



# 2015 Annual Membership Assembly



#EngagedGiving



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## What Now?

# How to Move From Strategy to Success

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Anthony Shop, Social Driver – @SocialDriver  
Christopher Brooks, Share Our Strength – @NoKidHungry  
Chris Jarvis, Realized Worth – @RealizedWorth  
Emily Simone, Lockheed Martin – @LockheedMartin  
Heather Lofkin Wright, PricewaterhouseCoopers – @PwC\_LL  
Perla Ni, GreatNonprofits – @GreatNonprofits  
Ryan Scott, Causecast– @Causecast and @Ryan\_Scott  
Steffan DeClue, Human Rights Campaign – @HRC

### Facilitators

Lynne Filderman – @Filderthropic  
Kimberly Young, Robyn Neal – @AmerCharities

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# The POWER of COLLABORATION, SHARED VALUES and PARTNERSHIPS



Heather Lofkin Wright, pwc



- 2 SHIFTS**
- Conversations are changing...
    - How does our effort influence consumers?
  - Expectations are changing...
    - REPORTING - Have a STORY to tell!

Corporate view is now **TOP-DOWN AND BOTTOM-UP**

- What are our GOALS?
- What can I do to be INVOLVED and bring VALUE?

How does this strengthen our BRAND?  
Will this attract & retain EMPLOYEES?

Leadership interest is **GROWING**

Conversations about GIVING are happening internally

Kimberly Young, America's Charities

Paradigms are **SHIFTING** ... Driven by **SOCIETY**

More emphasis on measurement, goals, employees



Employees

- Ways to give easily
- Choose what to support
- See their role
- "401k" type giving

**GIVE TOGETHER in a MUTUALLY-BENEFICIAL WAY**

Use PRODUCTS + SERVICES to **Better Communities**

Shared Commitment GIVING + SHARED VALUE

**Embedded Collaboration**

## Discussion

- Advice to non-profits ... private sector knows who they want to work with
  - Non-profits need to do their homework
- Form concrete, sincere relationships
- Takes patience & iteration
- Make it easy for people to **CONNECT** to opportunities
- Integrate young people into leadership decisions about giving & strategy

Emily Simone, Lockheed Martin



**SHARE YOUR COMMENTS & IDEAS**



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TRENT WAKENIGHT

# 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

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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

# COMMUNICATING IMPACT: FROM THE DATA TO THE MESSAGES

Donors make giving decisions with **VERY LITTLE DATA**

**Perla Ni GREAT NONPROFITS**

- Donors need to SEE STORIES SEE DATA

## Measuring SUCCESS

COMPARE to BASELINE

IDENTIFY People who matter and try to make an IMPACT

- Will grow other social media metrics

Challenges with **STORYTELLING**:

Collecting DATA

Having the CAPACITY in a non-profit

Getting the RIGHT DATA

Need to fit with CONVERSATIONS audience is ALREADY HAVING

- 80% is responding
- 20% is planned

Having too many GOOD STORIES!

Strangers' reviews can matter...

For **CONVERSION**... People listen to who they know ... friends or people who feel like friends

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**Anthony Shop SOCIAL DRIVER**

Example: The Dress GOLD? BLUE? BLACK?

- Everyone wanted to jump in

## Successful CONNECTIONS

- When we leverage social media
- Shared media --> Owned media

## Be part of the CONVERGENCE

Get them to share our message

People writing their own self-auto biographies ONLINE

## Make it VISUAL

- Videos ie Vine
- INFOGRAPHICS

\* Be a character in the autobiography they're writing

## Engage USERS

- Quizzes
- Data they can manipulate to draw conclusions

**Christopher Brooks SHARE OUR STRENGTH**

Capture the Story of how we're helping KIDS

Craft the narrative & message

## Show the IMPACT at...

30,000 feet • Record-number of meals served in Alabama

3 feet • The need for 1 child and impact of 1 donor

- \* Some want more DATA ... Some want LESS
- Tailor your message

**Steffan DeClue HUMAN RIGHTS CAMPAIGN**

1.5 MILLION MEMBERS

Campaign in MISSISSIPPI

Trying to influence opinion

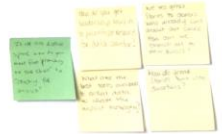
Who are our friends? How do we get more?

Lots of DATA

Door knocking  
Online Ads  
Direct Mail  
Personal stories

- Segment data
- Show how we influence
- Helps us apply for grants

SHARE A COMMENT OR IDEA



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Now What? :

How To Move From

STRATEGY

To

SUCCESS

America's Charities is a **BROKER** between **CORPORATIONS** and **NON-PROFITS**

**Invite NON-PROFITS** into a company

- Share opportunities
- Employees can get info at the workplace

There is **2 BILLION HOURS** of pledged **PRO-BONO** time

Have to:

- **Scope the opportunity**
- **Find the RIGHT PERSON**
- **Match the VOLUNTEER + organization**

COLLABORATE

ALIGNMENT

IMPACT

LOCAL

AUTO BIOGRAPHY

OPTIMISM

EXPERIENCE

**Challenges**

**Dollars-for-Doers**

**Getting VOLUNTEERS** when you don't have a **PHYSICAL SPACE**

- Identify skills set needed
- How the volunteer + employer can benefit

**Skills Giving**

- Not just Volunteerism
- And a path to **Funding**

Keeping up with **TECHNOLOGY**

**Change MANAGEMENT**

**Meeting MILLENNIALS' expectations** ... and recognize their **EFFORTS**

These volunteers can be a... **Spokes person** They have **PASSION!**

**Volunteers to help with SOCIAL MEDIA** ...blogs, photos

Build a relationship with **KEY INFLUENCERS**

IF WE DON'T **TRANSFORM THE WORLD, WHO WILL?** IF **NOT NOW, THEN WHEN?**

**Sustaining GIVING**

**Bake social media into campaigns** ... not just an **ADD-ON** to what is already being done

**\* Claiming unclaimed funds** ... Year-end notice ... Double the Donation shows fund levels

**Volunteers** ... Company match ... Sometimes too difficult + barriers too high

Employees will just right a check

**Social media** It's not about **NUMBER OF LIKES**

- Facebook trending to **PAID Ads** ... hard to **COMPETE**

Define your **BUSINESS GOALS** to understand **LINK** between **CORPORATE BOARD ROOM** and presence on "show room floor" (customer)

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