

Pledge to Action

Case Study



Pledge1%

The Evolution of Docusign Impact



As the company launched a new SaaS category, Docusign's social impact team seized the opportunity to scale their work and increase support for nonprofits.

Company: Docusign

Industry: Software

Pledge 1% Member Since: 2015

Pledge 1% Builder Since: 2018

Docusign – a San Francisco-based Intelligent Agreement Management company – has a simple mission: to bring agreements to life.

For over 20 years, Docusign has been the global leader in agreement management with more than 1.6 million customers and more than 1 billion users in over 180 countries. They pioneered the concept of the digital signature and are now entering their next chapter as a company to help transform the way businesses create, commit to, and manage their agreements using [Docusign IAM](#).

Agreements capture the most important moments for businesses, governments, and consumers. They can underscore your business priorities, map out your future, and enshrine the values that matter most – including social impact.



For Docusign, agreeing to join Pledge 1% in 2015 as one of the movement’s earliest members was such an opportunity. In 2018, they deepened that commitment and became a Builder, joining the collaborative network of more than 50 companies leading the Pledge 1% corporate social impact movement as partners, advisors, and financial supporters.

“Docusign understood that in order to build social impact programs into the company culture, you need to codify your commitments in a way that allows you to measure and track your progress,” says Andrea Bouch, Docusign’s Senior Social Impact Manager. “By agreeing to join the pledge, companies make sure that everyone – from your board members to your leaders to your employees – understand the broader context and commitments of your social impact efforts.”

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Impact in the Company Culture

Next up for the company? Turning agreement into action. According to Bouch, making social impact a core part of the company’s culture was key to making their programs successful.

Through its [Docusign Impact](#) initiative, Docusign encourages employees to engage with its social impact programs from the day they join the company. For example, new hires participate in volunteering experiences with others who join the company around the same time. “Even before you set foot in the building as an employee, you’re seeing and feeling that it really is a part of our culture,” Bouch says.

Docusign also provides employees with 24 hours of volunteer time off every year and matches up to \$4,400 per employee, per year via the Docusign Foundation to double the impact of their personal donations to organizations that are meaningful to them.

Employees also take an active role in promoting social impact within their communities, and across the company. Each region and Employee Resource Group (ERG) has an Impact Leader who builds partnerships with local nonprofits and organizes volunteer events throughout the year. In addition, company leaders often incorporate volunteer events into their team offsites.



Impact in the Product

In early 2024, Docusign launched a new Intelligent Agreement (IAM) platform designed to help people capture value from business-critical data locked inside their agreements. With the evolution of the company and new product offerings, the Docusign Impact team saw an opportunity to assess their current programs and look for areas of opportunity to evolve alongside the core business. They created [Docusign.org](#) – a unified program and strategy that incorporates Docusign products, employee engagement, and strategic philanthropic partnerships. A core element of this shift is a focus on driving impact for nonprofits through Docusign products to free up valuable time and resources so nonprofit teams can focus on what truly matters – their mission.





“Changing how people not just sign an agreement, but how they use IAM to transform their agreement data into insights and boost productivity organization-wide means that our social impact and our ability to drive change has evolved and expanded,” says Erica Fensom, Docusign’s Vice President of Corporate Affairs. “Agreements can truly enable change and support the missions of the nonprofits we work with.”

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The Docusign IAM platform allows you to automate agreement workflows, create, manage and analyze agreements by using AI to transform static agreement data into valuable insights for your organization. “Docusign IAM is so powerful,” Bouch says, “and we want the nonprofit sector to have access to the tools that can enhance and streamline their operations and entire agreement process.”

This expansion has the potential for serious change. “If you look at how agreements actually power a lot of social change and impact, they’re everywhere — from climate accord agreements to ESG addendums and agreements with vendors to commit to responsible business practices,” Fensom explains. “Agreements are the legal drivers that enable social change and impact to happen.



The question we keep asking ourselves is ‘what can we as Docusign do to help enable that?’ That’s part of what drove our decision-making to create Docusign.org and offer more to nonprofits in this product space.”

Impact in the Future

Bouch and Fensom emphasize the importance of evolving your social impact strategy over time.

For example, the number of Docusign employees has increased more than six-fold since the company first joined Pledge 1% in 2015. Their social impact program has evolved accordingly – expanding to serve the global employee base and keep pace with the business’ next chapter as an Intelligent Agreement Management company.



“Our view from a social impact perspective is: how can we make sure that as our products evolve, we’re thinking about how the social impact strategy can evolve with that to support more nonprofits in powering their missions through agreements,” Fensom says.

“Keep your eyes open for the opportunity and then seize the moments when they come, because as the wave goes, you need to catch it,” Bouch says. “We caught the wave at the right time, partially because leadership was open to it, and partially because Erica and I had our eyes open for it, saw the moment, and didn’t let the wave go by.”

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Closing Advice

Along with catching waves, Bouch and Fensom say it’s vital to engage regularly with your executive team to get buy-in on your programming. “They’re incredibly important partners that also can help you drive cross-functional alignment because you’re going to need that in order to scale,” Fensom says. A priority going forward is ensuring that they continue to scale with the central team and have different champions across business functions.

“With lean social impact teams, in order to be truly effective, a lot of our role is embedding social impact strategy into everything we’re doing across the company, enabling volunteers across the company, and empowering employees who have a passion for the space, to make sure they’re driving local programs,” Fensom says in closing.

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Bouch adds, “We think like owners and because of this mindset we feel a lot of ownership over the evolution of the Docusign.org strategy and making sure these programs stay relevant for the current state of the business, the current needs of employees, as well as changes within the nonprofit space.”

