Corporate Volunteerism and Technology

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Technology Summary

Previously used two vendors to provide the following online platforms:

- **JK Group**
  - Workplace giving
  - Gift matching
  - Grants

- **MicroEdge (AngelPoints)**
  - Volunteerism
Technology Change Process

• In late-2012 developed strategic plan to drive:
  – Greater engagement of employees and advisors in giving of time and money
  – Increased ability to concisely report impact

• In order to accomplish this, determined the need to explore a different technology platform to:
  – Improve donor experience
    • User interface
    • Customer service
  – Allow for greater reporting capability
  – Ideally one vendor for all programs
Technology Change Process

• Contracted with consultant to help manage:
  – RFP development
  – Vendor selection process
  – Implementation

• RFP was informed by:
  – Stakeholder assessment
  – Current & desired future state definition
  – Differentiating criteria definition
  – Company and technical questionnaire (done in partnership with Technology)
  – Security assessment requirements (done in partnership with Technology)
Outcome

- Selected Benevity & GrantStream as technology vendors
  - Benevity: workplace giving, gift matching, volunteerism
  - GrantStream: grants
  - Consolidated reporting
Lessons Learned

1. Strategy should drive technology
2. It will take you more time than you think
3. Breaking up is hard to do
4. No such thing as over-communication
5. It will take you more time than you think
General Mills WeGive
March 27, 2014
What is We Give?
We Give is a powerful online platform designed to support, expand and enrich volunteerism experiences for all employees. We Give provides employees with a single destination to track their volunteerism activity, dynamic ways to explore new volunteering opportunities based on personal interests or skills, and the means to directly engage with opportunities of their own choosing.
General Mills mission is *nourishing lives*, and one of the greatest proof points of that mission is GMI’s extraordinary rate of employee volunteerism. With more than 50% of our international employees and 83% of U.S. employees volunteering in some capacity each year, we want to provide **the most efficient, friendly, and comprehensive tools available for employees to discover, enrich and manage their volunteerism experience.**

### Why WeGive

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<tr>
<th>Pre We Give</th>
<th>Post We Give</th>
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<tr>
<td>Employee engagement programs limited to U.S. and Canada</td>
<td>Employee engagement programs going global (We Give tool available in 10 languages)</td>
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<td>Manually process +11,000 UW paper pledged forms</td>
<td>No paper form processing (750 hours saved)</td>
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<td>Operate 4 separate systems to manage employee engagement programs</td>
<td>Fully integrated “One Stop Shop” for employee engagement programs</td>
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*Other Companies using tool: AT&T, Best Buy, Dell, Medtronic, Wells Fargo*
**WeGive Capabilities**

**Giving:**

The *Donation Manager* (used for United Way, Gift Matching and Disaster Relief) provides each employee with the tools they need to fully engage and manage their preferred charities, monitor their own giving and activities.

- Employees can give via credit card donations, payroll deductions
- Tax receipts for charitable donations are electronically retained online in each employees’ profile

**Volunteering:**

The *Volunteer Manager* provides employees with a volunteer dashboard with tools to fully engage, track hours, monitor progress and interactively search for events.

- GMI individuals and teams can now easily log, track and report their volunteerism year-round
- Employees can find volunteer opportunities by professional skill, geography, or category
- Track and Report Individual Hours & Team Events
- Interactive Event Search
- Skills-based Volunteering

**Non-Profit Portal**

WeGive provides an external portal for GMI charity partners to administer their respective pages that directly integrates with the GMI We Give communities.

- Allow non-profit to track donation history and provide online match verification
- Non-profits can add their own volunteer opportunities for GMI employees
- Non-profits can provide contact information via the portal
WeGive Launch

Leadership emails

Leadership profiles

Company Meeting Kickoff

Announcing WeGive.

Discover meaningful ways to lend your time and talents in your local community.

Look for WeGive on the Champions page, and start exploring a world of ways to make a difference!

Put your passion into action.

Brought to you by General Mills Community Action
General Mills Giving Garden

The Giving Garden is an employee/retiree managed and operated, on-site garden dedicated to raising fresh produce to donate to local food shelves and soup kitchens. The garden is located on the Main Office campus near the visitor's entrance.

Created: May 17th 2013
Location: One General Mills Blvd., Golden Valley, MN, United States

Total Group Hours Logged: 35  Total Group Events: 10

Upcoming Group Events
This group does not have any events associated. Search for events

Past Group Events

- Giving Garden: Needs Wednesday
  Organization: GENERAL MILLS FOUNDATION
  Aug 24th, 2013  Hours: 0

Publix Business Center

The Publix Business Center strives to be civially engaged in the Greater Tampa Area.

Created: October 18th 2013
Location: 2202 N Westshore Blvd., Tampa, FL, United States

Total Group Hours Logged: 265  Total Group Events: 10

Upcoming Group Events

- Mission Santa Maria Volunteer Day
  Organization: STMARY'S CATHOLIC CHURCH
  Mar 26th, 2014  Hours: 0

- Mission Santa Maria Volunteer Day
  Organization: STMARY'S CATHOLIC CHURCH
  Apr 26th, 2014  Hours: 0

Results 1-2 of 2
60th Employee Engagement

Enriching Our Employee’s Community Engagement

Invite employees to “Discover Their 60”:

- A volunteerism challenge in conjunction w/ Foundation’s 60th
- “Discover Your 60” – Volunteer, whether 60 minutes, 60 hours...
- Use WeGive to easily engage in local volunteer opportunities
Think Global, Volunteer Local **Program Overview**

**Vision**
A global celebration of two of General Mills' core values: Volunteerism and Sustainability

**Mission**
Engage GMI business teams in hunger and nutrition wellness as well as environmentally focused volunteer projects

**Objectives**
- Drive greater global visibility of volunteerism and sustainability
- Increase employee volunteerism
- Recognize significant employee contributions to both core values

**F13 Participation**
60 global Locations, 2,500 employees

**F14 Goals**
- Increase the number of employees and locations participating
- Increase the visibility and participation of senior leaders

**Timing**
April 7-25, 2014 — coinciding with Earth Day globally and National Volunteer Week in the U.S.

**Contacts**
communityaction.volunteerism@genmills.com

JOIN US! For details and to sign up, visit http://generalmills.yourcause.com

CORPORATE VOLUNTEERISM COUNCIL TWIN CITIES
WeGive – 1 Year Later

Successes:

- Nearly 10,000 volunteer hours logged
- Over 8,500 community members
- 1,679 participating charities
- During annual United Way campaign, over 8,000 user pledged over $5MM to organizations throughout the U.S. and Canada

Lessons Learned & Opportunities...
Unleashing Your Own Technology Innovation

March 27, 2014
Cary Lenore Walski
Technology Education & Outreach Coordinator
MAP for Nonprofits
About Me & MAP for Nonprofits

- Background in psychology, working in nonprofits and technology for almost 10 years

- Work for Global Operations & Strategic Change Firm, Aveus

- MAP for Nonprofits

- MAP TechWorks
What you’ve heard so far…

• Martin & Allison have shared two great examples about the end results of technology innovation.

• I’m here to talk about the *process* of innovation.
Why talk about the process of innovation?

• If you understand the *process* that makes innovation happen, your possibilities for innovation are limitless.

• There are opportunities for all of us, both nonprofit and for-profit, to make innovation happen more frequently and consistently in ways that are affordable and accessible.

• Why should we bother? Innovation is key to staying relevant, and achieving mission today, *and tomorrow*. 
“Unleashing Innovation” Research

- Published in 2012 with research partners Idealware
- Set out to answer the question, “How are nonprofits innovating using technology?”
- Surveyed over 180 nonprofits in Minnesota
- Did in-depth interviews with 13 nonprofits who best exemplified success with technology for innovation
- So, what does nonprofit innovation using tech look like?
Findings: Innovation Myths Busted!

• It doesn’t have to be “high” tech. Nonprofits were innovating using straightforward technologies.

• It doesn’t have to be expensive! Expensive tech was the exception, not the rule. Organizations were sometimes able to innovate using existing systems, but using them in a different way!

• Technology innovation is accessible to all organizations, and even the application of simple, low-cost tools can have a profound effect on achieving mission.
Findings: The Framework for Innovation
Case Study: Community Thread

One of the case studies in “Unleashing Innovation” report...

Community Thread:
• Nonprofit in Stillwater, MN
• Mission: To promote, support, and encourage volunteerism to serve the needs of their community.
Case Study: Community Thread

Identify Need: They needed to increase their ability to recruit volunteers.

Understanding Technology: Hired an employee in 2010 that understood Facebook, and got them on board with using it as a recruitment tool.

Effect a Change within the Org: Created a social media strategy for using Facebook to recruit volunteers and began implementing it.

Improved Their Service...
Case Study: Community Thread

Improved Their Service…by the numbers:

- In first year, were able to recruit 200 “regular” volunteers via social media.
- In 2011 when St. Croix River flooded, being established on Facebook allowed them to recruit approx. 1,500 volunteers via their page for flood relief efforts.

But that’s not all…
Case Study: Community Thread

Improved Their Services…anecdotal outcomes:

"Local businesses will say, 'We heard about you, are you new?' Well, no, we've been here for 43 years. The only thing we've changed is the social media."

*Unleashing Innovation: Using Everyday Technology to Improve Nonprofit Services*, MAP for Nonprofits
You can do this, too! Next steps…

• Download and read the *Unleashing Innovation* report

• Begin increasing your own understand of technology (MAP TechWorks can help you!)

• Continue the conversation with your network here at CVC-TC

• Learn about the Innovation Cohorts program at MAP for Nonprofits
Thank You!

Cary Lenore Walski

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