



# Skills-Based Volunteering in Action: Day of Service



Life & Retirement

A year after the COVID-19 pandemic first hit and the U.S. moved past the worst of the crisis, nonprofits were ready to return to capacity building projects in vital business areas like technology, marketing, and fundraising that they had temporarily put on hold.

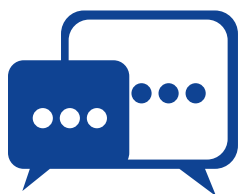
Meanwhile, in the private sector, the long stretch of remote work had companies looking for new ways to engage distributed teams and tap into their employees' desire to give back to their communities.

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.

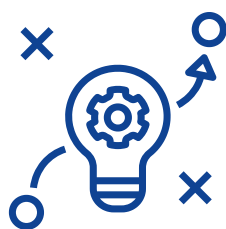
# Approach



## Discovery

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:

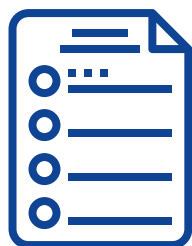
In the **Discovery** phase, the volunteers had an hour and a half to talk to the nonprofit partners about their mission, infrastructure, and specific needs pertaining to the day's challenge.



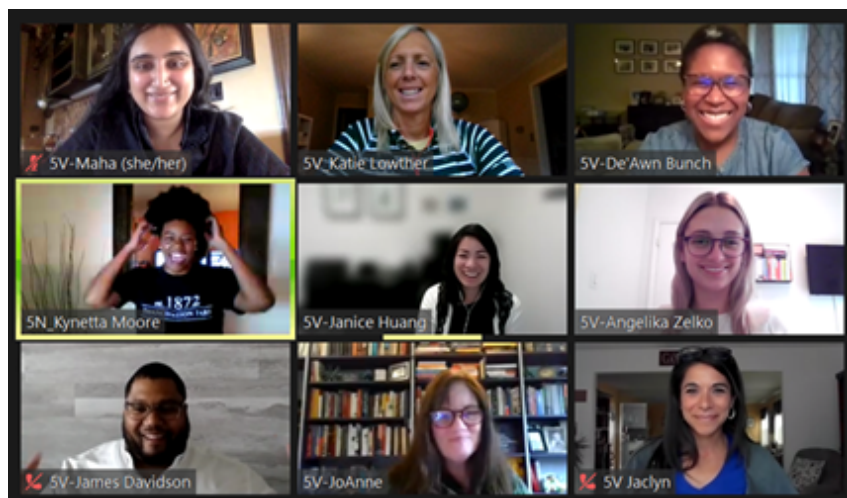
## Incubation

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.



## Design & Delivery



## Projects

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

## Corporate Impact

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

Increased interest in volunteering

100%

Plan to continue lending skills to nonprofits

75%

Formed new relationships with colleagues

84%

## Nonprofit Impact



"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

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.