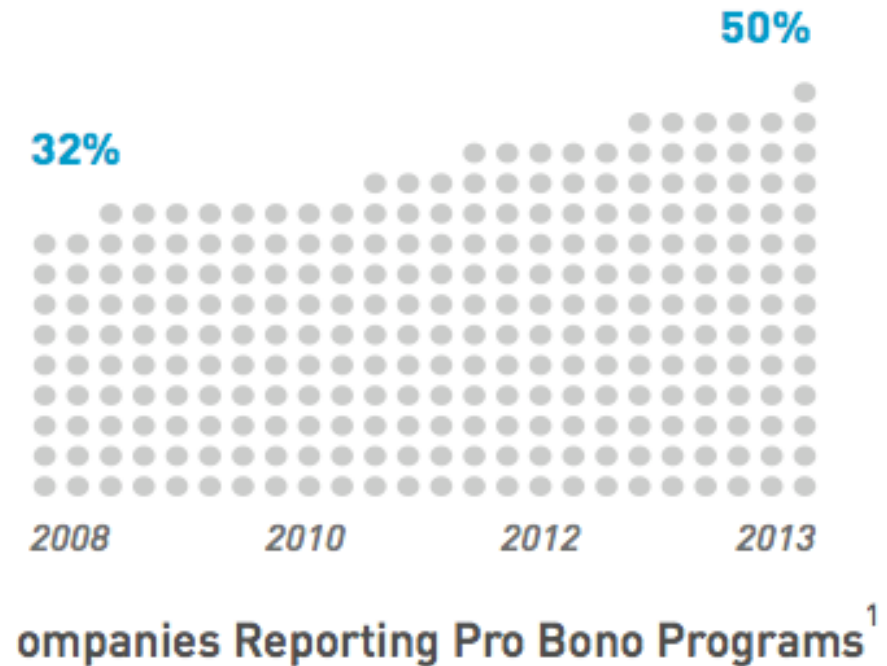


# VOLUNTEER ENGAGEMENT SPECTRUM

EXTRA HANDS		INFRASTRUCTURE AND LEADERSHIP	
TRADITIONAL VOLUNTEERING	SKILLS-BASED VOLUNTEERING		
	GENERAL SKILLS	BOARD SERVICE	PRO BONO EXPERTISE
	<ul style="list-style-type: none"><li>▶ Playground clean-up</li><li>▶ Soup kitchen</li><li>▶ Food pantry</li></ul>	<ul style="list-style-type: none"><li>▶ Tutoring</li><li>▶ Literacy programs</li><li>▶ Science fair judge</li></ul>	<ul style="list-style-type: none"><li>▶ Board placement</li><li>▶ Board member training</li></ul>

# KEY TRENDS TO WATCH IN CORP PRO BONO

- ▶ There was nearly a 350% increase in the number of companies offering both international and domestic pro bono programs.
- ▶ Financial services companies leading the way with pro bono service largest reported percentage of their aggregate service and philanthropy (50%), Next technology and communications (24% each), all representing increases from previous years.



Data from CECP Giving In Numbers report and Taproot Corporate Key Trends Report  
Oct 2014

# 8 MODELS



## LOANED EMPLOYEE

An employee is granted a sanctioned and compensated leave of absence to pursue a pro bono project.



## FUNCTIONAL COACHING AND MENTORING

Employees match up with their nonprofit peers, form a relationship, and share functional expertise.



## MARATHON

A company pools human capital resources on a pro bono project within a short, predetermined timeframe (usually 12-24 hours) to deliver a mass volume of deliverables.



## STANDARDIZED TEAM PROJECTS

Individuals are placed on teams, each with specific roles and responsibilities. Each project is scoped and structured around a standard deliverable based on the needs of the nonprofit partners.



## OPEN-ENDED OUTSOURCING

A company makes its services available to a specific number of nonprofit organizations on an ongoing, as needed basis.



## SECTOR-WIDE SOLUTIONS

A company creates a deliverable pro bono that can be applicable to all nonprofits across the sector.



## GENERAL CONTRACTING

An entity coordinates and oversees internal and external resources, promoting cross-sector collaboration to address a specific social problem.



## SIGNATURE ISSUE

The combination of formal pro bono work with additional corporate assets for the purpose of leveraging significant internal resources against a specific social issue.

# PRO BONO AT SCALE

## American Express' Serve2Gether Consulting Challenge

- ▶ Designed **ongoing, global** program involving 10-week consulting projects with nonprofits and social enterprises
- ▶ Teams compete for **seed funding** to support implementation or scaling of consulting outputs
- ▶ Program occurs annually for **efficient and predictable** program management (currently in its third year)



# BEYOND HEADQUARTERS

## Hillshire Brands (now Tyson Foods)

- ▶ Hillshire wanted to engage employees across the entire organization—not just HQ functions.
- ▶ Wanted to focus on food-related NGOs—food banks.
- ▶ Designed new insulation & refrigeration systems.
- ▶ Assessed food safety in warehouses.



# PRO BONO SOLUTIONS FOR AN ENTIRE SECTOR

## Hilton's Hospitality + Service Program

- ▶ Hilton employees created **hospitality training curriculum** for direct-service nonprofits such as soup kitchens, shelters, and clinics
- ▶ Leveraged Hilton's core **customer service expertise**
- ▶ Tools and workshops **available broadly** to direct-service nonprofits for **sector-wide impact**





# HILTON WORLDWIDE

- Hilton Worldwide is one of the largest hospitality companies in the world
- They wanted to think beyond dollars and cents philanthropy
- Hospitality is it's special sauce
- Enter Taproot

**Hotel Brands**  
10

**Countries**  
92

**Hotels**  
4,100

**Fortune 500 Rank**  
289

**Annual Revenue**  
\$97 billion

**Annual Giving**  
\$25 million



# ENGAGEMENT OVERVIEW

- Trifecta for good: Taproot, Hilton Worldwide and Points of Light
- Make Hilton Worldwide's secret sauce available to direct service organizations



**Phase 1:**  
Develop & Make  
Learning  
Resources  
Available

**Phase 2:**  
Build Awareness  
& Engage Team  
Members





# HOSPITALITY + SERVICE LAB

- 1.5 hour event: interactive tour and coaching session
- Hotels share their hospitality best practices with nonprofits to improve delivery of direct services



## Pilot Specs



**10** Hotel Properties



**10** Local NGOs



**30** Team Members



A Program Built  
for Global Scale



# WHAT MAKES IT COOL

- Fulfills a significant need for social sector organizations
- Is a great example of a sector-wide solution
- Is a collaborative effort
- Engages employee functions that aren't typically tapped
- Sets a precedent for the hospitality industry

**Phase 1:**  
Develop & Make  
Learning  
Resources  
Available

**Phase 2:**  
Build Awareness  
& Engage Team  
Members

# EVALUATE BUSINESS IMPACT

Consider assessing impact on:

- ▶ Employee engagement (morale, loyalty, job satisfaction)
- ▶ Sales, reputation, stakeholder relationships
- ▶ Team-building
- ▶ Skill enhancement
- ▶ Leadership development



## Bigger Bounce!

### Significant Bounce

#### Non Volunteers

Extra-hands volunteers are **23%** more likely to have highest level of employee morale than non-volunteers

Skills-based volunteers are **38%** more likely to have highest level of employee morale than non volunteers

Participation in HP skills-based volunteering associated with highest level of HR outcomes (responses of 'strongly agree')

Measured by the number of employees who 'strongly agree' with 'I would recommend HP as a great place to work' Source: 2013 Global Volunteer Survey. 35,605 respondents