



2015 Annual Membership Assembly



#EngagedGiving



@AmerCharities



Amplifying Employee Engagement

Panelists

Chris Jarvis, Realized Worth – @RealizedWorth
Ryan Scott, Causecast– @Causecast and @Ryan_Scott

Moderator

Steve Delfin, America's Charities – @SteveDelfin

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Amplifying Employee Engagement

- Not just money
- Volunteers
- Pro-bono
- Skills giving

CHRIS JARVIS. REALIZED WORTH

- 98% of companies offer VOLUNTEER OPPORTUNITIES

but PARTICIPATION is LOW

REALIZED WORTH helps companies build CAPACITY to support non-profits

- 3 Engagement**
- They tell what they've done
 - Participation not valuable

AFFECTIVE GIVING
The cause has personal meaning ...impacts retention

America's Charities MEMBER ASSEMBLY • MAY 14, 2015

A sustained relationship that can LEAD to MONEY

RW

5 CHANGES REQUIRED

- 1 Companies want PARTNERS**
-- not philanthropy
employees should be the goal... Not the BRAND!
-- Find out where your VOLUNTEERS work

- 4 Transformation**
-- not transaction
ie. move boxes, go home
Change the CULTURE

- Talk about PURPOSE and OUTCOMES

Why your work MATTERS!
Impacts corporate culture...
... Better employees

- Talk about GOALS
... For volunteers to form a CONNECTION

RYAN SCOTT, CAUSECAST
\$4B ~ \$5B in corporate giving/year
\$20B goes UNCLAIMED

Work with WHITE HOUSE on STEM for Girls...
* Publicity for participants

- 2 CAPACITY**
-- not events
Value of each volunteer worth \$2,400
-- GENERATES REVENUE

- 5 Interdependence**
-- not independence
• More teaming up
• Companies signing-on

Example: **Impact 2030**

- Seeing GROWING INTEREST in CORPORATE GIVING



How do Companies FIND US?

- Online registries
- Publicize events

Have an ONLINE tool for giving!

How do we use a SURPLUS of VOLUNTEERS?
• Become inefficient
... create opportunities for everyone

Making a PERSONAL CONNECTION is the best type of VOLUNTEERISM

Big Benefits

Recruitment

Create a PROGRESSION of OPPORTUNITIES

Good stories to tell - photos - Points of Light

THE FUTURE
Companies want to engage, partner, build trust

SHARE YOUR THOUGHTS & IDEAS



Amplifying Employee Engagement

Chris Jarvis

Co-Founder and Senior Partner
Realized Worth
@RealizedWorth



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The 5 Changes

by Chris Jarvis

The 5 Changes Required

Role

Strategy

Metrics

Result

Approach

Role
(NGO)

Partner

Versus Philanthropy

Role

collaboration teamwork

management performance

innovation value

Partnership

business plan vision

consultant strategy

goal marketing mission

share finance investment

Strategy

(Company)

Capacity

Versus Events

Metrics

(Employee)

Engagement

Versus Participation

Result

(Culture)

Transformation

Versus Transaction

Approach
(Scale)

Inter-Dependence

Versus Independence

The Global Initiative



➤ **IMPACT** | **2030**

The Global Goals



Partners & Stakeholders

Founding Partners



Founding Stakeholders



Collaborating Partners





Your Decision

What is your role in
shaping the future?



Amplifying Employee Engagement

Ryan Scott
Founder and CEO
Causecast
@Causecast and @Ryan_Scott



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Amplifying Employee Engagement

*Presented for America's Charities
May 14, 2015*

Presented by:

Ryan Scott, *Founder & CEO*



\$10 billion

\$20 billion



CAUSECAST

Helping companies build volunteering and giving programs that drive the highest levels of engagement and impact





- Home
- Volunteer
- Give
- Company Perks
- Campaigns
- News & Announcements

Disaster Relief for Hurricane Sandy Victims



10 Days Left!

A year later, victims of Hurricane Sandy are still struggling to rebuild and avoid further damage from the upcoming hurricane season. Help the American Red Cross help them.

Goal: **\$2,500 In Donations**



Donate Now

Who's Participating



Honest Plants Trees For Earth Week!



Honest Impact



Honest Plants Trees

\$639,891

Raised

1,700

Steps Climbed

View Campaign

Do Some Good



You're Signed Up!

You're volunteering at **Tree People** on 3/15 at 10:00am.

View Opportunity



Give Now

Find Nonprofits & Give



Volunteer Now

Find Opportunities

Planting Trees At Santa Monica Reserve

★ COMPANY EXCLUSIVE ★

★ Featured



Tree People

TreePeople inspires, engages and supports people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share the process as a model for the world.

Photos & Videos

Description



Recommend to Friends?



Yes I Would!



Not Quite



The Actual Impact

500 trees planted

200 trees will be planted, restoring a huge part of the Santa Monica Reserves, which will in turn help the native habitat flourish and fight invasive species.



Attendees



21 Volunteers Helped



When

Tuesday, April 22, 2014

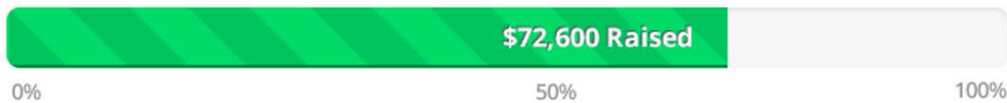
10:00 AM PST - 12:00 PM PST • 2 Hours



White House Partnership: Let's Raise Money For STEM!

STEM education is an important cause for Honest, and we're excited to partner with the White House to bring you this fundraiser.

Goal: **\$100,000 Fundraised**



100 Days Left

About The Campaign



Campaign Period
February 14, 2014 - May 25, 2014

Who We're Supporting

techbridge

Techbridge launched in 2000 as a program to expand the academic and career options for girls in science, technology, and engineering.

Girls, Inc.

Girls Inc. inspires all girls to be strong, smart, and bold SM through life-changing programs and experiences that help girls navigate gender, economic, and social barriers.

Companies are increasing giving.



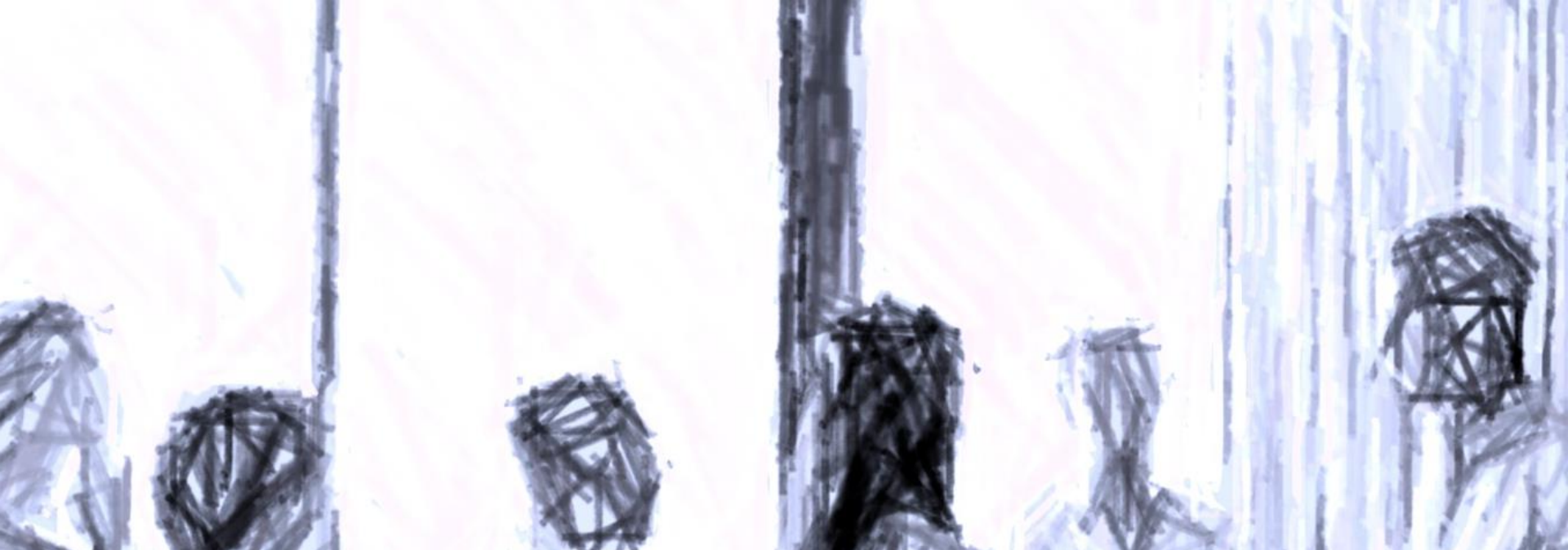
Leveraging Corporate Giving & Volunteering

1. WHAT COMPANIES WHAT

2. HOW YOU CAN GIVE (& GET) MORE

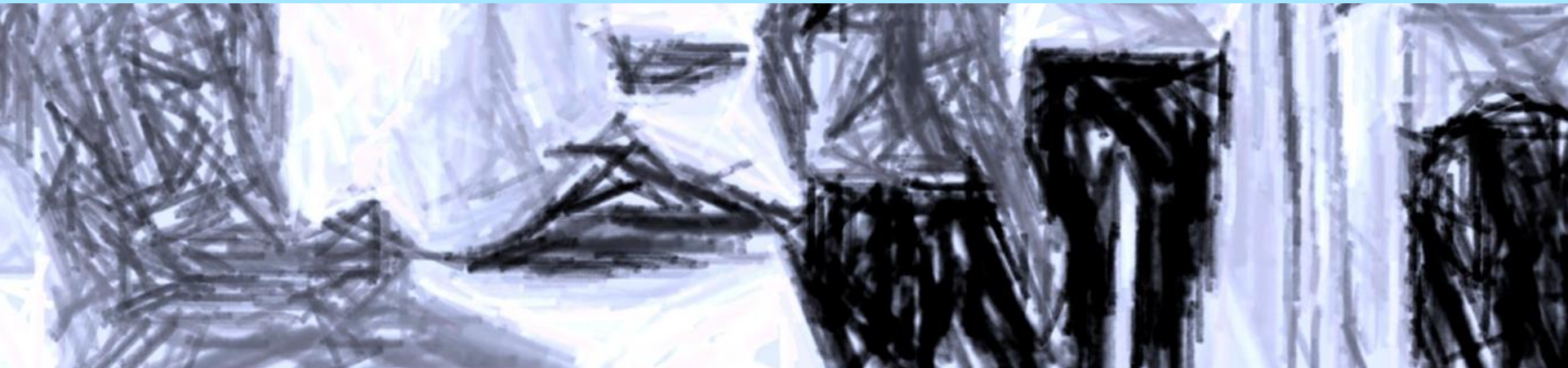
3. WHAT THE FUTURE HOLDS



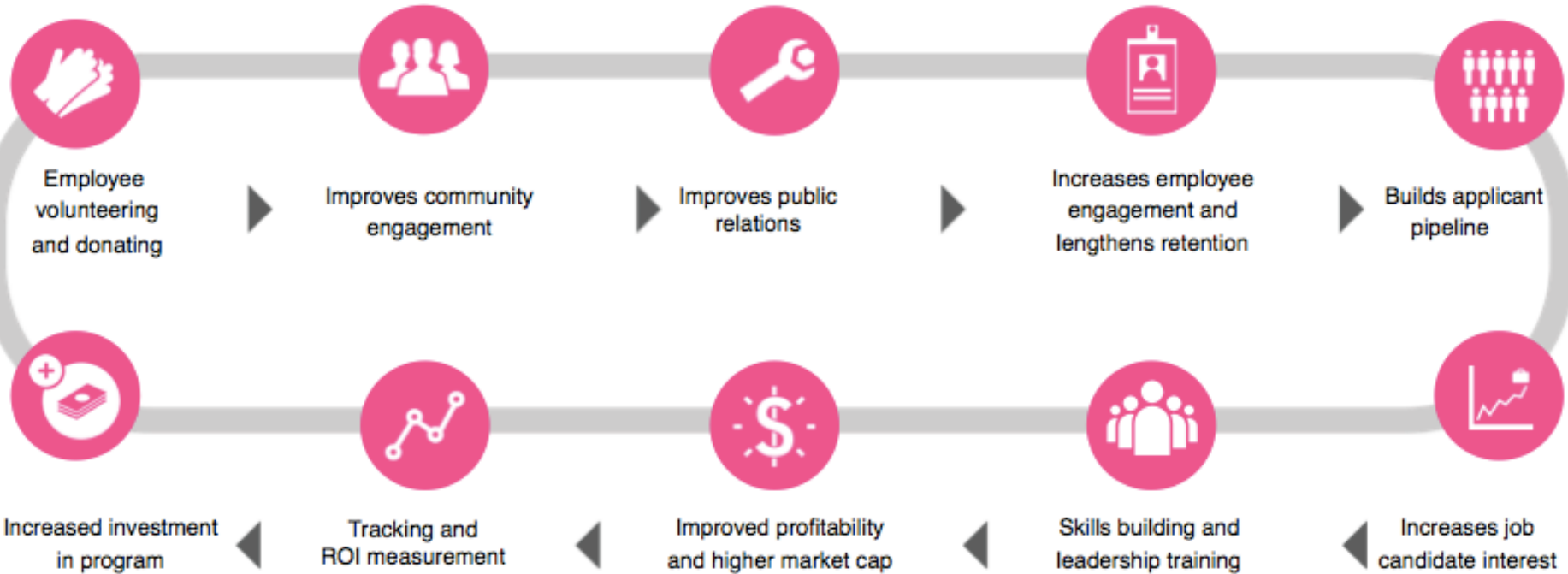


1.

WHAT COMPANIES WANT



VIRTUOUS CYCLE



Read more
bit.ly/causecast-cycle





What they want:

ROI!




What they want:

IMPROVED RECRUITING & RETENTION



Kenneth Cole Associates Volunteer at Local Food Pantry to Help the Local Community

 TWEET ME: Kenneth Cole Employees Give Back During #NationalVolunteerWeek -- @kennethcoleprd <http://3bl.me/scm7eg>

What they want:

IMPROVED COMMUNICATIONS



What they want:

SKILLS BUILDING /LEADERSHIP DEVELOPMENT



2.

HOW YOU CAN LEVERAGE





How to Leverage:

CREATE A PROGRESSION OF OPPORTUNITIES

A BILLION + Change

UNLEASHING THE POWER OF SKILLS-BASED AND PRO BONO SERVICE



ABOUT PLEDGE COMPANIES EVENTS RESOURCES STORIES NEWS

JOIN THE MOVEMENT
LEARN HOW TO DO PRO BONO



Engaging Girls in STEM

Learn how companies are using their skills to mentor young girls in STEM fields.



LEAD THE CHANGE

How to Leverage:

TELL GOOD STORIES OF IMPACT... (NOT DATA!)



How to Leverage:

TAKE PHOTOS

You **Tube**

Linked **in**



twitter



StumbleUpon



flickr™

Pinterest



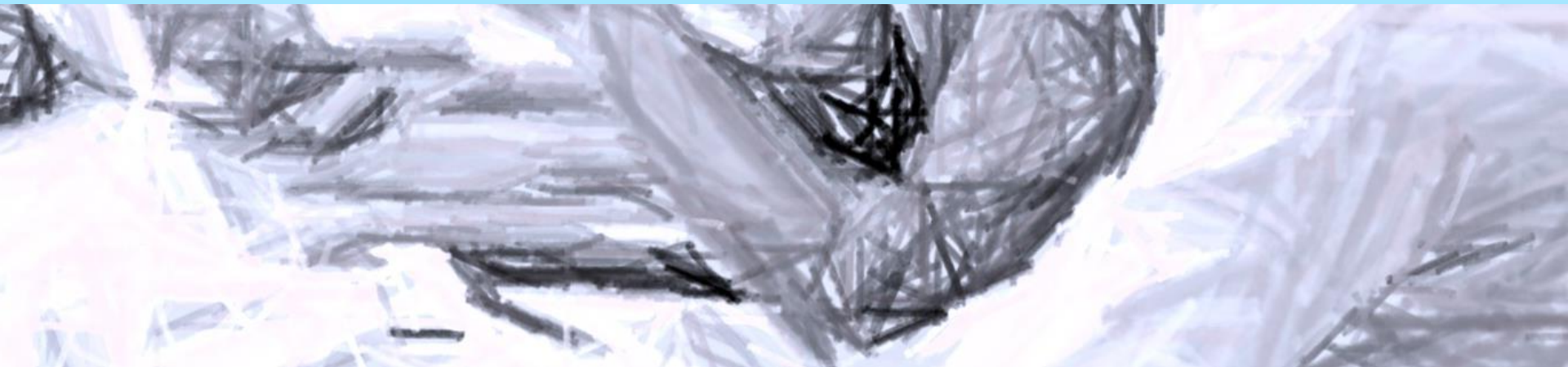
How to Leverage:

SHARE EVERYWHERE!



3.

WHAT THE FUTURE HOLDS



WHAT THE FUTURE HOLDS

- ▶ Tools and Services will continue to improve.
- ▶ Companies will expect even more value.
- ▶ Organizations will give more value and get more in return.
- ▶ Relationships will deepen.
- ▶ Companies and Organizations will consider each other true partners.

In Summary:

- ▶ Companies main goal is *improved recruiting & retention*.
- ▶ You can leverage new tools to *compile & share great stories, show ROI, and deepen relationships*.
- ▶ The future is all about *building trust for deeper relationships*.





Ryan Scott, CEO
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Watch the Webinar!
bit.ly/causecast-webinar1





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