be helpful to their organization.

**HOW TO OVERCOME  
CHALLENGES:  
CREATING A QUALITY  
EXPERIENCE**

**Pro-Tip:**  
Revise VTO  
policy.

- Many companies have revised their Volunteer Time Off (VTO) policies to include a wider range of volunteer opportunities accepted for paid time off.
- In the spirit of supporting more good work in the community, New Relic expanded the policy beyond 501(c)(3) nonprofits to be more inclusive of unaffiliated good deeds and grassroots efforts.

“**New Relic employees can take 16 hours of volunteer time off (VTO) each calendar year. VTO is meant to be used to serve the greater community and to support causes Relics are passionate about. You may use your VTO in support of activities affiliated with nonprofit organizations or to support unaffiliated community-building activities (e.g., engaging in voter registration drives, helping unrelated house-bound seniors with errands, dropping supplies off to medical staff, participating in peaceful protests, etc).**”



## HOW TO OVERCOME CHALLENGES: CREATING A QUALITY EXPERIENCE

# Pump up the Connection, Impact & Fun Factor

### → Reduce friction

Turnkey “kits” & instructions (see page 16)

### → Add a social aspect

Dedicate social time before/after (care package/ wine tasting)

### → Add a team building component

Breakout discussion/games/”human” element etc.

### → Add a learning component

Learning session followed by

### → Add a shot of inspiration

Beneficiary or non profit speaker

### → Add Gamification

See RockContent Pro-Tip

### → Offer Matching dollar for doers/ other rewards

### → Offer visibility for actions/nonprofit/family

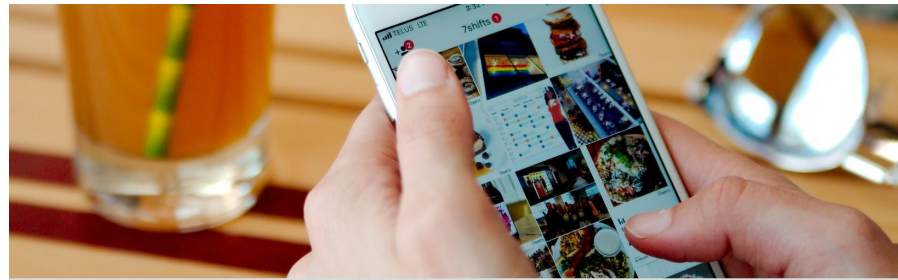
On social or internal Slack channels, etc.

### → Create Unifying forces

All in 1 day/week/month, visible Executive involvement, board/exec matches, day off, company wide initiative

### → Empower employees via WePledge 1%

Bring the Pledge 1% model to the individual level with WePledge1% (see Twilio Pro-Tip)





**HOW TO OVERCOME  
CHALLENGES:  
CREATING A QUALITY  
EXPERIENCE**

**Pro-Tip:  
WePledge1%**



PLEDGE 1% | November 2020

Twilio has open-sourced their WePledge1% approach and partnered with Pledge 1% to share their learnings and best practices with all Pledge 1% members.

- WePledge1% brings the Pledge 1% movement down to the employee level and **empowers individuals to build positive change** in their communities and around the world by **pledging to contribute 1% of their personal time, financial resources**, or both to do good.
- Since last year, over **1,000 Twilions** have collectively donated **\$1 million dollars** and contributed **6,000 hours of service** to social good.
- Stay tuned for the **Pledge 1%'s WePledge playbook** launching early next year.

# Offer Participation Incentives

- **Celebrate recognition of employees**  
i.e. milestone celebrations, highlights of top volunteers, company awards
- **Launch a competition amongst departments or teams**  
i.e. Awarding winning teams donation to nonprofit of their choice
- **Award high engagement**  
i.e. signing up early, high participation rates per site, high number of hours donated, high number of events per site
- **Promote contests**  
i.e. At-home photo contest
- **Create opportunities for professional development**





**HOW TO OVERCOME  
CHALLENGES:  
CREATING A QUALITY  
EXPERIENCE**

**Pro-Tip:**  
Offer Career  
Development  
Opportunities

**Virtual volunteerism can create opportunities for professional growth. For example, Salesforce is organizing:**

- Career panels
- Resume reviews
- Mock interviews
- Coding and technical skills
- Speed networking
- Pro bono
- Train the trainer workshops and internal competitions to rally teams

**Thought leadership opportunity for employees**

- Goal-setting
- Personal brand



# Track Participation & Impact

- **Clarify What and How to Track in Current Conditions**
- **Emphasize Engagement and Impact**
- **Measure Volunteer Engagement**
- **Measure Project and Volunteer Impact**
- **Implement Tracking to Fit Size and Needs**
- **Survey Your Employees**

### What is different now?



- **Virtual volunteering requires self reporting**
- **Activities might be shorter in duration**  
Online 15 minute action vs. ½ day event
- **Questions on how to count/track unconventional activities**  
i.e., protests, learn/activates, food ordering, etc.
- **Reduced visibility by social impact leaders into what employees are doing**

# Clarify What and How to Track in Current Conditions

- **Communicate clear rules/expectations**
  - What counts and what doesn't  
*i.e. all volunteer actions vs nonprofits only; all volunteer time vs office hours only*
  - Which components count  
*i.e. buying food vs assembling food vs delivering food; time at protest vs march only, learning session vs. activation only*
  - Develop and/or Expand Volunteer Time Off Policy (VTO)
- **Determine time allotment that is meaningful**  
*(i.e. 30 min increments. Note many online actions take less time.)*
- **Use honor system vs. validating each entry**
- **Offer easy entry** into a centralized system



# Emphasize Engagement & Impact

Time volunteered is a valuable metric, but many virtual activities take less time than those in-person. Consider emphasizing other metrics that might better reflect the scale of your virtual volunteerism efforts.

### → **Participation rates of volunteers**

- Percent of employees who participated in at least one “Get Out The Vote” activity
- Percent of employees who “volunteer activities” (possibly expanded definition) totaled at least X hours in 2020.

### → **Dollar value of volunteer time**

- i.e. In X amount of time, employee volunteers contributed expertise worth Y amount of money and were able to augment the operating capacity of a nonprofit to serve Z people or to deliver ZZ meals, etc.

### → **Other impact metrics from the**

**nonprofits/causes** served by your time, funding, technology

- i.e. 5 million PPEs delivered, 400 local entrepreneurs supported, etc.

### → **Number of events and/or solo activities**

### → **Number of participants in learning & action sessions**

### → **Number of nonprofits** supported and/or number of nonprofits average employee worked with this year

# Measure Volunteer Engagement

Here are some of our general measurement best practices integrated with our recommendations on what to measure in a virtual setting.

### → Volunteer engagement

- Total number of employee volunteer hours
  - This can include hours from opportunities like learning sessions, civic activities, etc.
- Individual employee participation rates:
  - How many are repeat volunteers v. first time participants?
  - What percent of new employees have participated?

### → Program Learnings/Continuous Improvement

- Engagement by type of volunteer activity ie solo vs team vs family (all at one time vs asynchronous)
- Engagement levels by role, geography, level
- Engagement levels by volunteer type ie non profit, civic engagement, learning/action session, etc.

### → Leadership engagement

- Number of ambassadors organizing events
- Number of employees graduated to become ambassadors
- Number of employees that recruited their peers to join
- Most active and least active departments in your program
- Where employees heard about your program (this will help you know how to better market volunteer opportunities internally)

# Measure Project and Volunteer Impact

### → Project impact

- Number of nonprofit partners engaged
- Nonprofit satisfaction with project (e.g. Net Promoter Score)
- Results and outcomes from activities (i.e.tons of food donated, number of bags packed, number of students reached, etc)
- Which organizations received the most donations from staff

### → Volunteer impact

- Dollar value of time donated through pro bono and skills-based volunteerism
- Number of donations/employees contributed to a fundraiser or drive
- Ratio of impact (dollar-value or other) to volunteer time donated



# Implement Tracking to Fit Size and Needs

- How you track your program's success will depend on the size of your team and your overall goals for your employee volunteer program.
- If you are a **small to medium sized company**:
  - A spreadsheet or Google doc may do the trick. Remember to be transparent and to share your results with your executives, ambassadors, and volunteers.
- If you are a **large company**:
  - There are many tools that can help provide a more seamless way to track employee participation across offices, teams, and locations.
  - Boston College Center for Corporate Citizenship at the Carroll School of Management put together a full report on volunteer management platforms. You can view the full report [here](#).





# Survey Your Employees

- The best source of feedback about your program will be from employee participants, especially in navigating the challenges of a virtual environment for volunteerism
- Follow up **immediately** after each volunteer event with a quick survey for them to share feedback
- As you launch your program, you may want to conduct these as phone calls or short meetings, or you can send a Google form or questionnaire.
- Make sure to ask technical questions about the virtual event
  - Clarity of instructions prior to the event (how to access, how to prepare, etc)
  - Challenges in accessing Zoom/video platform of choice
  - Comparison questions—what they preferred/disliked about virtual activity versus in-person event
- Browse [SurveyMonkey's free templates](#) for inspiration
  - Consider starting with their [volunteer feedback survey](#)

A group of business professionals are seated around a long wooden conference table in a meeting room. In the background, a woman is standing and pointing at a whiteboard. The room has large windows on the right side. The text "Part 3: Tips on CEO/Executive Engagement" is overlaid on the left side of the image.

## Part 3: Tips on CEO/Executive Engagement

## What is different now?



- **Executives are spread even more thin than usual** (increased demands at same time as reduced capacity; cascading crisis, funding uncertainty, and evolving scenario planning)
- **In addition to core business drivers other issues are top of mind:**
  - Promoting employee well-being/mental health
  - Reinforcing company culture and values in a fully remote workforce
  - Social justice/DE&I
  - Productivity (+hiring/onboarding/retention)
- **Family demands/needs i.e. child care/home school**

Make it easy.

Make it high leverage.

Make it fun.

# Make It Easy

### → **Work with their EA to get it on the calendar (ideally 60 min or less)**

- Pick a time/day that works best for your CEO/Executive's current Covid schedule (morning, evening, etc)
- Find a time likely not to get bumped (if possible, schedule buffer 15 min before/after)
- If you want/need Exec to join 10 min early for tech check/speaker prep be sure to block that time

### → **Include everything he/she needs in the calendar entry**

- Zoom link (and back up person to call if tech not working; Primary point of contact for "event")
- Context. Goals. Super clear instructions. Information on other participants &/or nonprofit/cause.

### → **Minimize time required by CEO/Executive (pre, during, post)**

- Leverage EA and/or project lead for support (ie drive zoom call/share screen, order and ship materials to CEO in advance, take photos if needed for company social, edit photos/video, etc)
- "Just show up" mindset. Project lead/EA works with HR or marketing to leverage for comms.

# Make It High Leverage

- **Help CEO/Exec to meet multiple business objectives with this one activity**
  - Retain and energize employees (well-being, company culture, [productivity](#), etc.)
  - Onboard new employees and set them up for success (instill company values & provide opportunity for connection to leadership)
  - Publicly reinforce commitment to social justice/DE&I and or advance his/her own learning
  - Strengthen brand and/or relationships with partners, customers, community by triggering a multiplier effect of other visible actions
- **Use the CEO's time wisely**
  - Be extremely organized. A positive experience for your CEO and her/his EA should be one of your goals so that you he/she will be likely to want to repeat this in the future.
- **Empower CEO/Exec to meet other (non business needs)**
  - Provide opportunity to do an educational activity with his/her children or spouse or have an impact on an issue or cause that he/she cares about deeply.

# Make It Fun!

- **Have a new member of your team and/or mid-level leadership lead the event**, creating opportunity for your CEO/executives to participate amongst their team (easy lift)
- **Provide opportunities to connect** with employees, partners, customers and get to know them better **as humans first**
  - Brainstorm [icebreakers and questions](#) prior to event to facilitate conversation
  - Share out a podcast, short article for participants to read before and discuss
  - Make a **collaborative Spotify playlist** for a virtual event
- **Engage in activities that feel different** than a typical Zoom call or meeting schedule
- **Understand CEO/Executives' Covid persona** (eg overwhelmed parent vs lonely single) and address personal needs and/or interests
- **Weave in the silly and/or company spirit-** jokes, music, costumes, company swag, etc.



# Bonus: Make It Relevant

→ Looking to your end-of-year employee engagement.



### What is different now?



- **Remote workforce due to COVID-19**
- **Election anxiety for U.S. employees**
- **Crisis fatigue** (and many have already donated/volunteered throughout 2020)
- **Traditional in person global volunteer weeks and/or holiday campaigns need to be reimaged**

# Make It Relevant

- **Considerations for EOY Timeframe**
- **Where to start?**
- **GivingTuesday**

## MAKE IT RELEVANT

# Considerations for EOY Timeframe

- **Opportunity to highlight your program!**  
You have a captive audience during the most charitable time of year → create more opportunities to volunteer time, highlight your program
- **Seasonal giving opportunities**  
Engaging with nonprofit programming specific to this time of year/differentiated from their typical programming for unique experience
- **Incorporate volunteering/giving into holiday parties**  
Lot's of options besides holiday cards—you can making dog toys for animal shelters, virtual auction for charity, virtual fundraiser, etc.
- **Virtual fundraisers**  
Bring representative from nonprofit in for a lunch-and-learn, host fundraiser throughout the day/week



## Considerations for EOY Timeframe (continued)

→ **Highlight your people!**

Share unique end of year traditions that your employees do with their friends and family families to give back and publish internally in a blog post (*See page 47 for more*)

→ **Share a list of charitable organizations**

Give your employees suggestions of organizations doing great work during the holidays/in general that your employees can seek out individually. Even better, research and share exactly what they have to do to get involved.

→ **Acts of kindness Slack/internal channel**

Encourage your employees to share photos of how they're volunteering and/or spreading kindness the holidays. You can incentivize participation with a prize!

→ **Let your employees weigh in**

Crowdsource recommendations for local organizations to engage with, have them vote on nonprofits to hold virtual fundraiser(s) for, best EOY volunteering photo, etc.

→ **Collect feedback**

Navigating the world of virtual volunteerism is new to most folks → make sure to incorporate a brief survey at the end of virtual events/volunteer activities. You can consider incentivizing survey participation.

# Where to Start

Below are some organizations that offer opportunities to virtually volunteering in some capacity. Don't forget to reach out to your local nonprofits as well—many nonprofits have pivoted their programming in light of the pandemic, and may offer new virtual opportunities for the end of the year.

### Direct Service volunteering

→ [Writing cards](#) (USA)

See organizations in slide deck

→ [Together We Rise](#) (USA)

→ [Kynd Kits](#) (Global)

→ [Team Everest](#) (Global)

We recommend the “Letter to a student” or “Teach English” option for non-Indian speakers. Team Everest has expressed that it is easier for the kids they serve to understand English with an Indian accent.

→ [Be My Eyes](#) (Global)

→ Crisis hotlines

○ [Trevor Project](#) (Global)

### Skills-based volunteering

→ [Design to Combat COVID](#) (USA)

→ [CareerVillage](#) (USA)

→ [Missing Maps](#) (Global)

→ [Miracle Messages](#) (USA)

→ [UpChieve](#) (Global)

### Pro Bono

→ [Taproot Foundation](#) (USA)

→ [Catchafire](#) (Global)

→ [Ovio.org](#) (Global)

View more suggestions on our [open-source document](#) of organizations recommended by Pledge 1% members.

## MAKE IT RELEVANT

# GivingTuesday #Pledge1Gives

### → Leverage Pledge 1% to share your story!

Our GivingTuesday #Pledge1Gives campaign highlights the creative ways P1 members are giving their time, product, equity, and/or profit to do good. To be featured, submit your story to [kait@pledge1percent.org](mailto:kait@pledge1percent.org). You can learn more on our [submission guide](#).

### → Post on Social Media

Write or post a photo depicting how you or your company is giving back during these unprecedented times. Then, post on social media using hashtags #Pledge1Gives, #Pledge1, and #GivingTuesday.

A global day of generosity, **GivingTuesday** is a perfect opportunity to engage employees in giving efforts

Company led efforts and incentives are a great way to encourage participation. Some ideas include:

- Corporate matching gift programs
- Virtual volunteering events
- Social media engagement (#UNselfie)



**PLEDGE  
1%**

**If you have suggestions for how to make this playbook  
better and/or additional resources to share,  
please contact:**

[members@pledge1percent.org](mailto:members@pledge1percent.org)

[pledge1percent.org](http://pledge1percent.org)

# Appendix

- Survey Questions for Employees
- Tips on Employee Engagement
  - Make It Easy
  - Make It High Leverage
  - Make It Fun



# Potential Survey Questions for your Employees

Here are some sample questions to consider asking your employees:

- 1 On a scale from 1-4, how would you rate your overall volunteer experience?
- 2 On a scale from 1-4, did you feel that the team prepared you to participate in the activity? Were you properly briefed on what it would involve?
- 3 Was the structure of the activity efficient? (y/n response)
- 4 Would you suggest any changes to the timing of the project (i.e. shorter, longer, different time of day, etc)?
- 5 How did you find the team size worked?
- 6 Do you recommend **COMPANY** continues to organize events with **NONPROFIT**? Explain why or why not.
- 7 What worked well during the event?
- 8 What do you think our team could improve for future events?
- 9 Would you recommend a colleague to sign up for our next volunteer event? (y/n response)
- 10 Is there any other comments or feedback you'd like to share with our team?

# Make It Easy

- Create volunteer opportunities that are **digestible in scope**
- **Cater to different “personas”** and provide a variety of volunteer opportunities and events
- **Include clear and concise instructions on how to participate AND remind, remind, remind....**
  - **Include Zoom link in multiple obvious places** (calendar entry, email reminders, volunteer platform)
  - **Specify UPFRONT any preparation required** (materials needed, pre-reading, training session, etc), even before any description of the event or nonprofit. If they read anything, it should be this!
  - **Have a volunteer point person** who is accessible and able to send the Zoom link quickly to folks who have trouble finding or accessing the event.
- **Empower your leaders** to incorporate volunteerism into team events and **provide them with materials, tools and guidance**

# Make It High Leverage

- Create a “**double bang for your buck**” for your employees → organize events that meet multiple needs
  - **Child care** - engage and educate young kids at home while making an impact
  - **Social interaction** - authentic space to connect & release
  - **Mental Health** - ability to have an impact on those less fortunate, express feelings in a safe space, be part of something bigger than yourself
  - **Team building** - authentic space to release, connect with leaders and peers, interact with new team members, reinforce company culture
- Benefits of [retention, improved mental health and increased productivity](#)

# Make It Fun!

- Make a **collaborative Spotify playlist** for a virtual event
- Encourage volunteers to get creative taking photos of their virtual volunteering set-up
  - Wearing company swag
  - Sharing photos volunteering with family and friends
- Brainstorm **icebreakers and questions** prior to event to facilitate conversation
  - Share out a podcast, short article for volunteers to read before and discuss
- Encourage your employees to include family and friends
  - Ex: Hosting a card making party with their quarantine crew and share pictures on internal messaging channel