

Incentivize Your Program: A Discussion on Dollars for Doers

with

April 21, 2010

Bea Boccalandro

President, Veraworks, Faculty,
Boston College Center for
Corporate Citizenship



Katie Janowiak

Community Affairs Specialist,
Medtronic



Michelle McConnell

Corporate Relations Specialist,
Exelon



Agenda at a Glance

- **The DforD Landscape**
- **Launching**
- **Communications**
- **Evaluation & Innovation**
- **Successes & Challenges**

Incentivize Your Program: A Discussion on Dollars for Doers

April 21, 2010

What is a Dollars for Doers Program?

Bea Boccalandro

Boston College Center for Corporate Citizenship

(717) 762-9865

bea@veraworks.com



What is a Dollars for Doers Program?

A Dollars for Doers program is an employer program that provides grants to the nonprofit or otherwise social-cause oriented organizations where employees volunteer

Basic Stats on F500 Dollars for Doers Programs

- 26% of F500 respondents have dollars for doers programs (individual and team)
- Required number of volunteer hours to qualify for a grant varies between 8 and 250; vast majority of programs require between 20 and 50 hours; average = 39 hours (excluding team grants)
- Grant amount varies between \$50 and \$1,000; average = \$416 (excluding team grants)
- Percentage of employees participating varies from less than 1% to 51%; average = 6% (excluding team grants)

Source: Data from over 200 Fortune 500 companies completing the Boston College Center for Corporate Citizenship, Drivers of Effectiveness for Employee Volunteering and Giving Programs (EVGPs) Benchmarking Survey Tool (www.volunteerbenchmark.com).

Strategic Twist 1: In-kind Awards



- US Airways' Flights for Fifty program gives \$500 flight vouchers to nonprofits where US Airways employees have volunteered 50 hours or more
- Does not require a cash budget

Strategic Twist 2: Team Awards

- The Wells Fargo Housing Foundation: Grants for nonprofit housing organizations when Wells Fargo employees volunteer to help renovate or build a home for a low-income family. Grant amount varies.
- Dell's Team-Building Match program: Grants of \$125 for U.S. Dell employee groups that participate in team-building volunteer activities.
- Verizon's Team Incentive Program (TIP): Matches funds raised by teams of ten or more employees who collectively raise funds through organized pledge-a-thons, such as walk-a-thons or bike-a-thons, up to \$10,000 per team, per event.

Final Words on Dollars for Doers Landscape

- Nice way to honor employee selection of causes and nonprofits
- Effective way to collect data on employee interests and understand how to engage them more and support their charitable efforts better
- The basic, common version (cash grant of x for x number of hours) supports employee engagement, but not business interests (much) and, thus, world class corporate citizenship.
- The power of DFD comes from effective strategic twists on it that make it resonate with your corporate citizenship and your company.
- Employee response varies greatly by country and culture



Medtronic

Katie Janowiak

Community Affairs Specialist

(763) 505-2619

katie.n.janowiak@medtronic.com

**Incentivize Your Program: A Discussion on
Dollars for Doers**

April 21, 2010

A Quick Look at “Mission in Motion”

- Formalized employee engagement program in 2004
- Community Council Structure
- International Ambassadors
- Formalized Matching Programs for volunteerism, disaster relief and education



Launch of Volunteer Rewards/DforD

- Time-N-Talent Program dating back to 1998
- Mission in Motion launch 2004
- Renamed Volunteer Grants launch 2007
- Currently: 716 grants in 2009 totaling \$457,953



Parameters of Volunteer Rewards Program

Parameters around participating nonprofits

- Required to be a 501(c)(3) charitable organization
- Exclusions: religious organizations*, political and fraternal organizations
- Must complete grant request form within six months of completing the 25 hours
- Unlimited number of grants per individual, but any individual can contribute 1 grant per year to each organization
- Grants rest on calendar year

Encourage logging hours on VolunteerMatch – but currently not a requirement.

Evaluation & Innovation

Evaluation

- Global voices biyearly survey of employees
- Readership, click-through data

Innovation – What Makes a Strong Program?

- Employee giving incentive 1:1 match up to \$500
- Medtronic retirees eligible for Volunteer Grants
- Medtronic Board of Directors eligible for Volunteer Grants
- Name change from “Time-n-Talent” to more universally understood “Volunteer Grants.”

-Hour tracking incentives



Communication & Engagement

Full yearly communication plan:

- Medtronic News Article
- Website Representation
- E-mail Reminder
- Intranet Login Ad (rotating)
- Electronic Billboard (plasma screen) Ads

Mission in Motion Ambassadors:

- Formalized structure comprised of employee volunteers
- Serve as Mission in Motion advocates and representatives
- 15 countries currently represented
- 14 U.S. Community Councils

Successes & Challenges of Volunteer Rewards Program:

Successes

- Offers a solution to the quantity of employee asks for funds
- Engages employees in Foundation philanthropy
- Advocates a commitment to volunteerism

Challenges

- There is no one-stop shop solution
- International expansion: How to do it the right way
- Incentives surrounding tracking volunteer hours

Final Thoughts, Looking to the Future, Best Practices

1. Make the process as transparent as possible.
2. Advocate, advocate, advocate! Keep it constantly communicated. Kickoffs are valuable, but keeping it memorable is important as well.
3. Consider where your grants are going to. Are there opportunities for further engagement through this?
4. Recognition! Formally recognize volunteer grant recipients

Questions?

Katie Janowiak

(763) 505-2619

katie.n.janowiak@medtronic.com



Michelle McConnell

**Corporate Relations Specialist,
Exelon**

(312) 394-3340

michelle.mcconnell@exeloncorp.com

**Incentivize Your Program: A Discussion on
Dollars for Doers**

April 21, 2010

Energy for the Community Employee Program

- Employee Giving
 - 2003 Matching gifts program launched
 - 2008 Dollars for Doers program launched
- Volunteerism
 - September 2004 VolunteerMatch rolled out
 - April 2005 Staff brought on to develop program
 - September 2006 Volunteer Awards Program launched
 - September 2006 Stay in School Mentorship Signature Program
 - April 2007 National Volunteer Week Signature Program
 - September 2007 Volunteer survey launched
 - September 2009 Exelon Habitat for Humanity International Initiative



Launching Dollars for Doers

- Adding Value: Key Factors for Dollars for Doers Launch
 - Recognizes employee volunteerism
 - Encourages employees to log hours in VolunteerMatch
 - Offers a contributions program for employee requests outside of giving areas, keeping contribution dollars on strategy
 - Builds on previous employee engagement giving programs: Matching Gifts for education grants and United Way Campaign
- Accessibility: Key Components of Program Launch
 - Executive support via cascading information meetings
 - Introduced “Giving Station” web-based tool for easier employee access
 - Incentives for first 10 applicants to double grants - \$500 for regular grants and \$1000 for environmental organizations

Program Guidelines

- Dollars for Doers Application Criteria
 - Full time employee with one year of service
 - Minimum of 25 volunteer hours for calendar year at single non-profit
 - Employee has logged hours in VolunteerMatch
- Grant Awards
 - Grant amount is \$250 or \$500 for environmental organizations
 - Employee may apply twice in the calendar year
 - Wide range of eligible organizations, except the following:
 - Lobbying and political organizations
 - Religious organizations
 - Private foundations
 - Gifts to individuals or in-kind gifts
 - Organizations not open to all people, without regard to race, color, creed, gender, sexual orientation, religion, disability or national origin

Program Communications

- General Communication

- Intranet homepage
- Business unit publications
- Corporate wide email
- On-boarding materials
- End of year reminder for those making holiday gifts



- Targeted Communications

- Dedicated email to Energy for the Community Volunteer Award program applicants
- Monthly reminder email to VolunteerMatch registrants
- Integrated with employee volunteer campaign communications
- Annual volunteer survey question about Dollars for Doers

Successes & Challenges

- First year successes
 - 72 Dollars for Doers applicants first quarter of launch
 - \$36,250 distributed in grants in 2009
- Challenges
 - Technology
 - Ongoing communication effort
- Recommendations
 - Central location for information, including FAQ sheet
 - Point of contact for data entry, vetting & questions
 - Leverage volunteer program via Dollars for Doers and vice versa



Questions?

Michelle McConnell

Corporate Relations Specialist, Exelon

(312) 394-3340

michelle.mcconnell@exeloncorp.com

How can VolunteerMatch Help?

VolunteerRewards

Account Home Private Featured Special Event Hours Tracking **VolunteerRewards** Reports Customize Personal Volunteering Resources

[My Account](#) | [VolunteerRewards Dashboard](#)

VolunteerRewards - Dashboard [\[Account Help\]](#)

Manage Your Program

[Update Applications](#)

[VolunteerRewards Report](#)

[Customize Program](#)

Communications


[Email Program Participants](#)

VolunteerRewards Program Overview

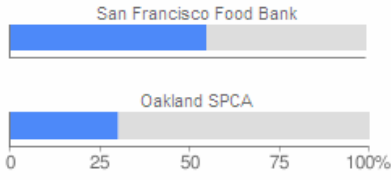
Approved Applications	2 view
Applications Pending Approval	0
Submitted Applications	38 view
Paid Amount	\$3700.00
PTO	\$48.00

[Home](#) | [Search](#) | [News](#) | [My Account](#)

Copyright © 1998 - 2009 VolunteerMatch. All Rights Reserved.
[Privacy Policy](#) (updated: May 31, 2008) | [Terms of Use](#) (updated: May 31, 2008)

Powered by


VolunteerRewards Summary



Bar graph(s) represent your progress towards eligibility for a volunteer reward

Volunteer for 30 hours for a \$250 grant! apply today!

Current Hours Eligible: 16

Total value of contributions to date: \$0.00

[Manage your Volunteer Hours](#)

[Program Policies](#)

- Align Dollars for Doers Program with Company Values
- Customize Program Parameters
- Designate Reward Recipients and Nonprofit Beneficiaries
- Track, Approve and Manage Grant Applications
- Pull Reports on Individual and Company-wide Giving

Discussion Questions:



Medtronic VolunteerMatch Website

April 16, 2010 | Opportunities 61,881 | Organizations 71,086

[log out](#) | [my account](#) | [help](#)



mission in motion

find a volunteer opportunity

[Home](#) | [Search](#) | [News](#) | [My Account](#)

1. Find a Volunteer Opportunity

Use the search tool to find opportunities near you:

Location
E.g. Seattle

Keywords
E.g. literacy or homelessness

[Search](#)

[Advanced Search](#)

2. Manage Your Account

Welcome, Amy! To manage your account, please visit your [account](#) page.

Click on your location to find Mission in Motion opportunities near you.

[Atlanta – GA](#)
[Chicago – IL](#)
[Danvers – MA](#)
[Fort Worth – TX](#)
[Goleta – CA](#)
[Jacksonville – FL](#)
[Long Island - NY](#)
[Louisville – CO](#)
[Memphis – TN](#)
[Minneapolis/St. Paul – MN](#)
[Northridge – CA](#)

[Sunnyvale – CA](#)
[Tempe – AZ](#)
[Tulsa – OK](#)
[Villega – Puerto Rico](#)
[Warsaw – IN](#)

[International](#)
[Australia](#)
[Canada](#)
[Netherlands](#)
[Switzerland](#)

Quick Links

[How to register with VolunteerMatch](#)

[Track your hours](#)

[How to earn a \\$500 grant for a nonprofit](#)

[How to develop skills while volunteering](#)

[How to plan a volunteer "team building" event](#)

[How to have a great volunteer experience](#)

[Post an opportunity](#)

[What do the categories below mean?](#)

GROUP/TEAM BUILDING OPPORTUNITIES [[More >](#)]

[Habitat Restoration in the Presidio with Women's Service Club](#)

The Women's Service Club

[TogetherGreen Volunteer Day at Richardson Bay Audubon Center](#)

TogetherGreen

[Earth Day at Fruitvale Bridge Park](#)

Friends of Sausal Creek

[[More >](#)]

Earn a \$500 grant for a nonprofit

Recognizing the heightened need for volunteers in our communities, the Medtronic Foundation reduced the 40 hour Time-n-Talent program requirement to 25 hours for Hurricane Katrina relief/recovery and all other volunteer opportunities permanently.

Through the "Get Hooked" program, employees who volunteer 25 hours with a 501(c)(3) non-profit organization earn a \$500 grant for that organization. If, in addition to volunteering 25 hours, the eligible participant makes a financial contribution to the same organization, the Medtronic Foundation will match the financial contribution on a 1:1 basis up to \$500.

Exelon VolunteerMatch Website

September 9, 2009 | Opportunities 62,169 | Organizations 70,494 [log out](#) | [my account](#) | [help](#)

Exelon Energy For The Community
Exelon Corporation

[Home](#) | [Search](#) | [News](#) | [My Account](#)

1. Find a Volunteer Opportunity

Use the search tool to find opportunities near you:

ZIP Code:

Distance:

Interest Area:

[Advanced Search](#)

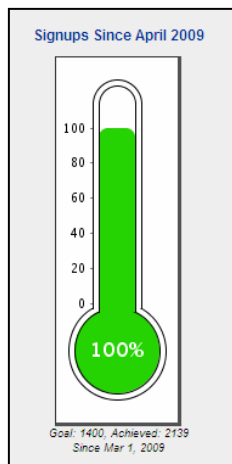
2. Manage Your Account

Welcome, Kristin! To manage your account, please visit your [account](#) page.

Exelon Volunteers Go Green!

Weatherization Project Helps Habitat Homowners Conserve and Save on Energy Bills

Join Energy for the Community on this Signature Volunteer Initiative for Exelon2020



[Click HERE for the Weatherization Schedule of Events](#)

Exelon and Habitat for Humanity are partnering on a pilot to weatherize low-income homes. The work we do as volunteers will help residents conserve energy and save from 15 to 25% on their energy bills.

Volunteers will weatherize 70 homes in northern Illinois, southeastern Pennsylvania and Texas. Our work will help to develop a standard practice to establish a new conservation program that Habitat plans to take to all of its affiliates in the nation.

Volunteers will do energy-saving tasks like weather stripping, caulking, adding or replacing door seals, replacing showerheads, installing CFL bulbs and upgrading insulation, as well as sealing air leaks in ducts and attics. *See more details in the agenda*

In total volunteers like you will contribute 7,000 hours to this pilot. Along with Exelon's \$300,000 donation and your valuable service are part of *Exelon 2020*, the company's plan to address climate change by eliminating the equivalent of its carbon footprint by 2020, which includes helping customers and the communities it serves reduce their emissions.

Conclusion
&
Thank you!