

# Activate Good Corporate Partnerships: Example Engagements



**ACTIVATE  
GOOD**  
people-powered  
projects for good

# Custom Service Projects

*Work with Activate Good to execute a  
**one-time or short-term** engagement*

# What *is* a Custom Service Project?



For a custom service project, Activate Good identifies community needs and tailors a project to uniquely meet the interests and logistics-needs of your team. Our custom service projects can be scaled and suitable for companies and teams of all sizes in the Triangle area!

## **For each Custom Service Project, Activate Good:**

- Identifies opportunities that match your business's interests and values
- Coordinates a one-time engagement or short-term campaign for your employees
- Coordinates with community partners to meet real needs
- Handles the timeline, agenda, and logistics of your on-site, virtual, or remote service project(s)
- Purchases, conducts inventory, organizes, stores, and transports any supplies needed for the project(s)
- Provides skilled volunteer managers on site to guide your team through everything--all you have to do is show up!

# How it Works

1. **Share your vision with us.** We'll ask you to complete an online RFP to communicate such preferences as a date, budget, cause interest, number of volunteers, geographical restrictions, etc.
2. **We'll identify the needs.** We'll consult our network of community partners to assess up-to-date community needs to ensure your projects meets a real need and makes the biggest impact possible.
3. **We'll send you a project proposal.** We'll provide you with a proposal outlining how we can best accommodate your request and meet the community's biggest current needs.
4. **Review our proposal and let us know how you'd like to proceed.** On agreement, Activate Good will confirm your selected project, and serve as your liaison leading up to the project day. *6-10 weeks minimum lead time is needed to effectively plan a project. Greater lead time is appreciated.*
5. **We plan every detail for you, from start to finish.** As your service event planner, Activate Good provides full project management or your chosen level of project support.





# Off-Site Day of Service (One Site)



**What it is:** A project completed by your team off-site at one host location, led by experienced Activate Good team members.

## Past Examples:

- School beautification
- Community center painting
- Furnishing homes
- Playground revitalization or building
- Community garden building
- Tree planting
- ...and many more!



*Volunteers beautifying a campus and creating a stimulating learning environment for middle schoolers*

# Off-Site Day of Service (Multiple Sites)



**What it is:** A day of service executed at multiple sites, led by experienced Activate Good team members. This provides an opportunity for employee small groups to meet more than one community need,

## **About Days of Service** (at one or multiple sites)

- Group sizes dependent on host site capacity; Days of Service at multiple sites can accommodate hundreds or thousands of volunteers split between locations.
- Costs vary widely depending on number of volunteers and length of engagement (which impacts supply quantities and leadership needed on site), and any additional complexities. Based on your needs, we'll provide a custom proposal.
- Example pricing: Small group projects may range \$3,000 and up; Large group projects may range \$10,000 and up



*Volunteers at one location revitalizing an after-school center. At a different location, employees built furniture for people transitioning out of homelessness.*



# Portable Projects



***Volunteers fighting hunger by creating weekend meal kits***

**What it is:** A project brought right to your team's doorstep at your office, conference, or other location, led by experienced Activate Good team members.

## **Past Examples:**

- Meal or snack kits for youth
- School supply packs for students
- Teacher appreciation kits
- Animal rescue starter kits
- STEM kits
- ...and many more!

## **About Portable Projects:**

- Scalable based on budget: Great for groups of 10-3,000!
- Costs vary depending on the # of volunteers, length of engagement, supply quantities, leadership needed, and any additional complexities. Based on your needs, we'll provide a custom proposal.

## **Example pricing:**

Small group projects may range \$3,000 and up  
Large group projects may range \$10,000 and up

# Portable Projects at Large Events



*Volunteers participating at 5 different service project "stations" at their company meeting.*



# Portable Projects at Conferences



*Employees and students joining forces to create custom STEM kits at this global meeting.*

# Learn, Act, Reflect Campaign



**NEW offering!** A multi-month campaign involving 3 components designed to deepen volunteer understanding, impact, and likelihood of sustained civic engagement:

1. Listen and Learn session with speakers and experts with lived experiences about the community issue you've chosen to focus on

2. Custom Service Project

3. Post-Project Reflection

This structure enables Activate Good to facilitate conversations paired with action, which creates empathy and deepens understanding.



1: Listen and Learn session

2: Service project

3: Talk about the experience



***Piloted in 2021, this company's "Season of Transformation" was executed with great success as our inaugural Learn, Act, Reflect campaign.***



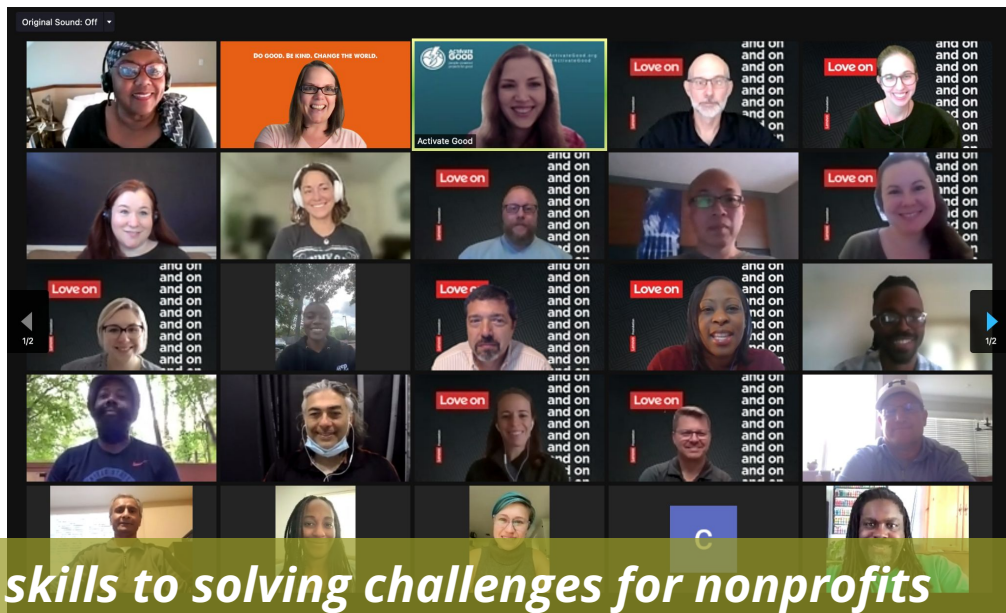
# Virtual Skills Labs



**What it is:** Employees providing pro bono skills-based consulting during virtual sessions to area nonprofits, helping answer technical questions or work through challenges related to marketing, human resources, and more. *Check out our Skills Lab explainer video on YouTube, [here!](#)*

## About Skills Labs

- Skills Labs are scheduled 90-minute virtual events
- Great for team-building and benefit multiple causes
- Pricing: \$2,500 for up to 15 volunteers



*Volunteers lending their skills to solving challenges for nonprofits*

# Custom Projects: Costs



Activate Good develops quotes for corporate projects by considering many factors, including:

- **The project management time needed to make your project great!** Activate Good's skilled and experienced staff, community relationships, and resources mean we're well equipped to plan an impactful and expertly-managed service project for your team! Project management time is influenced by the number of volunteers participating and the complexity of the project, which can influence how long planning takes.
- **Storage/transportation:** Many projects require supplies that need to be purchased, stored, and transported.
- **Supplies and shipping:** Many service projects require supplies, and sometimes, the activity calls for unique or difficult to find materials. Activate Good will handle purchasing, inventory, organization, storage, and transport of the needed supplies to effectively execute the project.

And any additional requests, such as:

- **Food or catering:** Depending on the length of the project, your team may want snacks, beverages, and/or meals, and Activate Good will take care of that for you!
- **Marketing:** Activate Good can draft press releases, bring in photography or videography professionals, and engage social media to support and highlight the good work your team does.
- **Other needs,** such as helping arranging busing for volunteers.

*Remember: Every custom service project is created just for you!*



# Custom Service Calendars

*Partner with Activate Good to develop a whole **year's** worth of employee volunteer engagements*

# What *is* a Custom Service Calendar?



All companies have different needs, and their goals for employee volunteer programs, corporate social responsibility, HR, and more can vary. One of our **custom services** to help lighten the workload for companies and their teams come in the form of a calendar. Activate Good can create a Custom Service Calendar of volunteer projects just for your team – whether you need ad hoc projects by request, or to volunteer with a set frequency (bi-weekly, monthly, quarterly, etc.). We'll do the legwork for you the whole year!

Custom Service Calendar support provided by Activate Good includes:

- Coordination with you to establish calendar dates and/or an online ad hoc request form exclusive to your teams
- Scoping suitable project options based on your preferred cause areas, group size, etc.
- Providing a menu of options for your consideration and coordinating with you to confirm your chosen projects
- Collecting, compiling, and communicating all details for the volunteer group (date and time, location and parking, suggested or required dress, what to bring, etc.)
- Making our online volunteer sign up system available to manage registrations
- (Optional) Arrange for Activate Good leaders to be on site to support your team and community partner leadership at host site(s)

# How it Works

1. **Share your vision with us.** We'll ask you to complete an online RFP to communicate such preferences as a date, budget, cause interest, number of volunteers, geographical restrictions, etc.
2. **We'll provide a quote.** Activate Good will generate a proposal outlining what the retainer would look like for your preferred schedule, and include options for day-of support.
3. **We'll get to work curating projects for your custom calendar!** Once you agree, Activate Good will save your preferred dates and begin scoping and coordinating projects for your group. All helpful details for your service days will be provided to you and your team. *6-8 weeks minimum lead time is needed to initiate a new annual partnership for a custom calendar.*
4. **Show up with your team and volunteer!** If you've requested additional services from Activate Good (photography, leadership support, etc.) as part of our partnership, we'll deliver on those too.



# Typical Formats

- **Scheduled** Monthly or Quarterly days of service at **one** different site

*Ex: 25 volunteers support 1 service project at one site each event*

- **Scheduled** Monthly or Quarterly days of service at **multiple** sites

*Ex: 60 volunteers split up and support 3 service projects at 3 sites each event*

- **Ad Hoc** engagements

*Company leaders / departments request projects at different times throughout the year; Activate Good fulfills requests as needed up to the agreed upon quota (Ex: "6 engagements per year or 200 volunteer activations, whichever comes first")*



***4. Show up with your team and volunteer!***

# Custom Calendars: Costs



Custom calendar costs **start at** \$7 per volunteer per project. Costs may be influenced by:

- 1) The number of volunteers and frequency of engagements you're seeking in a given year.
- 2) Any additional support or services needed, such as:
  - Additional leadership support at projects
  - Coordination of additional supplies
  - Providing team impact reports
  - Additional marketing services (photography, press release, etc.)

*One company took on a project every month for 3 years, each accommodating roughly 25 volunteers. That amounts to an estimated 2,700 volunteer hours, the equivalent of \$68,661 worth of service for community partners*

# Testimonials

# Testimonials (see [more](#))



*“Working for a large corporation, Activate Good has been my resource in handling multiple volunteer events. Every event is carefully considered and detailed with all the logistics of the event. My experience working with Activate Good has simplified our corporate goal to make a difference in our community. It has been a great opportunity for our associates to make an impact within our community.”*

*- Yolanda Guerra, Program Manager of Communications and Change Management, **Red Hat***



*“From helping to identify worthy organizations in the greater Raleigh area to managing all communications with the school, overseeing all of the logistics, purchasing the materials, and organizing our team to make sure we maximize our efforts and produce the greatest good for the school – – Activate Good does it all!”*

*- Mary Reiling Spencer, Vice President, **Wasserman Media Group***



# Let's make an impact together



**Lee Pike**  
Fund Development Manager,  
Activate Good  
Lee@activategood.org  
919-535-6550

We look forward to this opportunity to make a huge impact with you!

Interested in exploring an engagement with us? Here are our next steps:

1. Let's chat! Tell us about your group size, vision, budget, areas of interest, and any other important details that will help us craft the perfect project for you.
2. We'll develop a custom proposal tailored to your needs, send that over, and go from there!