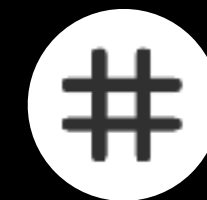


# Eio8ht



## Get social with #GMV2021

Share your favorite insights and a-ha moments using the conference hashtag.



## We want to hear from you!

Use the chat/question function to interact with your peers and ask questions to panelists.

# *Small Actions, Big Impact*

**Finding success in a  
virtual world**



*Steph Thompson*

Product Marketing Manager, Benevity



*Susan Keith-Bleckman*

Director Goodness Solutions, Benevity

# A Rollercoaster Ride for Volunteering

Hello new  
decade!



Embrace the  
new reality



Worlds turned  
upside down



The great  
experiment

PIVOT! PIVOT!!!



# A Year For *Action*

28M

Acts of Goodness across our  
client community in 2020

8M

Volunteer hours logged in  
our platform in 2020

3X

Increase in Missions  
activities completed in 2020

How do you win in  
a *virtual* world?

1

**EXPAND YOUR DEFINITION  
OF IMPACT**

2

**DEEPEN  
ENGAGEMENT**

3

**COLLABORATE  
FOR PURPOSE**

1

**EXPAND YOUR DEFINITION  
OF IMPACT**

2

**DEEPEN  
ENGAGEMENT**

3

**COLLABORATE  
FOR PURPOSE**



# Impact In 2020



**Small Acts  
of Goodness**



**Health &  
Wellbeing**



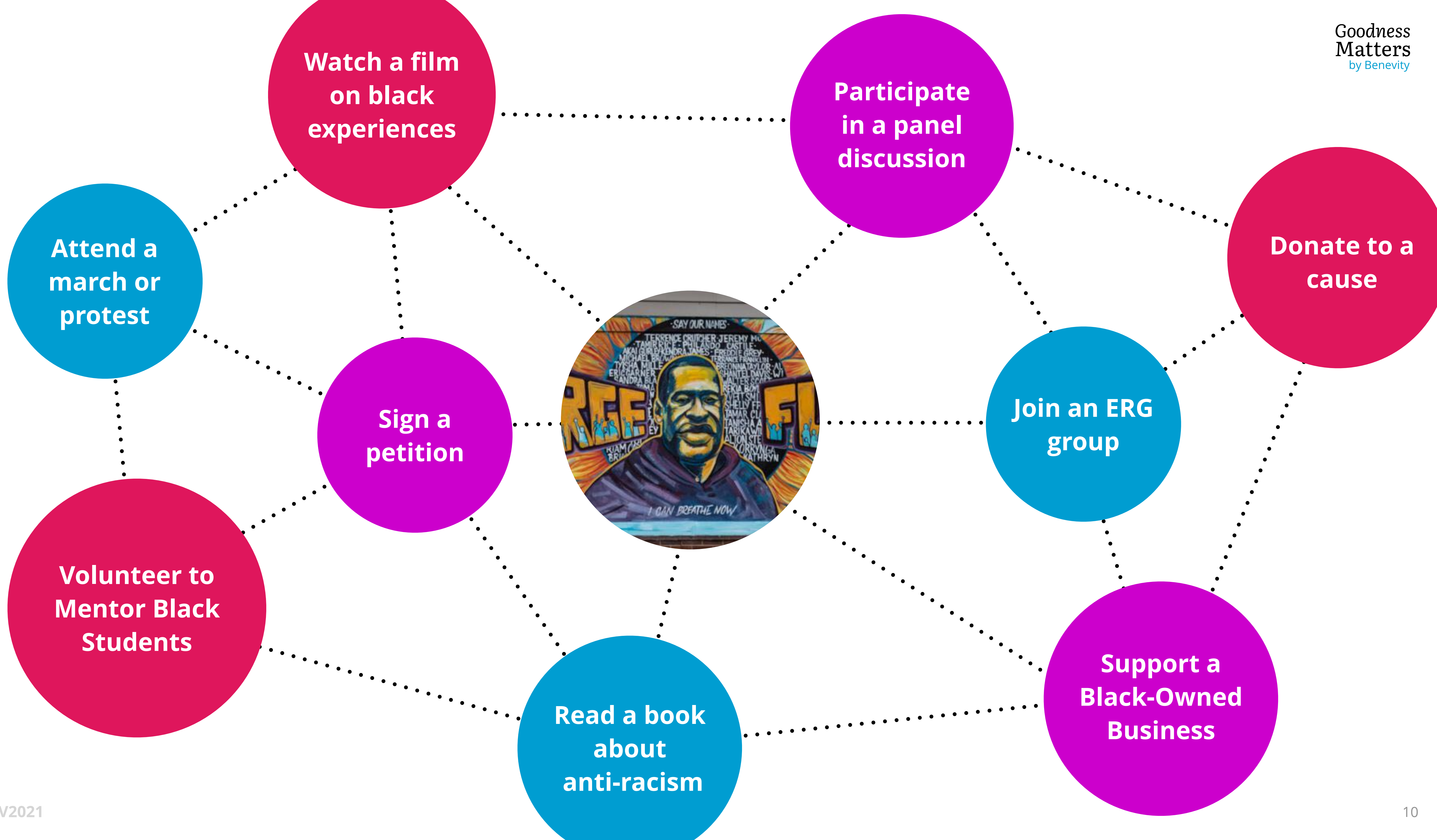
**Mentorship  
& Skills-based  
Programs**



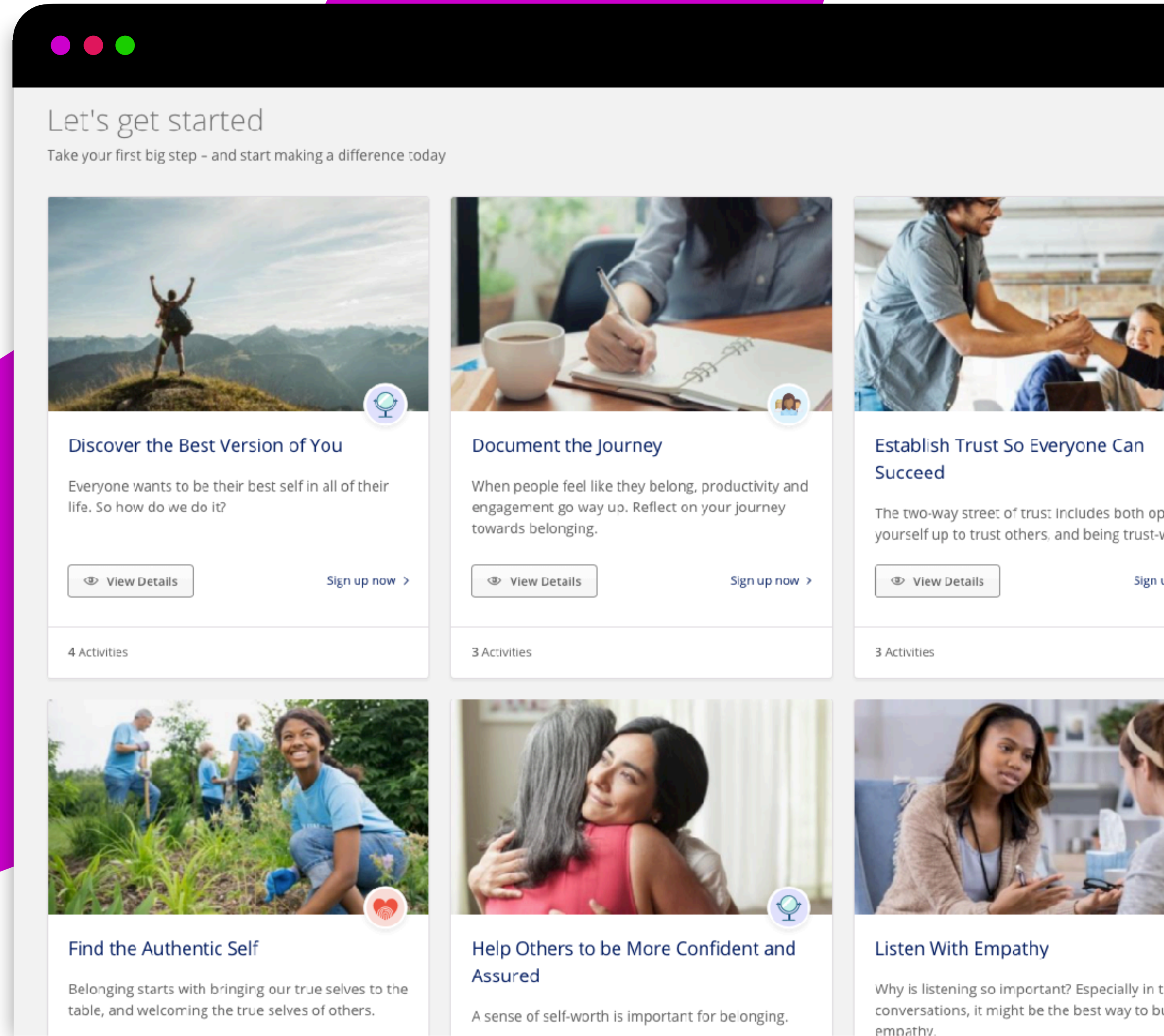
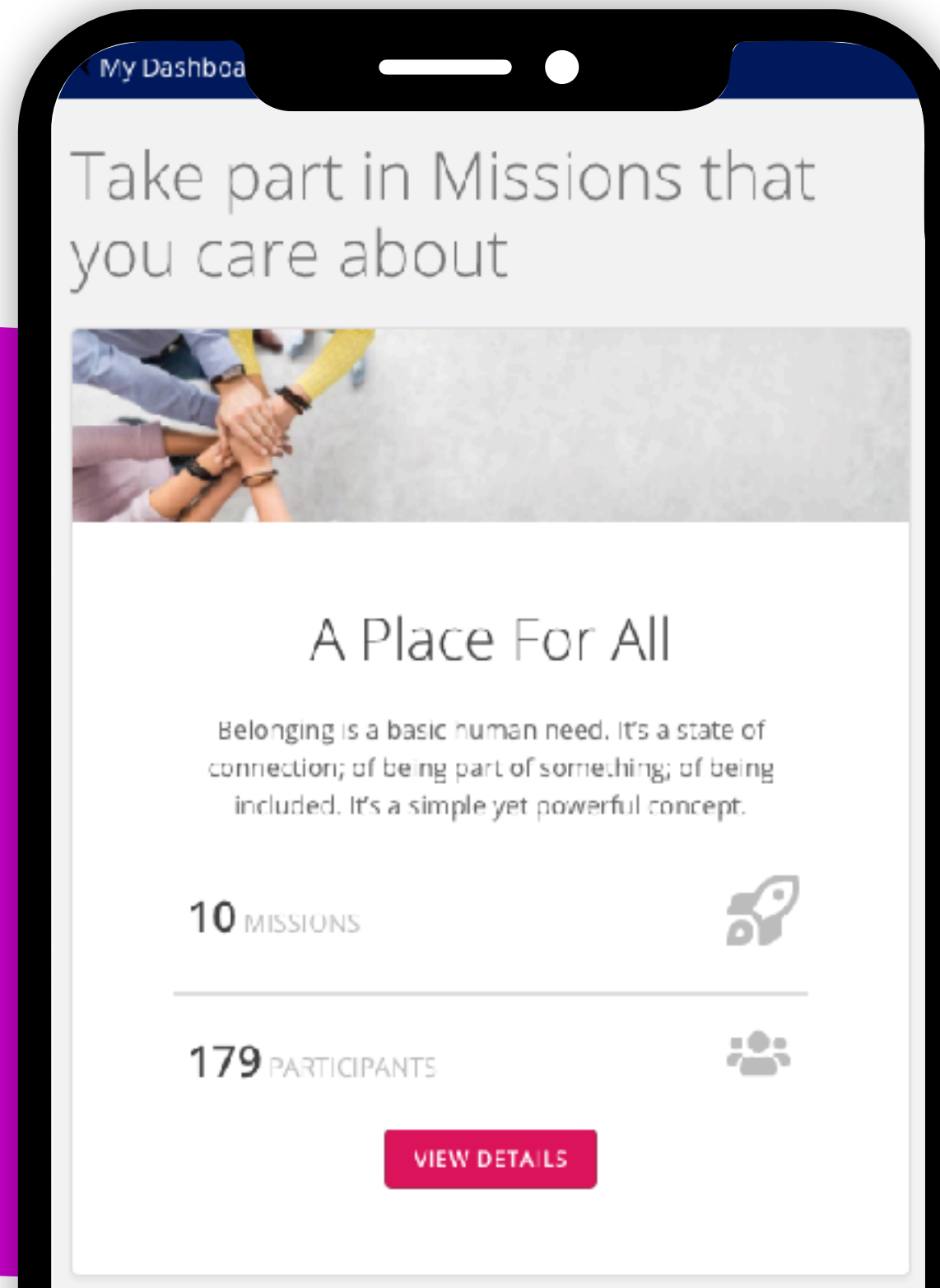
**Learning &  
Awareness**



**ESG & SDG  
Goals**



# Missions



# A gateway to *Goodness*

61%

Who had Missions as their first activity went on to further engage

62%

Higher Overall Program Participation for companies with Missions

# New in Missions!

18 Challenges

88 Missions

439 Activities



## Sustainability



319 MISSIONS



183 PARTICIPANTS

[VIEW DEATAILS](#)



## Conduct a home energy audit

3 Activities

## Cut 2 minutes off your shower

100 POINTS



SAVING 2,189.99 liters



FILLING 16,580.05 glasses

## Use thermal plastic over windows

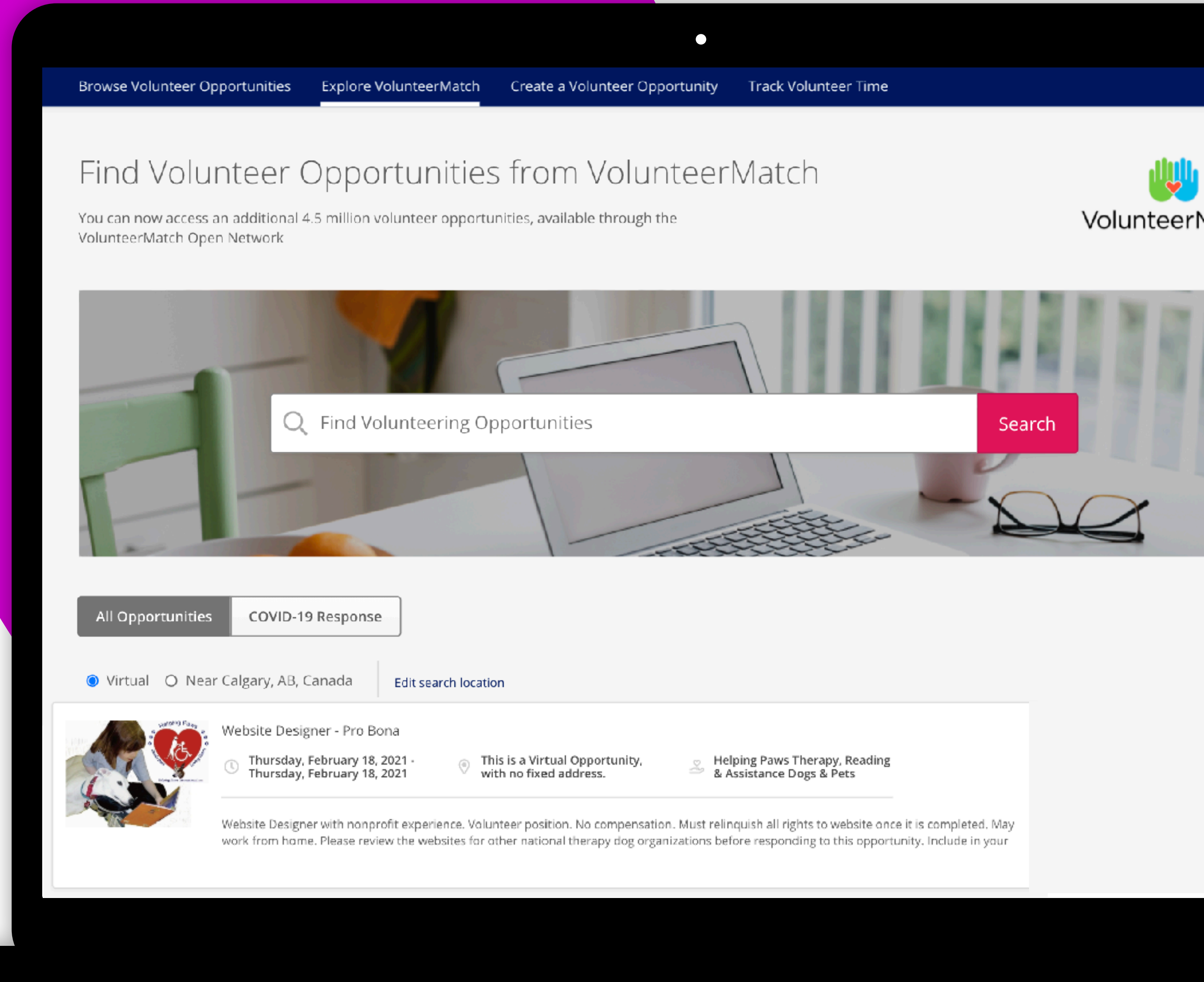
200 POINTS



SAVING 6,389.99 kWh



RECHARGING 149,820.66 phones



# EXPAND YOUR DEFINITION OF IMPACT

## Getting started

- Create your definition of impact
- Start with a 'pilot'
- Use existing tools and resources

1

EXPAND YOUR DEFINITION  
OF IMPACT

2

DEEPEN  
ENGAGEMENT

3

COLLABORATE  
FOR PURPOSE





# Activity Streams

Fostering shared experiences across your networks

ACCESS NOW ON MOBILE

The desktop interface shows a navigation bar with links: 'Browse Volunteer Opportunities', 'Create a Volunteer Opportunity', and 'Track Volunteer Time'. Below this is a toolbar with buttons: 'Sign-ups', 'Track Time', 'Edit Opportunity', 'Manage Photos', 'Duplicate', 'Report', and 'Send Bulk Email'. The main heading is 'Run For the Cure Victoria - Committee Leadership Opportunities'. There are two tabs: 'VOLUNTEER OPPORTUNITY' (selected) and 'CAUSE OPPORTUNITY'. A search bar is present with the text 'Search photos by Uploader' and a 'Search' button. Below the search bar, there is a 'Select All (12)' button and a 'Newest to Oldest' dropdown menu. A grid of photo thumbnails is displayed, with a larger photo selected on the right. The selected photo shows two women in blue t-shirts. Below the photo, there is a 'Photo Details' section with the following information: 'Upload Date: Jan 23, 2020', 'Uploaded By: Trevor Ramage', and 'Caption: This is a caption for a photo in a Volunteer'. There are also 'Photo History' and '1/2 Selected' indicators.

The mobile app interface shows the title 'Activity Stream' and a subtitle: 'Have a look at all of the amazing experiences your peers have been sharing.' Below this is a grid of photo thumbnails. At the bottom of the grid is a button labeled 'View All (38)'.

# DEEPEN ENGAGEMENT

## Getting started

- Co-create your program with your employees.
- Use data to drive program decisions.
- Create virtual spaces for connection and shared experiences.

1

EXPAND YOUR DEFINITION  
OF IMPACT

2

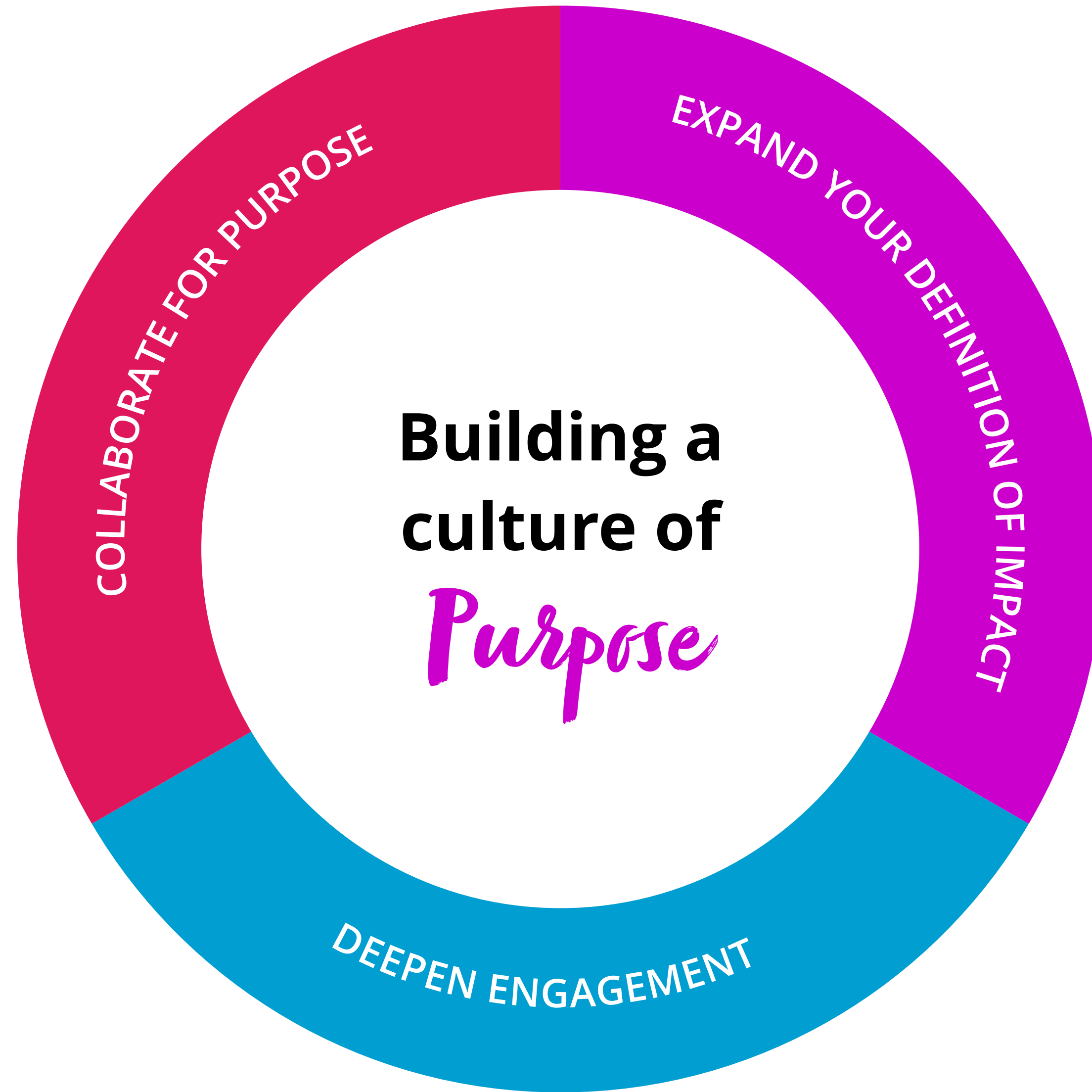
DEEPEN  
ENGAGEMENT

3

COLLABORATE  
FOR PURPOSE

Racial Justice & Equity





# Let's Collaborate

- #virtual-volunteering
- National Volunteer Week is April 18-24
- Download resource package



**Thanks for  
attending!**



**Don't forget to take the  
feedback survey**



**Keep the conversation  
going on Slack**



**Visit our Demo Stations!**