

## Attendee Worksheet | From Vision to Action: Mobilizing Collective Impact with Volunteer Time Off (VTO)

This worksheet is intended to guide you through the steps of developing and activating a VTO challenge for your organization. It asks several key questions to consider during the design, development, launch, and post-challenge phases and will help you create a program that is bespoke to your organization with the goal of reaching collective impact goals and creating value for stakeholders.

### Design | VTO Challenge Design Actions

**1. Challenge Goal** - What is the goal for total hours, participation rate, or organizations served? Just some ideas, get creative here!

| Total Hours               | Participation Rate          | Organizations Served                                   |
|---------------------------|-----------------------------|--------------------------------------------------------|
| Ex. 120 hours volunteered | Ex. 50% of the organization | Ex. 5 Portland-based organizations that support SDG #2 |

Goal:

**2. Challenge Incentive** - What is the incentive for participation?

- ☐ Donate \$\_\_\_\_\_ to an organization
- ☐ Bragging rights
- ☐ Gift cards from values-aligned brands
- ☐ Other incentives:

Incentive(s):

**3. Challenge Dates** - Over what time duration will the challenge take place?

Run dates:

**4. SDGs** - Will SDG support be incorporated into the VTO challenge? [Link to UN's SDGs](#)

- Ex. We want to highlight SDG #2 Zero Hunger. Our VTO Challenge materials will be centered around this and we will encourage volunteer participation at organizations that support this SDG.

SDG(s) to incorporate:

**5. Milestones** - What milestones will be incorporated into your challenge?

- Ex. We want to have a 50% participation rate by \_\_\_\_\_ (date)
- Ex. We have a company-wide volunteer day planned for \_\_\_\_\_ (date)

Milestones:

**6. Structure** - Who will design, activate, and measure elements of the challenge? What needs to be designed?

Design:

Activation:

Measurement:

**7. Communication** - Who will communicate and present details to the company? Who can individuals contact if they have questions? What materials need to be created to support communication?

Person(s) responsible:

*\*Note: Ensure managers are appropriately briefed so they can answer questions from their team and encourage participation.*

**8. Challenge Guidelines** - Keep these super simple! Refer to your company's VTO policy to ensure guidelines are accounted for in your challenge design.

Guidelines:

## Activation | In-Flight VTO Challenge Actions

**1. Communication** - Who will give progress updates, nudge participants, and share encouragement?

Person(s) responsible:

## 2. Structure - Who will activate and measure the (structure) elements during the challenge?

Person(s) responsible:

## Post-Launch | Post-Challenge Actions

### 1. Feedback - How will you collect feedback among employees? What questions will you ask? How will you incorporate the feedback into future program iterations? Will you need to make adjustments to better support collective impact? Was it easy for employees to participate?

What questions will you ask?

How will you collect feedback?

How will you incorporate the feedback into future program iterations?

### 2. Challenge Incentive - Who will be accountable for completing the challenge incentive on behalf of the organization? i.e. Who will make the donation and how much?

Incentive completion:

### 3. Program Updates - Based on the feedback received, what changes need to be made? Who will make the changes, who will review/approve the changes, and when do the changes need to be implemented?

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Program Updates: