



# Toolkit for Impactful Skilled Volunteering Programs

A GUIDE FOR SOCIAL IMPACT AND  
EMPLOYEE ENGAGEMENT LEADERS

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**team4tech**

# Toolkit for Impactful Skilled Volunteering Programs

## A Guide For Social Impact and Employee Engagement Leaders

Pro bono or skilled volunteering programs give employee volunteers the opportunity to share their skills with nonprofit organizations as a means of making a positive social impact while developing their own leadership capabilities.

Many companies include pro bono programs in their portfolio of employee engagement opportunities because their extended nature offers more meaningful personal and professional development for employees and makes more sustainable impact on nonprofits' organizational capacity than traditional volunteer programs.

International pro bono programs have the additional benefits of engaging employees from different regions as well as exposing them to new cultures and markets, which can lead to new product and customer insights.

Employee demand for skilled volunteering programs is high and increasing, so it is not surprising that the CECP (Chief Executives for Corporate Purpose) found that pro bono programs are growing to meet this demand and also help companies achieve their social impact goals.<sup>1</sup>

Team4Tech is a nonprofit organization that partners companies with nonprofits for immersive, global pro bono projects that engage employees, provide leadership development opportunities, and make a social impact. Based on the experience of working with more than 2,000 volunteers from more than 35 companies and 50+ nonprofit organizations, Team4Tech has created this toolkit to help companies develop pro bono programs.

### Business and social benefits of skilled volunteering programs<sup>2</sup>

#### Leadership Development

**96%**

of employee volunteers reported growth in leadership skills from their pro bono experience

#### Engagement and Loyalty

**66%**

of employee volunteers reported their pro bono project increased the likelihood of remaining at their company for at least three years

#### Product Development

**81%**

of employee volunteers report gaining insights of technology usage in emerging markets that they will use in their job

#### Social Impact

**90%**

of nonprofit staff report increased productivity due to their new skills

<sup>1</sup> Chief Executives for Corporate Purpose, Giving in Numbers: 2019 Edition.  
<sup>2</sup> Team4Tech volunteer surveys.

# Developing Impactful Skilled Volunteering Programs

A successful pro bono or skilled volunteering program must be well thought out and resourced. Projects that are well defined have a greater chance of realizing their intended impact. Carefully selecting both nonprofits and employee volunteers leads to mutual benefit. Ensuring metrics are in place from the start is critical to demonstrating long term impact. This toolkit is a starting place for companies considering skilled volunteering programs. The first step is to identify the objectives of the program. Testimonials from participating partners describing positive impact are below.

## DEFINING EFFECTIVE STRATEGIES

Even with clear objectives, the challenge for companies is often executing and managing pro bono programs that benefit multiple stakeholders. These six questions can help define effective strategies to ensure there is mutual benefit and impact for all participants and organizations.

- How will you identify nonprofit partners?
- How will you select employee volunteers?
- How will you define the project scope?
- How will you ensure a positive and impactful volunteer experience?
- How will you ensure a sustainable benefit for the nonprofit partner?
- How will you measure if the program is achieving its key objectives?

### LEADERSHIP DEVELOPMENT

“ I was able to stretch my leadership and influence skills, creative problem solving, and communication skills. I’ve been able to bring my experiences back and inspire others with what I learned.”

— David Lauder-Walker, Adobe

### ENGAGEMENT AND LOYALTY

“ We were drawn to Team4Tech because we needed a strategic partner who would be able to work with us to offer meaningful volunteer opportunities to our employees. Team4Tech’s robust programming allows us to show the real-world and measurable impact of our engagements and to connect volunteers from across the business.”

— Ed O’Brien Hogan, Zendesk

### PRODUCT DEVELOPMENT

“ Each person gets to build technical and design thinking skills in a diverse environment and embraces their creativity and global mindset far beyond the end of the project.”

— Ben Thompson, Autodesk Foundation

### SOCIAL IMPACT

“ Team4Tech is helping us advance learning outcomes in multiple countries through technology integration and teacher training.”

— Joyce Adolwa, CARE USA

# Identifying Nonprofit Partners

For a skilled volunteering project to have an effective and sustainable impact, the nonprofit partner needs to have the resources and commitment to benefit from it. It is often a challenge for companies to identify and select strong nonprofit partners, especially globally.

Team4Tech reviews all nonprofit partners who join our Community of Practice to ensure their work aligns with our mission. We also select a small group of these partners, that we call strategic nonprofit partners, who go through a robust vetting process. They join us in high-touch, 3-5 year relationships with in-depth support, annual matching grants, and immersive capacity-building projects. Strategic nonprofit partners regularly report on their progress toward fulfilling partnership goals.

Based on the experience of working closely with more than 50 strategic nonprofit partners in 21 countries, Team4Tech's selection rubric includes several key questions to identify the most promising partners for skilled volunteering projects.

## KEY QUESTIONS

- Is the nonprofit's mission and target population aligned with the company's social impact focus?
- Does the nonprofit have a track record of successful impact and operational effectiveness?
- Is the nonprofit financially stable and sustainable?
- Does the nonprofit have a clear vision of how the project will help them build capacity?
- Is the nonprofit leadership and staff committed to investing the time and resources necessary to ensure the project's success and sustainability?
- Does the nonprofit have the ability to measure impact and report on metrics?

## Nonprofit Partnerships in Action



Since 2014, Team4Tech has connected global technology companies with LEAP Science and Maths Schools in the townships of South Africa to help improve the quality of education for students. Through technology solutions and teacher training workshops, Team4Tech's projects have helped build STEM education capacity and increase LEAP's impact, resulting in significant educational benefit for their students.



### DIGITAL LITERACY SKILLS

Team4Tech projects have implemented functioning computer labs in all six LEAP schools and helped teachers and students to develop digital literacy skills.

### CORE SUBJECT SKILLS

To ensure a solid foundation in core subject skills, Team4Tech projects helped teachers identify and implement math and science applications in their classes.

### LIFELONG LEARNING SKILLS

Team4Tech helped LEAP build a makerspace and launch robotics clubs to help students build creative problem solving and collaborations skills.

### OPERATIONAL SKILLS

Team4Tech helped LEAP improve digital strategy, mobile learning, educational infrastructure, and data analysis. The projects laid the foundation for future growth and educational excellence.



# Selecting Employee Volunteer Teams

Many companies see significant interest in skilled volunteering programs from their employees. Some companies target specific employee groups—such as early career professionals or high potential leaders—with volunteer opportunities as a way to build leadership skills. Other companies use these programs to provide a diverse group of employees from different functions, regions, or levels of seniority opportunities to build inclusivity by working together on a common goal. Narrowing down the potential pool of volunteer applicants can be challenging. Based on our experience of selecting more than 2,000 volunteers, Team4Tech has refined an application and interview process to select participants that have the skills and mindsets to benefit from and contribute to the project.

## KEY QUESTIONS:

- Will employees apply or be nominated?
- What are the target employee groups?
- What selection criteria will be used to create a diverse team?
- How will managers be engaged in the process?



## EMPLOYEE ENGAGEMENT IN ACTION

Adobe is a leader in pro bono work and consistently sees strong demand from employees, only selecting 8% of applicants to participate in their programs. The program targets early- to mid-career professionals with opportunities to build job related skills while helping nonprofit partners build capacity. Since 2015, more than 40 Adobe employee volunteers have participated in Team4Tech projects. 100% of Adobe Team4Tech volunteers report they've gained skills they will use in their jobs. And 95% of them report that participating in the pro bono project influences their desire to continue working at Adobe.

# Defining an Impactful Project Scope

A well-defined project scope is key to a win-win skilled volunteering engagement. A few months before the project begins, the nonprofit needs to have clear, measurable goals that are well understood by the volunteer team. A full-time project manager is critical in helping define team roles based on volunteer skill sets, setting and tracking milestones for key deliverables, and perhaps most importantly, helping the team adapt when challenges unexpectedly arise. Many companies partner with Team4Tech because our Program Directors have significant expertise leading this work. They use a human-centered design process to scope and facilitate highly effective global volunteering projects that help nonprofits amplify their impact while providing volunteers a meaningful way to grow their leadership capabilities.

## KEY QUESTIONS:

- What are the nonprofit's long-term goals and success metrics?
- What are the key project deliverables to help achieve the long-term goals?
- Who are the target beneficiaries?
- Who will lead and manage the project team?
- Who will need to be engaged from the nonprofit partner?
- What team roles, budget, and resources are needed?



## IMPACTFUL PROJECTS IN ACTION

Team4Tech has led two pro bono projects with Autodesk in which employee volunteers applied their skills and Autodesk software to help Build Change, a nonprofit working to reduce human and economic losses due to earthquakes in developing countries. The projects reduced time to survey and model houses from 40 to three hours, increasing the nonprofit's capacity to retrofit houses, saving homeowners money and potentially saving thousands of lives in earthquake-prone Nepal and Colombia. The Team4Tech projects also helped Autodesk build employee engagement and loyalty. 100% of employees who participated reported the project increased their likelihood of remaining at Autodesk for three or more years.

# Facilitating a Transformative Volunteer Experience

Employee volunteers can gain multiple benefits from their skilled volunteering experience, including professional and personal development and finding renewed purpose in their work by using their skills to make a meaningful impact. Skilled volunteering projects offer tremendous opportunities for professional development by taking individuals out of their comfort zone, allowing them to develop and practice key leadership capabilities, encouraging reflection on their experience, and helping them share what they've learned with their colleagues when they return. Team4Tech has carefully crafted a global, immersive skilled volunteering experience that prepares employees to develop impactful solutions for nonprofits while creating opportunities for tremendous professional and personal growth through practice and facilitated reflection.

## KEY QUESTIONS

- What are the key leadership capabilities and mindsets that are important for employee volunteers to develop?
- What content and training will the volunteers receive?
- How will the project be scoped to be within the volunteers' capabilities but challenging enough to stretch them beyond their comfort zone?
- How will employees reflect on their experiences to derive meaning and solidify learning?
- How will employees share what they learned from their experience with colleagues?

## LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS



“ The Team4Tech pre-project preparation was a great warm up. The weekly readings and discussions presented opportunities to think outside the box and were a strong anchor.”

— Suhrbi Tiwari,  
Adobe

“ Our evening reflections on-site with Team4Tech supported our growth by diving deeper into this experience. What a powerful, empowering time.”

— Malika Neha Lynn,  
Cadence Design Systems

“ As we often hear from our employees, my Team4Tech project was life-changing. It made me a better leader and a better person.”

— Colin Mead,  
Pure Storage

# Measuring Impact and Outcomes

Among different types of corporate volunteer programs, pro bono projects have the most potential to create deep, lasting impact for nonprofits, companies, and employee volunteers. Measuring impact beyond the number of hours volunteered is challenging for most organizations. Team4Tech identifies metrics with the nonprofit partner based on the goals of the project over a planned three to five-year collaboration. Nonprofit staff are surveyed to measure project effectiveness, and twice a year, they report on outcomes and strategize with Team4Tech to continue to grow the impact. Employee volunteers are surveyed twice after the project to measure the impact on key corporate metrics such as leadership development, employee engagement, and loyalty. Some companies also choose to survey managers on the growth they've seen in their employees as a result of their project experience.

## KEY QUESTIONS

- What metrics will be used to measure short term project impact?
- How will long term impact on the nonprofit's capacity be measured and reported?
- How will employee engagement and leadership development be measured?

## READY TO GET STARTED WITH SKILLED VOLUNTEERING? TEAM4TECH CAN HELP.

As a leader in the sector, Team4Tech has worked with more than 2,000 employee volunteers from more than 35 companies to design impactful pro bono programs, benefitting 50+ nonprofit partners in 21 countries. Based on this experience, Team4Tech can provide guidance and insights to develop a successful program that meets the needs of the corporate partner, while ensuring employees have a meaningful leadership development experience and nonprofit partners benefit from capacity-building support.

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# EXTRA DESIGNS

No need for Team4Tech team to review the following slides.

These are helpful for Manisha, though, who is pulling additional content needs.



# Virtual Volunteering Toolkit

A PRACTICAL GUIDE FOR SOCIAL IMPACT AND EMPLOYEE ENGAGEMENT LEADERS

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# Defining Goals and Choosing Appropriate Program Formats

The first step for developing a successful virtual skilled volunteering program is to define organizational goals, whether they be around employee engagement, nonprofit impact, or leadership development.

Depending on the company's goals, number and location of employees, and availability of time for volunteering, a variety of skilled virtual volunteering formats might be most appropriate.

**TEAM4TECH SKILLED VIRTUAL VOLUNTEERING PROGRAMS**

<p><b>Strategic Pro Bono</b> PROJECT</p> <p>Build nonprofit capacity with tech and training.</p> <p>Employees participate in a team-based leadership development experience.</p> <p>8-15 Employees 8-10 Weeks</p>	<p><b>Skills for Impact</b> PROJECT</p> <p>Support a nonprofit to meet a specific need.</p> <p>Employees apply targeted skills and gain new perspectives.</p> <p>3-5 Employees 4-6 Weeks</p>	<p><b>Design for Impact</b> PROGRAM</p> <p>Prototype solutions to a nonprofit challenge.</p> <p>Employees learn and apply a human centered design approach.</p> <p>Up to 100 Employees 4-8 Hours</p>
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**TOP GOALS FOR SOCIAL IMPACT & EMPLOYEE ENGAGEMENT LEADERS IN 2021**

When asked what their top priority was for next year, social impact and employee engagement leaders listed these top goals for 2021<sup>1</sup>:



- 33%** Employee Engagement
- 30%** Social Impact
- 20%** Diversity, Equity, Inclusion
- 8%** Learning & Development
- 8%** Corporate Brand

<sup>1</sup>Team4Tech Social Impact & Employee Engagement Survey, 2020.

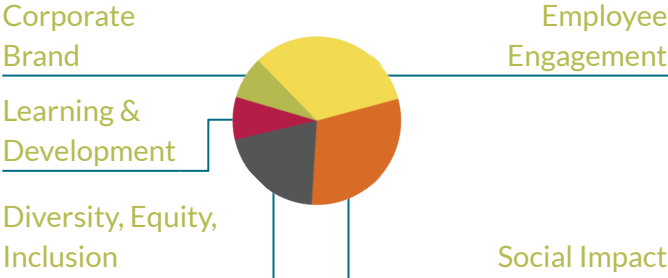
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## TEAM4TECH SKILLED VIRTUAL VOLUNTEERING PROGRAMS

### Strategic Pro Bono PROJECT

Build nonprofit capacity with tech and training.

Employees participate in a team-based leadership development experience.

8-15 Employees  
8-10 Weeks

### Skills for Impact PROJECT

Support a nonprofit to meet a specific need.

Employees apply targeted skills and gain new perspectives.

3-5 Employees  
4-6 Weeks

### Design for Impact PROGRAM

Prototype solutions to a nonprofit challenge.

Employees learn and apply a human centered design approach.

Up to 100 Employees  
4-8 Hours

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# Defining Goals and Choosing Appropriate Program Formats

The first step for developing a successful virtual skilled volunteer program is to define organizational goals and identify the program format that can help meet those goals, whether they be around employee engagement, nonprofit impact or leadership development.

Depending on the company's goals, and the time commitment and number of employees to be engaged across time zones and geographies, different skilled virtual volunteering formats might be more appropriate for the company. Team4Tech offers three program types:

**TEAM4TECH SKILLED VIRTUAL VOLUNTEERING PROGRAM TYPES**

<b>Strategic Pro Bono</b>	<b>Skills for Impact</b>	<b>Design for Impact</b>
<b>PROJECT</b>	<b>PROJECT</b>	<b>PROGRAM</b>
Build nonprofit capacity with tech and training.	Support a nonprofit to meet a specific need.	Prototype solutions to a nonprofit challenge.
Employees participate in a team-based leadership development experience.	Employees apply targeted skills and gain new perspective.	Employees learn and apply a human centered design approach.
8-15 Employees 8-10 Weeks	3-5 Employees 4-6 Weeks	Up to 100 Employees 4-8 Hours

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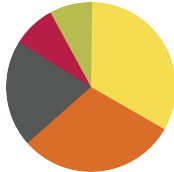
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<p>Prototype solutions to a nonprofit challenge.</p> <p>Employees learn and apply a human centered design approach.</p> <p>Up to 100 Employees 4-8 Hours</p>	<p>Support a nonprofit to meet a specific need.</p> <p>Employees apply targeted skills and gain new perspective.</p> <p>3-5 Employees 4-6 Weeks</p>	<p>Build long-term nonprofit capacity with tech and training.</p> <p>Employees participate in a transformative team-based leadership development experience.</p> <p>8-15 Employees 8-10 Weeks</p>

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# Facilitating an Engaging & Impactful Virtual Volunteer Experience

Strong volunteer programs help employees gain a renewed sense of purpose by applying their skills to benefit a nonprofit. Along the way, employees build valuable new connections from being part of a team working towards a common goal. The experience of working with the nonprofit as part of a diverse team can also enable employees to also develop new perspectives, network with peers, and grow leadership capabilities.

Team4Tech's virtual programs are carefully crafted to ensure volunteers experience these benefits even when working remotely. Team4Tech's Program Directors are experts in engaging a diverse group of volunteers to make a meaningful impact while building connections and purpose through interactive tools and activities.

## LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS

	<b>Growth Mindset</b>
	<b>Diversity, Equity &amp; Inclusion</b>
	<b>Customer-centric Innovation</b>
	<b>Communication &amp; Collaboration</b>
	<b>Decision-making amidst Ambiguity</b>



“We've had the most inspiring, developmental and rewarding experience over the past 11 weeks, all via Zoom. Thank you for facilitating this life-changing volunteer opportunity.”

— **BELLA DANIELS**  
EMEA Program Manager,  
NetApp



## RECRUITING AND SELECTING VOLUNTEERS

Matching volunteers with the right nonprofits who can most benefit from employees' skills can be challenging. Many leaders lack the time to manage volunteer recruiting, applications, screening and interviewing. Team4Tech's well-established system helps ensure strong matches that result in engaged employees and successful outcomes for the nonprofits.

Based on the experience of selecting more than 700 volunteers, Team4Tech has refined a recruitment and application process to select participants who have the skills and mindsets to contribute to the nonprofit, as well as benefit from the professional development opportunity.

# Team4Tech Impact by the Numbers

**85,000**

Learners

**700**

Corporate volunteers

**30**

Nonprofits

**88**

Corporate volunteer  
Net Promoter Score (NPS)

**87**

Nonprofit staff NPS

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Nonprofit staff/participants  
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# General

1) What do you think of titling this “AN 8-STEP GUIDE FOR DEVELOPING A VIRTUAL SKILLED VOLUNTEERING PROGRAM”. Then, each step would be numbered and use active verbs, i.e.: (previously they were gerunds: “Defining Goals...”)

## **1. Define Goals and Choose A Program Format that Meets Your Goals**

-OR-

### **STEP 1**

## **Define Goals and Choose A Program Format that Meets Your Goals**

2) There are some outstanding content needs from your team, which are outlined on the intro page to each page below. Note that we’ve put in “dummy” images, data, or filler boxes where this content will eventually go.

3) We’ve given a few versions of each page. Feel free to comment regarding which are working best. (You can also always save this Google Slides for formatting future PDFs in other ways/color combos.)

4) The designer included the Pro Bono Toolkit in the margins for comparison. At times, he also included other graphics to showcase other ways of visualizing an element.

# Virtual Volunteer Toolkit

AN 8-STEP GUIDE FOR DEVELOPING A  
VIRTUAL SKILLED VOLUNTEERING PROGRAM

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# Page 1 / Cover

(Two versions)

We've designed two options that match the existing [Pro Bono Toolkit](#) in styling. The first option is a direct style-match—the second is slightly different.

The idea is that future toolkits could use one of these two stylings and the color scheme could be changed slightly with different brand color combos.

## **CONTENT NEEDS:**

- Photography for the cover photo, which we'll edit into one image. Those needs are:
  - Image of volunteer at computer
  - Four (4) images of volunteers "in Zoom meeting"

# Page 2

(Three versions)

## **CONTENT NEEDS:**

This page features two gray boxes:

- 1) For the “callout box with stats around employee needs during the pandemic (mental health, isolation, purpose). Awaiting content from Manisha re: Gallup poll or McKinsey study. Make sure to include the citation for the footer as well.
- 2) A headshot for Kim Kerry-Tyerman
- 3) Opportunity for a footer citation of paragraph 1, if you’d like to cite a study(ies) regarding the COVID issues.



# Virtual Volunteer Toolkit

## A Guide For Developing a Virtual Skilled Volunteering Program

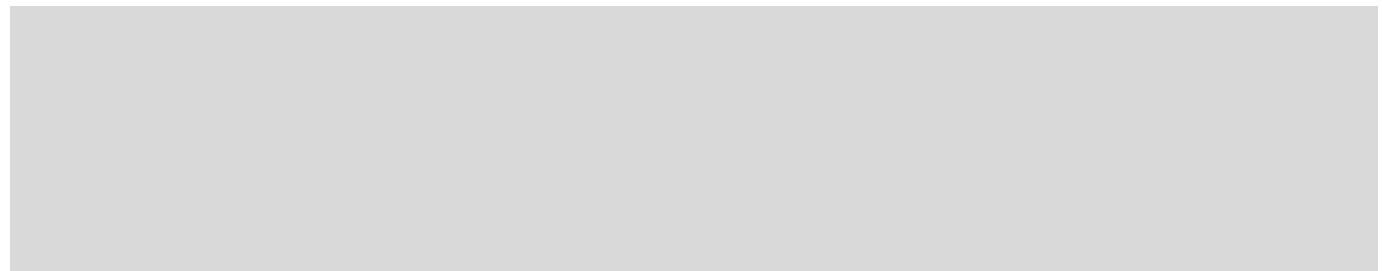
As the world has shifted to virtual due to the Covid-19 pandemic, social impact and employee engagement leaders have been challenged to enable meaningful virtual volunteer programs that have a measurable positive impact for companies, employees and nonprofits.

From an employee experience perspective, purpose, team connection and diversity, equity and inclusion have become critical needs while opportunities for learning and development remain important for engaging and retaining the best talent.

The need for nonprofits to build capacity has also accelerated as they tackle new challenges,

such as delivering remote learning opportunities for their students and increasing demand to scale their services.

At Team4Tech, our goal is to support social impact and employee engagement leaders in developing skilled volunteering programs that create shared value for companies, employees and nonprofits. Based on our experience delivering programs for dozens of companies to engage more than 1,000 employee volunteers in supporting over 30 nonprofits, this toolkit is designed to help you build a skilled volunteering program that meets these goals.



Team4Tech's volunteer training prepares Team4Tech Fellows for the project but also ensures they will have profound and lasting growth. We trust Team4Tech because their local nonprofit partnerships are so impactful, which also makes the Fellows' experience more meaningful. Team4Tech really understands the needs of the nonprofit partner, and each new project builds on the work of previous teams. Team4Tech delivers long-term value to all of the stakeholders, and that is unique.



— KIM KERRY-TYERMAN

Senior Manager, Brand Purpose, Adobe



<sup>1</sup>Footer content  
<sup>2</sup>Footer content  
<sup>3</sup>Footer content  
<sup>3</sup>Footer content

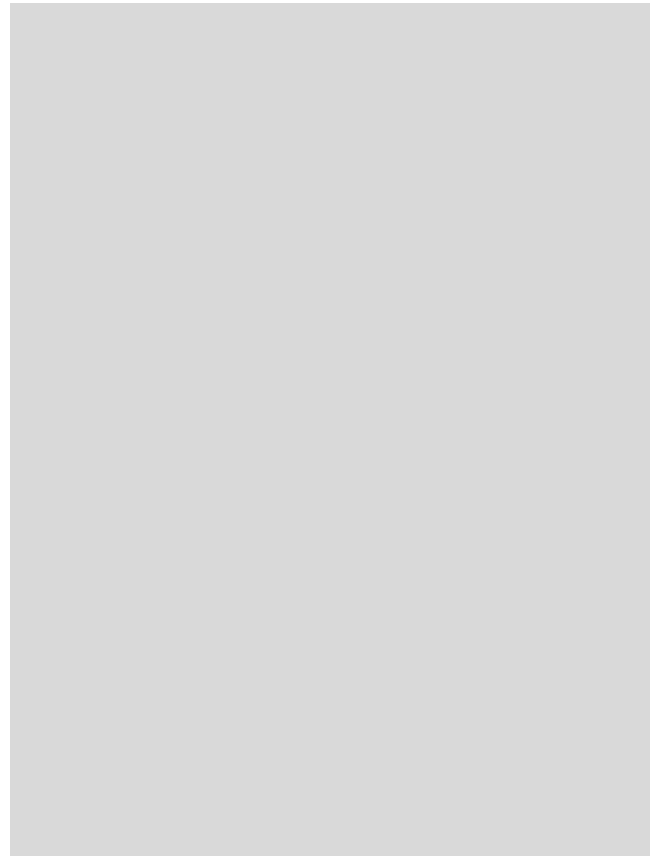
# Virtual Volunteer Playbook

## A Guide For Developing a Virtual Skilled Volunteering Program

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<sup>1</sup>Footer content  
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<sup>3</sup>Footer content

# Page 3

(Three versions)

Let's talk about the "good, better, best" framework here. We've decided to stack these up—with the "best" on top, and have also put the goals stats to the right. We think these two design choices hint at the hierarchy, but we'd love to hear your thoughts on how we might add an extra call-out... do you think some sort of icon system or visual element, might make sense.

Perhaps on the banner for each one, we have an "Impact & Engagement" meter, which has 5 bars. If we did that, how many "bars" would you give each of these program types?

# Define Goals and Choose a Program Format that Meets Your Goals

The first step for developing a successful skilled virtual volunteering program is to define your goals and identify the program format that can help you meet those goals.

Depending on your goals around factors such as Employee Engagement, Nonprofit Impact and Leadership Development, as well as the number of employees and time commitment, location of participants, different virtual volunteering programs might be more appropriate for your company. At Team4Tech, we offer three skilled virtual volunteering program types:

## Strategic Pro Bono Project

Build long term nonprofit capacity with tech and training. Employees participate in a transformative team-based leadership development.

8-15 Employees  
8-10 Weeks

## Skills for Impact Project

Support a nonprofit with a specific need. Employees apply targeted skills and gain new perspective.

3-5 Employees  
4-6 Weeks

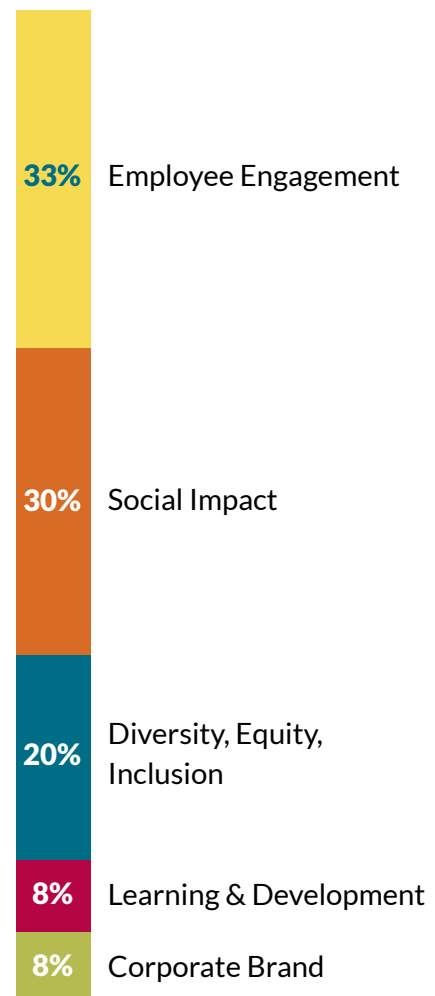
## Design for Impact Program

Prototype solutions for a nonprofit challenge. Employees learn and apply a human centered design approach.

Up to 100 Employees  
4-8 Hours

## TOP GOALS FOR SOCIAL IMPACT & EMPLOYEE ENGAGEMENT LEADERS IN 2021

When asked what their top priority was for next year, social impact and employee engagement leaders listed these top goals for 2021<sup>1</sup>:



<sup>1</sup>Team4Tech Social Impact & Employee Engagement Survey 2020

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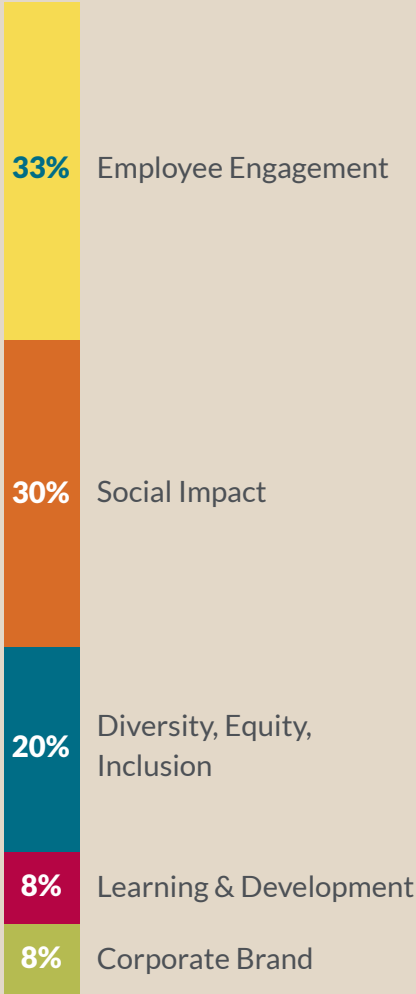
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# Page 4

(Two versions)

A design issue that first arises on this page is the “hierarchy” of headers. Technically the sub-head is the same level of importance as the first header... should we style as such?

## **CONTENT NEEDS:**

- LEAP Schools case study, including:
  - Text for the case study
  - LEAP Schools logo
  - Partner organization logo
  - An image of the work in action
- Any citations for footer?

# Identifying Strong Nonprofits Partners

For a virtual volunteering to have an effective and sustainable impact, the nonprofit partner needs to have the resources and commitment to benefit from it. Team4Tech's approach is to carefully evaluate nonprofit partners using a robust application process and multidimensional rubric to select the nonprofits that are most likely to benefit based and then engage with them over three to five years to ensure sustainable impact, even while working remotely. You don't have to be on-the-ground to make a big impact.

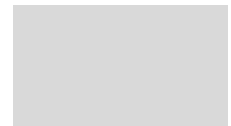
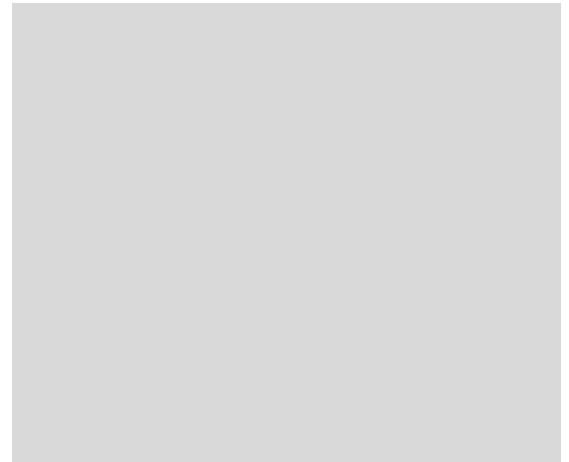
## DEVELOP HIGH-IMPACT, LONG-TERM PROJECT PLANS TAILORED TO YOUR ORGANIZATION

The best virtual volunteering programs focus on creating high-impact, long-term project scopes tailored to an organization and its employee skill sets. For some organizations, that may entail working with the same nonprofit on multiple types of projects over time. For others, it means specializing in a specific program type with multiple nonprofit partners. And still, for others, it could mean running multiple projects simultaneously with different employee volunteer groups, based on their skills.

At Team4Tech, we build a road map of projects that engage your team in programs that optimize employee engagement and social impact over time.

A well-defined project scope—or series of project scopes—is key to a win-win skilled virtual volunteer program. The nonprofit needs to have clear, measurable goals that are well understood by the volunteer team, a crew which has been skillfully matched based on the project criteria.

Team4Tech program directors define team roles based on volunteer skill sets, setting and tracking milestones for key deliverables, and perhaps most importantly, helping the team adapt when challenges unexpectedly arise.



### CASE STUDY: LOREMIPSUM DOLOR SIT AMET

When asked what their top priority was for next year, social impact and employee engagement leaders listed these top goals for 2021:

<sup>1</sup>Footer content  
<sup>2</sup>Footer content  
<sup>3</sup>Footer content  
<sup>3</sup>Footer content

# Page 5

(Four versions)

## **CONTENT NEEDS:**

- 1) Volunteer quote & headshot
- 2) Do we have a higher resolution graphic of the “leadership capabilities” graphic? Or the original design file, so that the designer could optimize this graphic for this specific use case?
  - a) OR perhaps we just change it up completely and make a new graphic? I’m not sure the circular shape with the brain in the center is necessary to communicate the concept. We could, instead, have it take up a sidebar-style area and use different icons for each of the 5 leadership skills.

# Recruit and Select Volunteer Teams

For a virtual volunteering to have an effective and sustainable impact, the nonprofit partner needs to have the resources and commitment to benefit from it. Team4Tech's approach is to carefully evaluate nonprofit partners using a robust application process and multidimensional rubric to select the nonprofits that are most likely to benefit based and then engage with them over three to five years to ensure sustainable impact, even while working remotely.

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris odio lectus, tempus sed odio nec, suscipit convallis felis. Aliquam accumsan felis a erat mollis, sed vestibulum nunc laoreet. Maecenas placerat est vitae nulla. ”

– **NAME GOES HERE**  
Title, Company

## FACILITATE AN ENGAGING & IMPACTFUL VIRTUAL VOLUNTEER EXPERIENCE

Strong virtual volunteer programs help employees gain a renewed purpose by applying their skills to benefit a nonprofit, find a sense of connection from being part of a team working towards a common purpose, a new perspective and network from working with the nonprofit as part of a diverse team, as well as growth in leadership capabilities.

Team4Tech's virtual programs are carefully crafted to address the challenges of working remotely. Our program directors are experts in engaging a diverse group of people to make a meaningful impact while building connections and purpose using interactive tools and activities to engage volunteers. Program directors ensure your projects stay on course by:

- Maintaining consistent communication when nonprofits and volunteers
- Using human-centered design to help volunteers solve problems
- Troubleshooting when unexpected challenges arise

## LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS



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– **NAME GOES HERE**

Title, Company

## LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS



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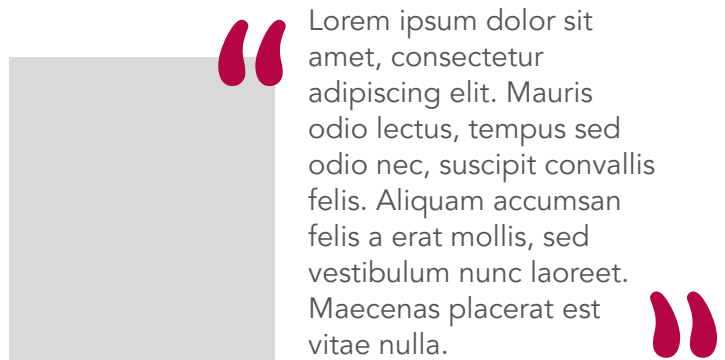
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Title, Company

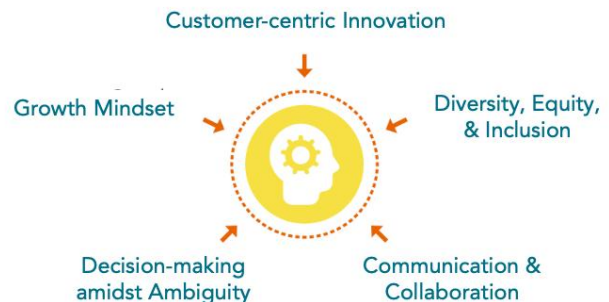
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## LEADERSHIP CAPABILITIES DEVELOPED THROUGH TEAM4TECH PROJECTS



# Page 6

(Two versions)

We have the ability to add a bit more visual intrigue to this page with the impact report graphic.

## **CONTENT NEEDS:**

- 1) Percentage numbers from survey
- 2) “Impact Summary” cover page on [this report](#) if you’d like us to create that “report graphic” like [this graphic](#)
- 3) Citations for the two graphics.

# Measure Nonprofit Impact

Measuring impact beyond the number of hours volunteered is challenging for most companies. Team4Tech identifies metrics with the nonprofit partner based on goals over three to five years. Metrics tend to fall within three categories: learner engagement and outcomes, staff productivity, and local scalability. Nonprofit staff is surveyed to measure project effectiveness, and they regularly report on outcomes and strategize with Team4Tech to continue to grow the impact.

## BASED ON THEIR TEAM4TECH PROGRAM, NONPROFIT STAFF REPORTED...

XX%

Increased technology knowledge and skills they could use in their jobs

XX%

Increased productivity due to improved technology skills

## BASED ON THEIR TEAM4TECH PROGRAM, EMPLOYEE VOLUNTEERS REPORTED...

93%

They were proud to work for their company

92%

They developed leadership capabilities through the program

80%

They increased their network within the company

72%

They were likely to remain at their company for at least 3 more years

## MEASURE EMPLOYEE ENGAGEMENT & DEVELOPMENT

Measuring employee impact can also be challenging for skilled volunteering programs. Team4Tech surveys employee volunteers after the program to measure the impact on key corporate metrics such as employee engagement, leadership development and retention. For longer term programs, employees are also surveyed 4-6 months after the program and employees' managers may also be surveyed to measure longer term professional development impact.

## COMMUNICATE THE IMPACT

Sharing the stories and outcomes of skilled volunteer programs allows all employees to take pride in their company as well as enhances the corporate brand with potential future talent, customers and other key stakeholders.

Team4Tech provides social impact leaders an

impact summary that includes data on the volunteer hours, value of the skilled pro bono services, nonprofit impact, photos and testimonials from volunteers and nonprofit staff. The impact is also shared through social media and [videos](#) can also be arranged.

<sup>1</sup>Footer content

<sup>2</sup>Footer content

<sup>3</sup>Footer content

<sup>3</sup>Footer content

# Page 7 / End

(Two versions)

Do we want to match the CTA bar and contact bar exactly in styling from the [Pro Bono Toolkit](#), or do you like having the “Page 7” footer? (I prefer switching to the colorful layout per the PBT.)

## **CONTENT NEEDS:**

- 1) Numbers for “volunteers by the numbers”
  - a) Citation if you’d like... otherwise, let’s just design these with bigger/bolder colors per the PBT final page.

# Team4Tech Virtual Volunteer by the Numbers

XX%

Team4Tech Net Promoter  
Score (NPS)

XXXXXX

Employee volunteers

XXXXXX

Nonprofit staff

## READY TO BUILD A VIRTUAL VOLUNTEERING PROGRAM? TEAM4TECH CAN HELP.

As a leader in the sector, Team4Tech has engaged more than 700 volunteers to build capacity for 30 nonprofits in 19 countries benefiting more than 85,000 learners. Based on this experience, Team4Tech can provide guidance and insights to develop a successful

virtual skilled volunteering program that meets your organizational goals, while ensuring employees have a meaningful leadership development experience and nonprofit partners benefit from capacity-building support.

### REACH OUT

[info@team4tech.org](mailto:info@team4tech.org)

### LEARN MORE

[team4tech.org](http://team4tech.org)

team4tech

<sup>1</sup>Footer content

<sup>2</sup>Footer content

<sup>3</sup>Footer content

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