With these needs in mind and Global Volunteer Month coming up, AIG Life & Retirement sought to engage employees in a high-impact virtual day of skills-based volunteering that would foster cross-department and cross-region collaboration.

AIG partnered with skills-based volunteering expert Common Impact to design a custom day of service that would accomplish its community development and internal collaboration goals.
Before the day of service event, Common Impact worked closely with AIG's nonprofit partners to establish specific goals and project scopes that would deliver meaningful results and that could be tackled successfully within the allotted six-hour timeframe. The day of service itself was comprised of three time-bound parts:

In the Discovery phase, the volunteers had an hour and a half to talk to the nonprofit partners about their mission, infrastructure, and specific needs pertaining to the day's challenge.

The next two hours, volunteers moved into Incubation Tanks to build out their ideas and draft their deliverables.

For the final hour and a half, the volunteers presented their design and deliverables to the nonprofits, answering their questions, refining the strategy, and sharing next steps and best practices for execution.
The 38 AIG skills-based volunteers leveraged their expertise to support five nonprofits focused on financial literacy, education access, disaster resiliency and racial justice generating a value of over $61,000 in pro bono services.

Developed a high-level public relations strategy for media cultivation and distribution designed to elevate the Houston organization's profile on a national level.

Designed a high-level digital communications plan to expand outreach to prospective donors and supporters.

Evaluated the Los Angeles nonprofit's website and provided actionable recommendations to improve user experience and accessibility.

Assessed current donor messaging and developed a key messaging strategy to elevate recognition of RTH’s work in Houston.

Produced a technical requirements document for a new customer relationship management (CRM) system to improve the NYC-based nonprofit's program delivery efficiency.

6 hours

5 nonprofits

38 volunteers

$61K value
AIG is committed to supporting under-resourced populations and local nonprofits, and this Global Volunteer Month day of service renewed that spirit of service. 75% of employees even plan to continue lending their skills to their nonprofit partner or another organization.

On the business side, the day of service delivered measurable results against AIG’s goal of bringing employees together in a virtual work environment. While most if not all volunteers interacted with a colleague they hadn’t worked with before, 84% of respondents said they formed new relationships that they believe will help them solve a future business issue.

“This is a great idea for volunteering. It is really powerful to be able to use our skills to maximize our impact on the organizations that we volunteer with,” shared an AIG volunteer.

### Skillsets Utilized
- Sales & client relations
- Business analytics
- Project management
- Technology
- Website development
- Digital & traditional marketing
- Public relations
- Social media

<table>
<thead>
<tr>
<th>Increased interest in volunteering</th>
<th>100%</th>
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</thead>
<tbody>
<tr>
<td>Plan to continue lending skills to nonprofits</td>
<td>75%</td>
</tr>
<tr>
<td>Formed new relationships with colleagues</td>
<td>84%</td>
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For time and resource constrained nonprofits, a day of service is a highly beneficial way to access corporate expertise and outside perspectives on tight timetable. They walk away not only with a PR strategy or website recommendations, but strategies that have immediate and long-term impacts on their ability to deliver on their missions and strengthen their communities.

“The flash consulting day was an amazing experience that gave me knowledge I could implement that day [and] work into future actions," said one nonprofit partner. "I expect to use all that I learned from the AIG team for many days, months, and years to come.

The five participating nonprofits now have concrete strategies to address their operations and capacity building challenges as well as clear next steps to implement them.

"I was impressed by the diversity of knowledge that came into our session and helped our wheels spin. AIG brought a perspective that we hadn’t thought about before. THANK YOU."

- Nonprofit partner