



PLEDGE

1%

Community Update +
Q&A

Meet the Pledge 1% Team!



Tim Smith
(he/him)

Vice President,
Special Projects



Pen Howell
(he/they)

Senior Manager,
Community Engagement

July 2022 Community Survey

Help shape the future of the Pledge 1% Community!



MODERATOR **Pen Howell**

Community Manager

Senior Manager, Community Engagement, Pledge 1%

(QUICK) MEMBER SURVEY

The Pledge 1% community, now over 17,000 companies strong, thrives from the commitment, collaboration, and impact of our members. As our team at Pledge 1% HQ also grows, we're excited to explore ways to better serve this community of leaders.

Please complete this brief survey (it won't take longer than 1 minute). The feedback gained will be critical in shaping our strategy for the next year.

[Take the Survey](#)



Pilots

Gather feedback on which proposed pilots are of greatest interest to members



Community

Identify the content and resources that Community members might find most valuable



Engagement

Establish a baseline for member response rate and invite members to further conversation

SURVEY
RESULTS

Survey Engagement

11
200

**COMPANIES
ENGAGED**

126

**SURVEY
RESPONSES**

37

MEMBER CALLS

“How can Pledge 1% add value for your company?”

“Regular updates to keep this front and centre”

“I love the platform and what you have created”

“Improve the networking among Pledge partners”

“Organize events in different countries; Connecting by region”

“Shared awareness of social impact projects of other businesses”

“I would like more tailored content for companies of different sizes and maturity levels”

“Create case study videos that Pledge 1% members can use as social impact examples”

“Work together to facilitate tangible impact creation and specific date tracking”

LOOKING AHEAD



EVENTS

- **relaunched 'Ask Me Anything' Series** beginning November 18th and recurring bimonthly in 2023
- **New Member Power Hour:** Monthly Q&A for new Pledge 1% members for support with building a social impact program and moving from Pledge to action
- **Humanitarian Relief Series:** 3-part series with industry leaders on how businesses can support & engage refugees



CONTENT

→ **'First 100' Campaign** highlighting member companies with 100 employees or fewer and their approach to social impact

→ **Corporate Activism Toolkit** a resource to support companies in determining when and how to respond to major events

First 100: Coleman Insights



MOD **Kait**

Community Manager

Coleman Insights

Raleigh, NC USA

Number of employees: 28

<https://colemaninsights.com/>

FIRST 100

PLEDGE
1%

Partnerships

- **WePledge:** Twilio and Pledge 1% have partnered to offer WePledge 1% to members. WePledge 1% offers resources and a cohort-based incubator for businesses looking to start or refresh their employee impact/giving program
- **TechSoup:** For members who have taken the Product Pledge, we've partnered with TechSoup to deliver a series of events and resources on how to optimize product donations



Local Connections

→ **P1 Hubs**: our new initiative to connect Pledge 1% companies by city, state or community within geographic regions to support partnership, coalition building, and scaled impact. Areas where we have a critical mass of existing P1% members include:

Knoxville, TN
California
Colorado
Massachusetts
New York
Illinois

**North
America**

São Paulo, Brazil

LATAM

New South Wales, AUS
Tamil Nadu, India

APAC

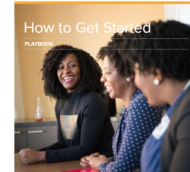
Community

- **Refreshed Directory:** To help users more easily search and find other companies and users to connect with
- **Expanded Profiles:** To capture more valuable information on your company's social impact initiatives
- **P1 Pulse:** Monthly updates from the P1% team on upcoming events, relevant news and member shout-outs

PLEDGE 1% Community

PLEDGE 1% Community DISCUSSIONS RESOURCES GROUPS BLOG EVENTS DIRECTORIES Help   

Featured Posts



How to Get Started Playbook



Pledge 1% Humanitarian Relief Series: Resource Hub



Three Starting Points To Effective Social Impact



The CEO Equity Playbook

[View all](#)

Community Activity

Sorted by:

Most recent

[Start a conversation](#)

[Getting started](#)

HAVE ADDITIONAL QUESTIONS?

Connect with the P1% team: support@pledge1percent.org



Thank You!

Contact us at:
support@pledge1percent.org