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
Help shape the future of the Pledge 1% Community!

Pen Howell
Community Manager
Senior Manager, Community Engagement, Pledge 1%

July 2022 Community 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

- **Companies Engaged**: 200
- **Survey Responses**: 126
- **Member Calls**: 37
“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 an 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
→ ‘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
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.
**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:

- **North America**
  - Knoxville, TN
  - California
  - Colorado
  - Massachusetts
  - New York
  - Illinois

- **LATAM**
  - São Paulo, Brazil

- **APAC**
  - New South Wales, AUS
  - Tamil Nandu, India
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
HAVE ADDITIONAL QUESTIONS?

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

Contact us at:
support@pledge1percent.org