

give

time | money | hope



MAXIMIZE THE MATCH: UNDERSTANDING EMPLOYEE GIVING AT MICROSOFT

February 1, 2012

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Topic	Presenter
Mingling & Networking	
Welcome	Akhtar Badshah Sr. Director, Citizenship and Public Affairs
Employee Engagement Programs	Kevin Espirito Sr. Manager, Community Affairs
Volunteer Manager	Katherine Taylor-Hurley Volunteer Programs Manager
The Employee Perspective	Chris Shaffer Loaned Executive 2011, VPAL 2009 & 2010
Microsoft Store	Chad Mack Community Development Specialist
Closing and Questions	

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WELCOME

Akhtar Badshah
Sr. Director, Citizenship & Public Affairs



Youth &
Opportunity

Strengthening
NGOs through IT

Community
Investment

Employee
Engagement

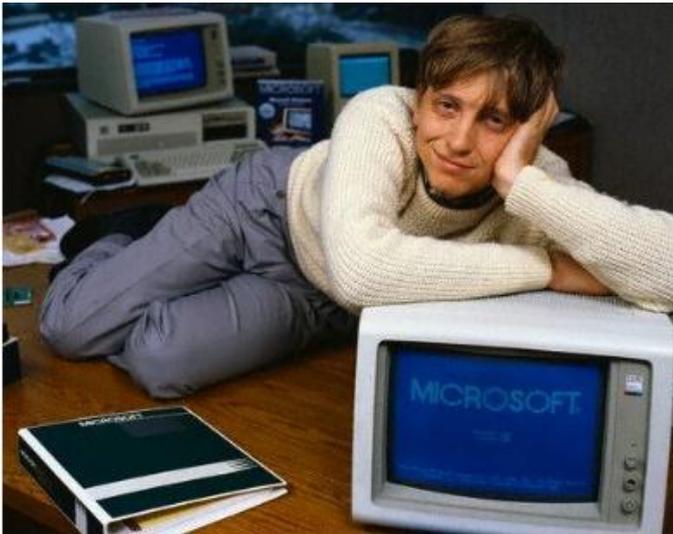
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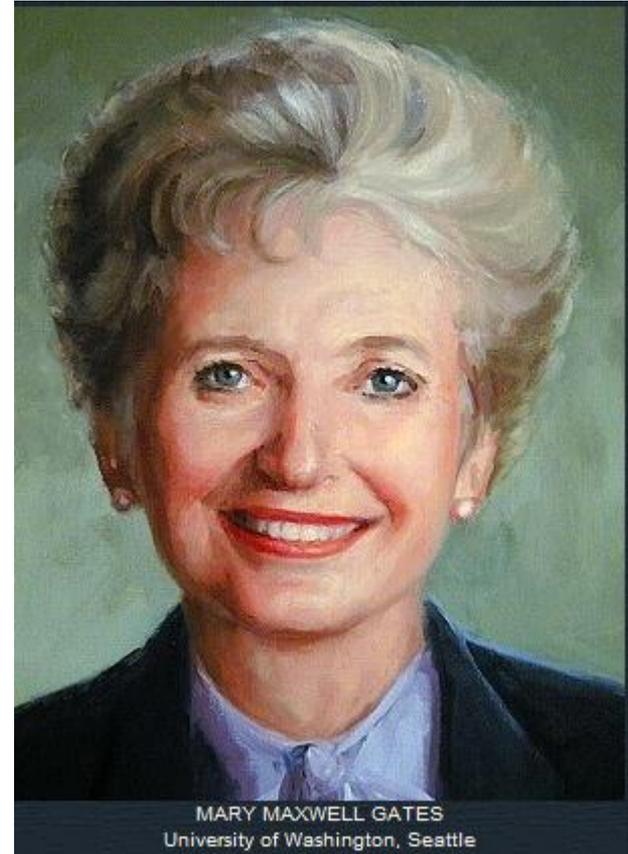


EMPLOYEE ENGAGEMENT PROGRAMS

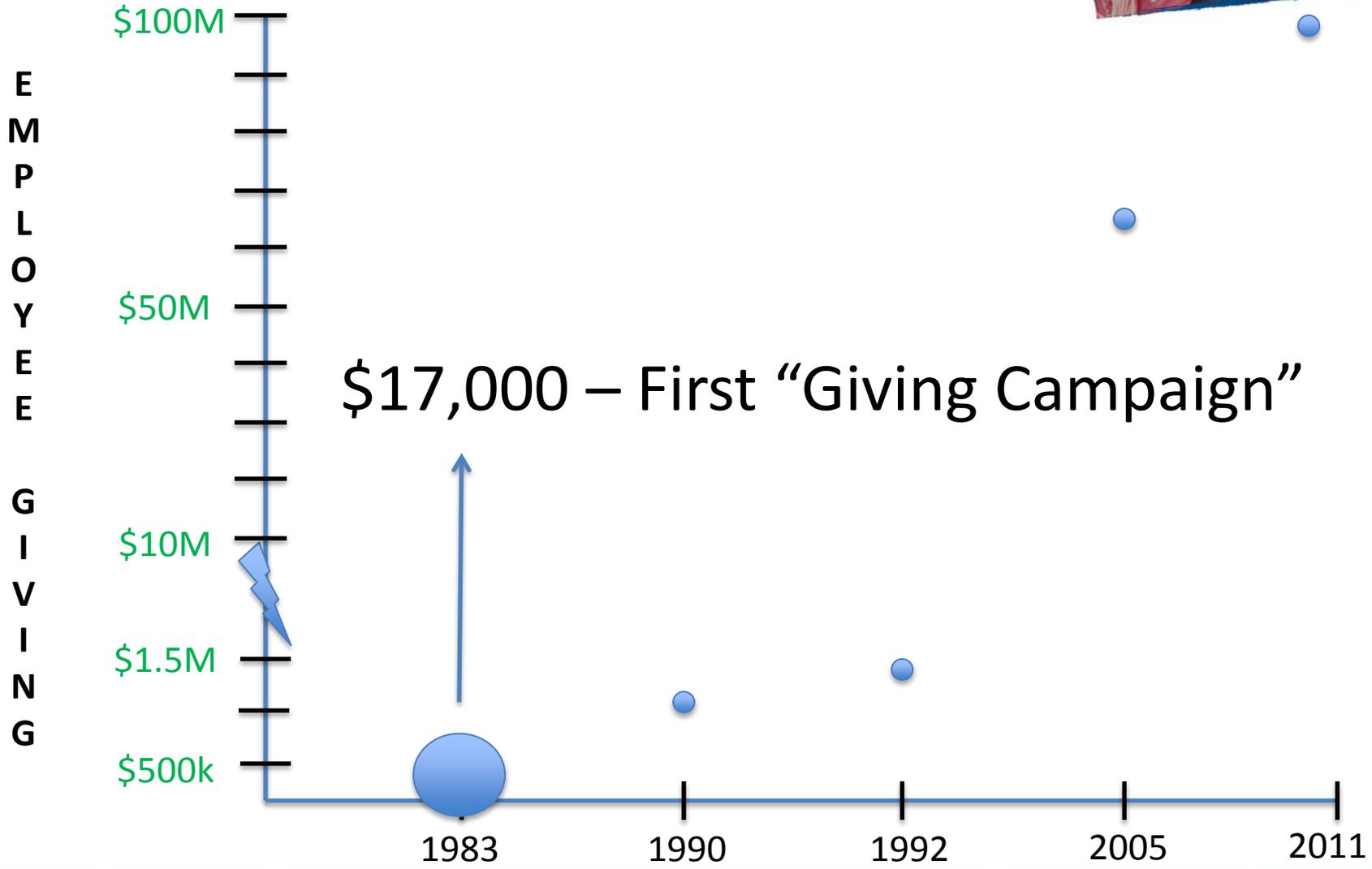
Kevin Espirito
Sr. Manager, Community Affairs



VS.

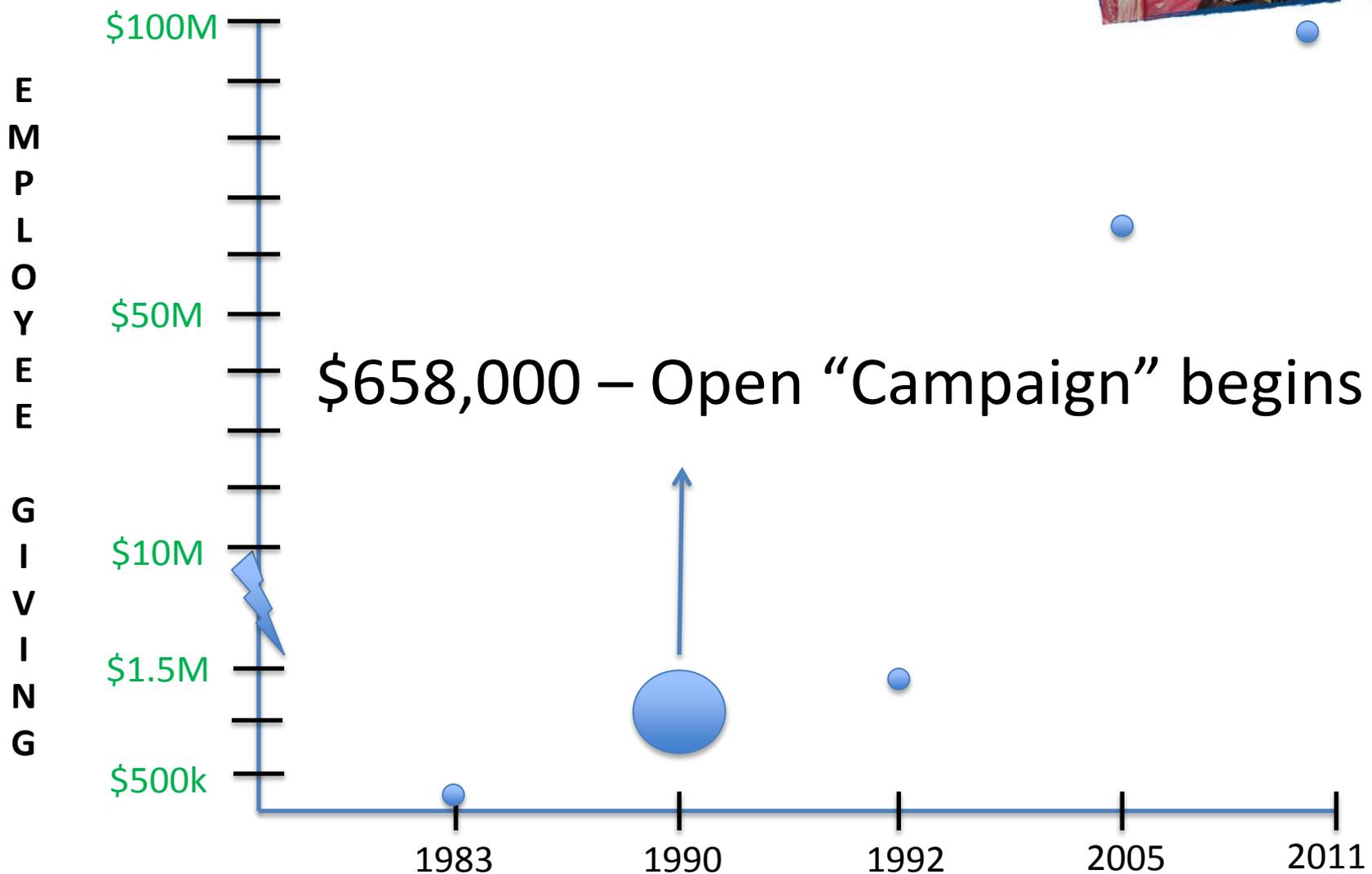


Giving History



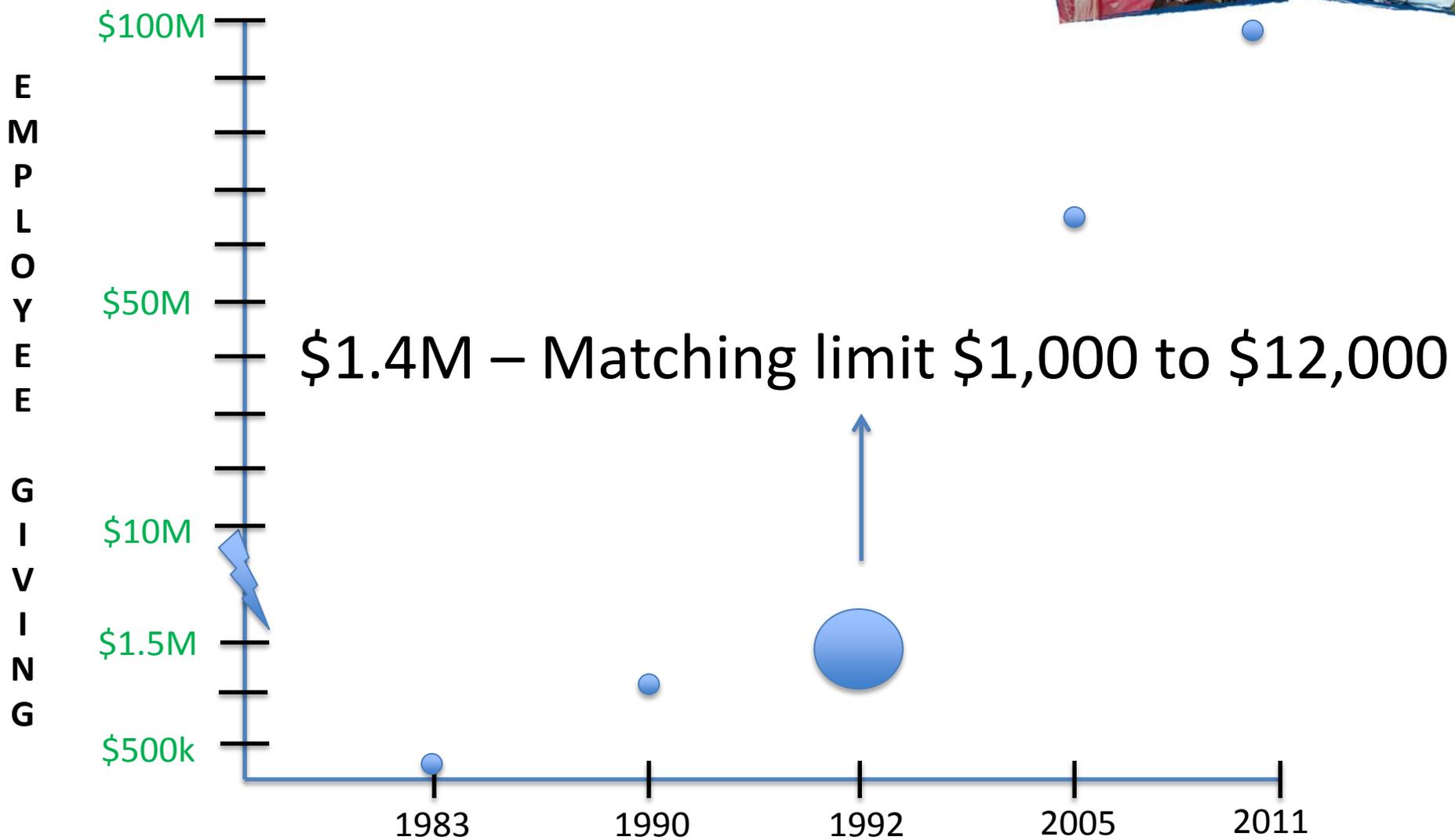
\$17,000 – First “Giving Campaign”

Giving History



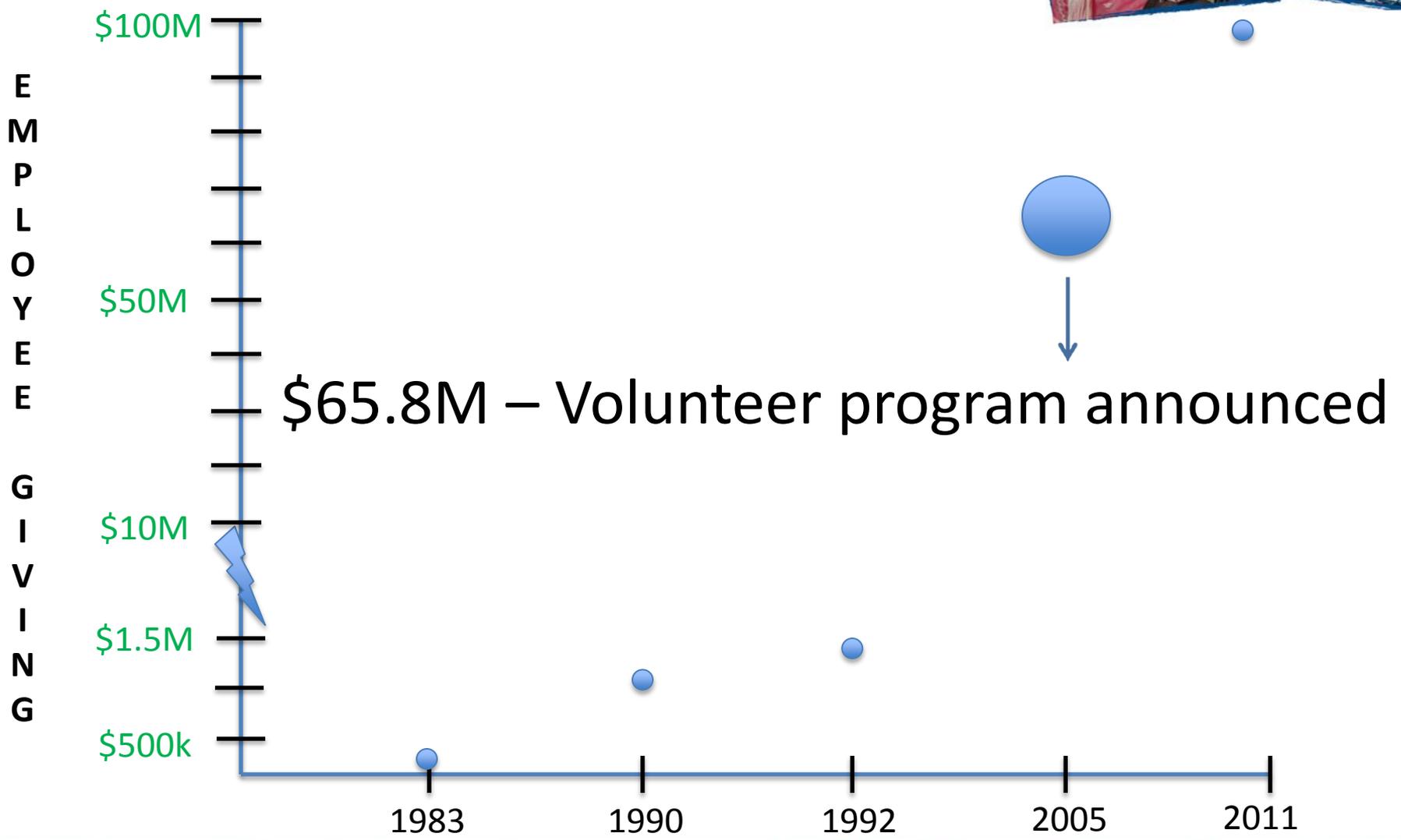
\$658,000 – Open “Campaign” begins

Giving History

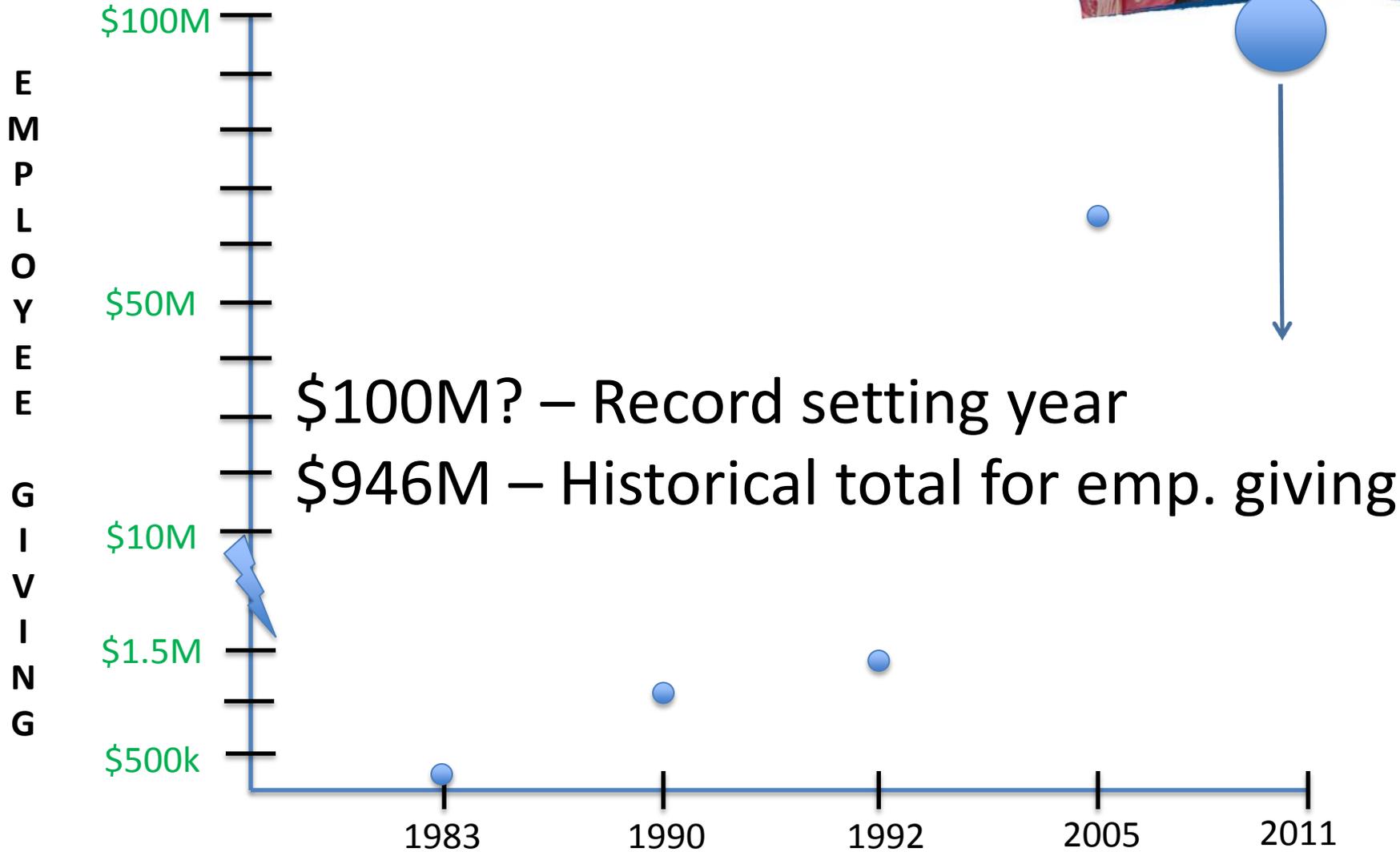


\$1.4M – Matching limit \$1,000 to \$12,000

Giving History

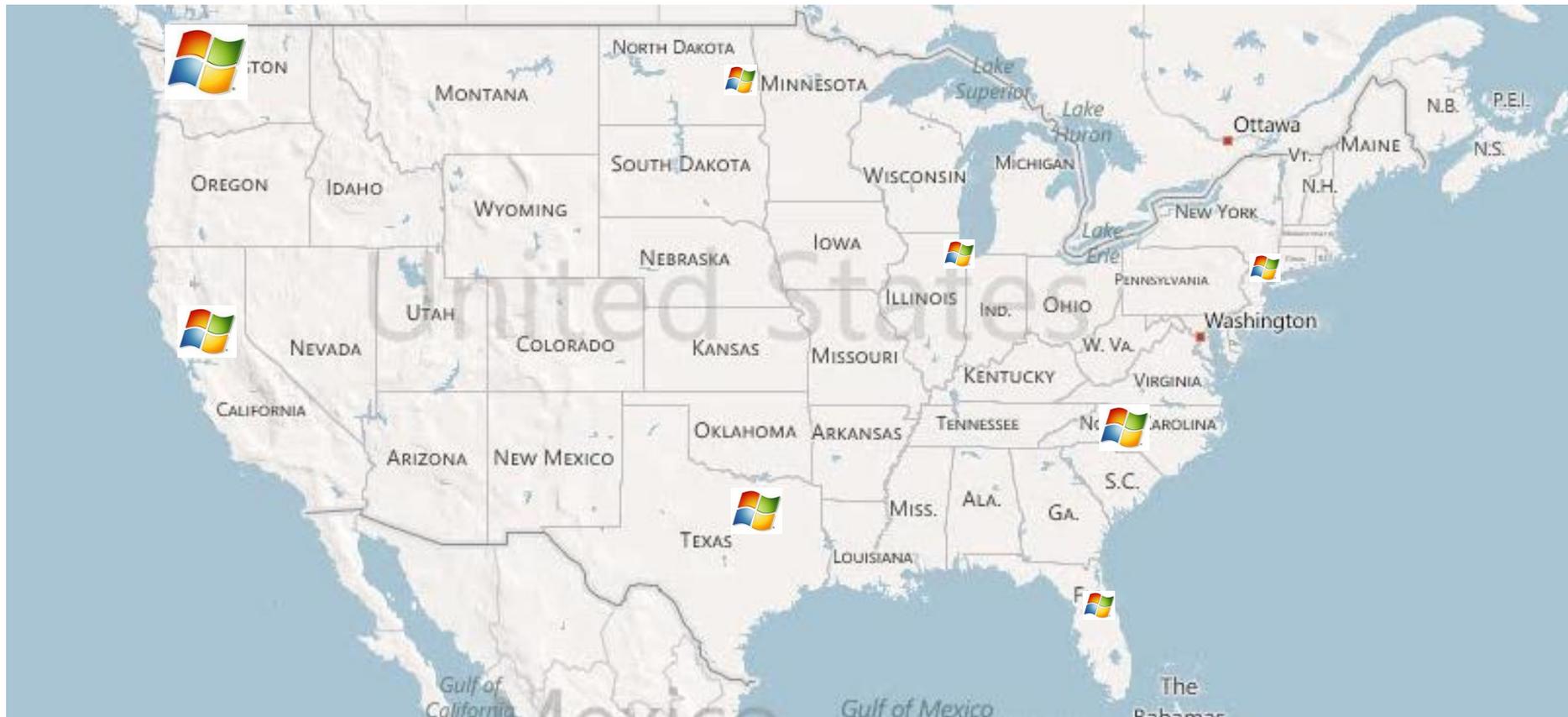


Giving History





United States *benefit* – others vary by region



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Matching Gifts



FOR



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Dollars for Doers



\$7.2M



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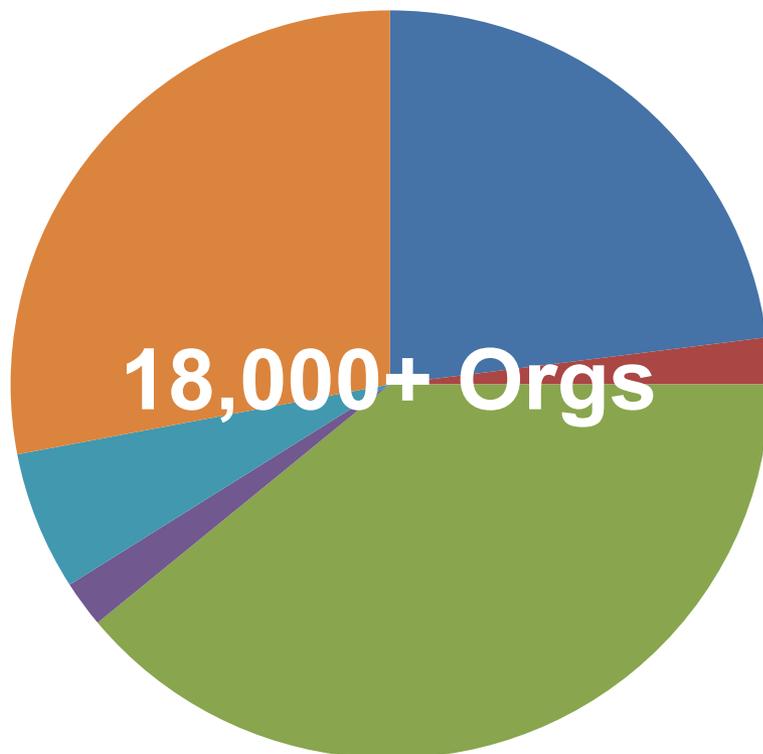
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WHERE DO THE DOLLARS GO?



Giving by Organization Type



- Education (23%)
- Environment (2%)
- Human Services (39%)
- Other (2%)
- Arts and Culture (6%)
- Civic (28%)

Range of support: \$25 - \$2.6M

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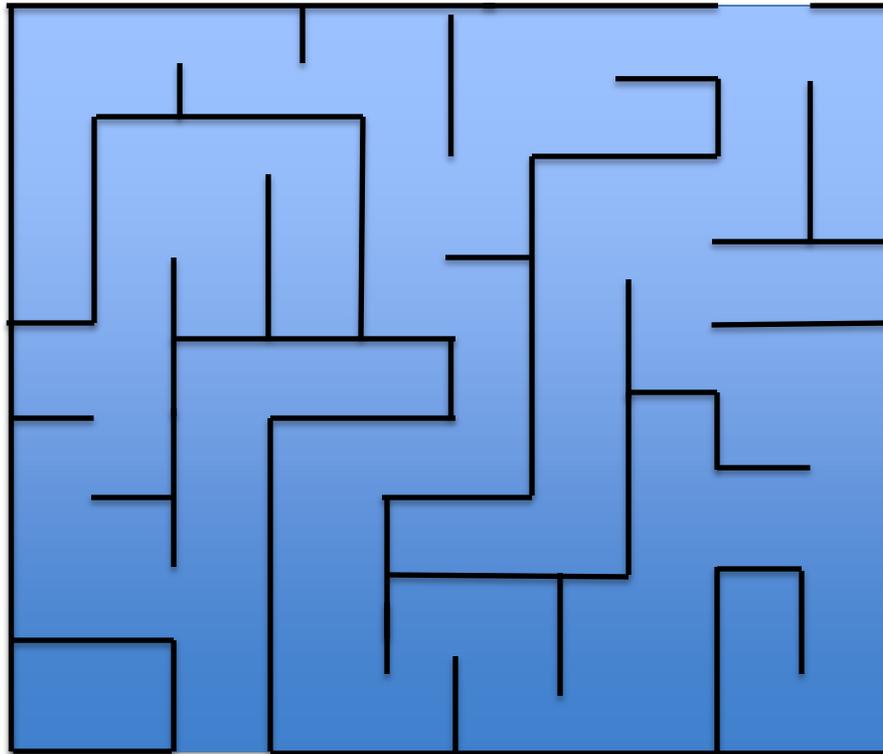
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UNDERSTANDING THE PROCESS



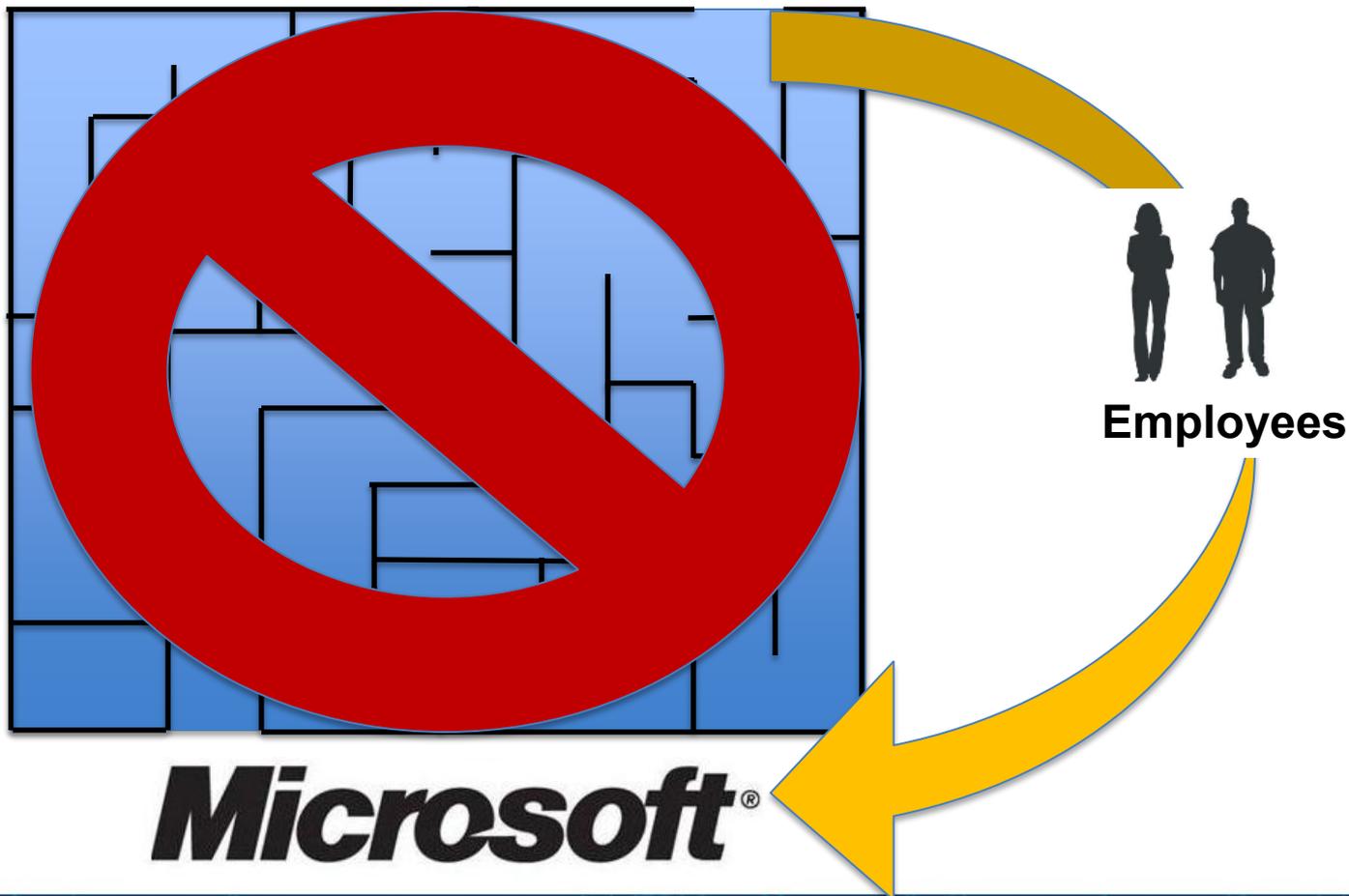
Non-Profit or Educational Institution



Microsoft®



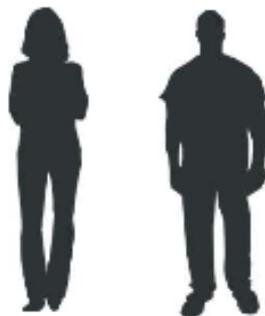
Non-Profit or Educational Institution



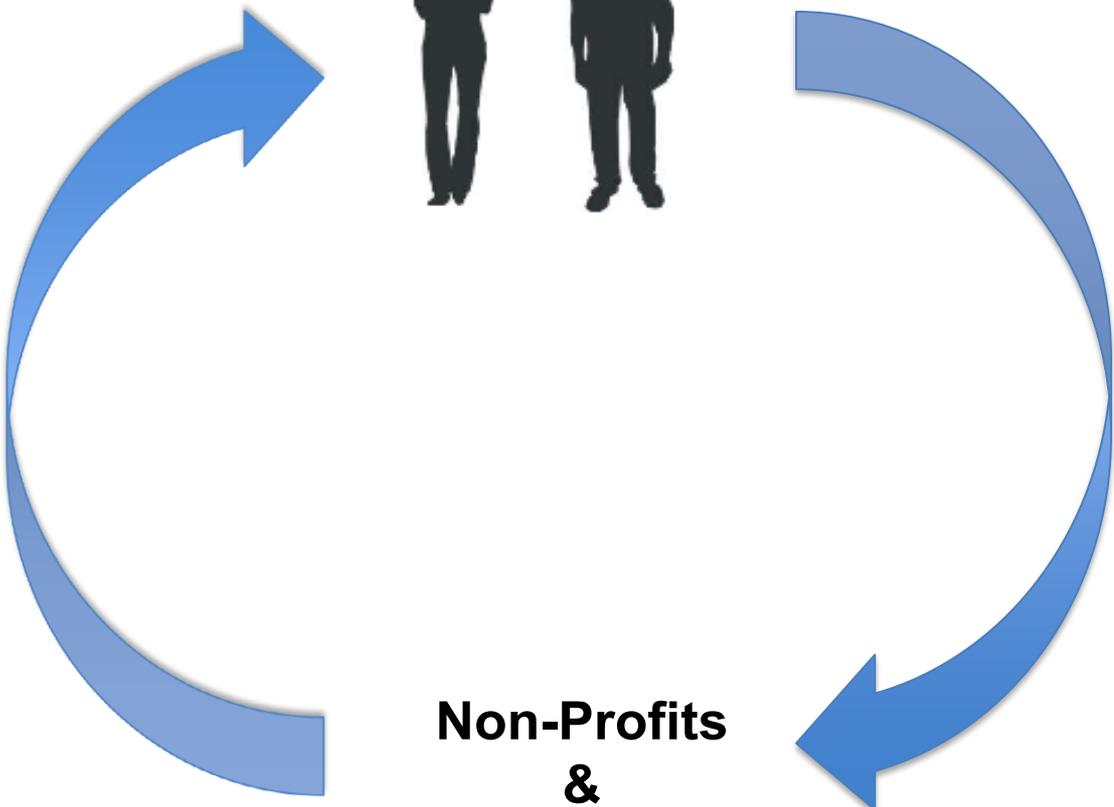
Matching Process



Employees



**Engage
&
Thank**



**Non-Profits
&
Educational Institutions**

Matching Process



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Home Give Now Giving Programs Giving Opportunities Resources

John Aiso2 etneo (Austech)

Match Now!

Volunteer Manager

Install WP7 Give Apps!

Habitat for Humanity musician village

SPONSOR

STRONGER Families i gave online!

UPLOAD YOUR VIDEO/PHOTO AND STORY

All All Search



<http://give>



Employees

Matching Process



<http://www.easymatch.com/microsoft/agency>

Microsoft

You are about to enter Easymatch on the Web. Please enter your Account Number, User ID and Password below.

Account Number
User ID
Password

Login

[Forgot your password?](#)

[Forgot your Account Number/User ID?](#)

[Payment Login: Logging in using information from a printed check?](#)

Are you the new administrator or primary contact? Don't have login information?
[Click here](#) for help.

Non-Profits
&

Educational Institutions

 Microsoft Volunteer Manager ^{beta} [MS Sign In](#) | [Sign in with Live ID](#) | [Register](#)

<http://www.microsoftvolunteermanager.org>

Payout Process



March 30

Q1 - 2012



June 29

Q2 - 2012

~6 weeks



**September
28**

Q3 - 2012



**December
31**

Q4 - 2012

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WHAT IS THE GIVING CAMPAIGN?

Giving Campaign Overview



1 What is the Giving Campaign?

October 2012 – Celebration of Giving





Employees  Non-Profits

VPALS

(Campaign Coordinators)

 **Nominations: June**
VPAL Term: August - October

LEs &

Executive Co-Chairs

 **Application Due: May**
LE Term: August - November

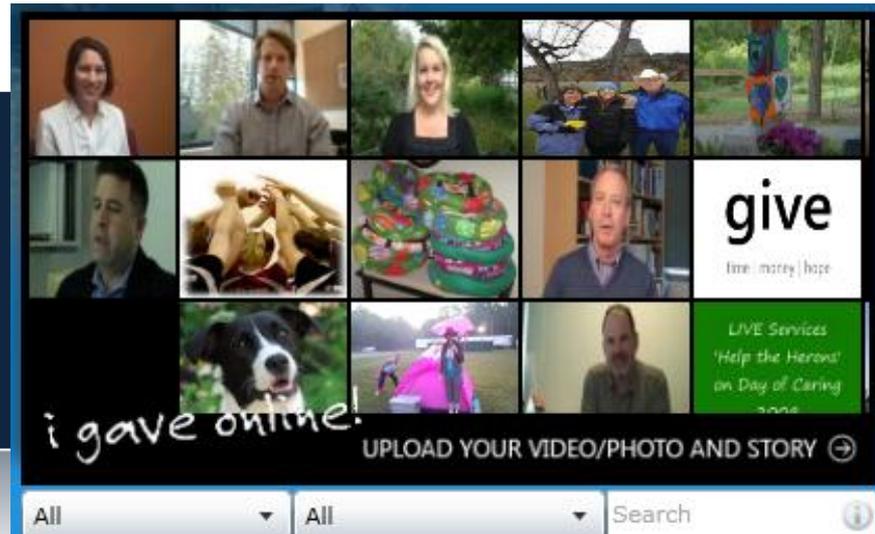
**Community
Affairs**

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The Story Wall



http://give



Distributed through NPower Northwest – Visit www.npowernw.org for more information



For Employees

- Connect with your VPAL
- Create and market a Give video
- Change your e-mail tag or Outlook picture
- Make sure your non-profit is listed in the Give tool
- Submit your volunteer hours and match requests
- Decorate your office or workspace

For Non-Profits

- Start EARLY
- Grow your MS base through employee advocates
- Work with your MS advocates to develop a plan
- Remind MS volunteers to log their volunteer hours
- Post volunteer opportunities & events through Volunteer Manager

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THE EMPLOYEE PERSPECTIVE

Chris Shaffer

Loaned Executive 2011, VPAL 2009 & 2010



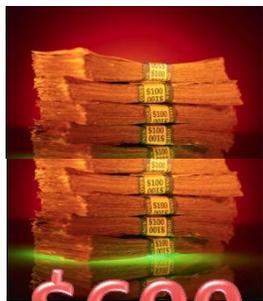
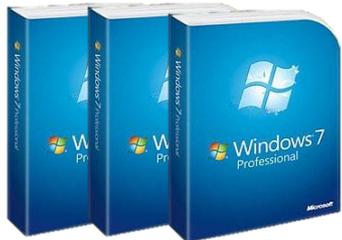
- Personal History and Passion
- LE vs. VPAL vs. Advocate
- Effective Strategies you can use
- What is the most underutilized giving benefit?

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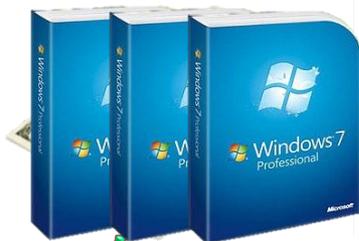


3 SCENARIOS



\$600

A



\$120

B

\$120

C

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VOLUNTEER MANAGER

Katherine Taylor-Hurley
Volunteer Programs Manager



Welcome to Volunteer Manager

Volunteer Manager is the place for individuals to become involved in their communities.



Volunteers

This site is currently in beta, and full functionality is only available to Microsoft employees and alumni. Feel free to explore the site, but please keep in mind that full functionality will not be available until a later date.

 [Make a Difference!](#)

Nonprofits

Register now to create a profile, upload volunteer opportunities, and be connected to volunteers!

 [Register as Nonprofit](#)



9,249

Volunteers



1,327

Nonprofits



Volunteer Manager is Mobile!

Volunteers can download the Windows Phone app to track your opportunities on the go! Features include finding opportunities and recording hours. Sign in to download from your profile page. A mobile app for nonprofit organizations is also in development. Stay tuned!

[Edit Profile](#)[View Profile](#)[Volunteer Manager Tutorial](#)

Featured Opportunities/ Events

[Mercer Island -...](#)

Feb 3, 2012 - 6:45 AM

2
Pending[Stanwood Hospic...](#)

Mar 20, 2012 - 8:00 AM

4
Pending[Edit Featured Opportunities](#)[Edit Featured Events](#)

Upcoming

8
Pending
Volunteers **16**
Upcoming
Opportunities

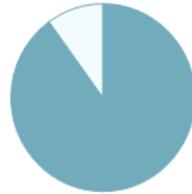
Past

5
Unconfirmed
Volunteer Hours **5**
Past
Opportunities

Pay Status

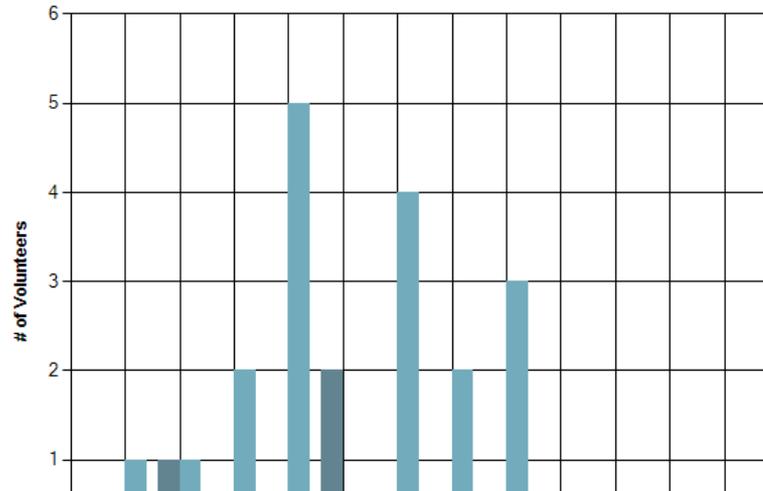
18
Pay Eligible **3**
Paid[Confirm Volunteer Match Requests](#)[Add an Opportunity](#)[Manage Volunteer Groups](#)

Volunteer Interest

**18**Opportunities
w/ volunteers**2**Opportunities
w/o volunteers**20**Opportunities
Posted

Volunteer Engagement

Current Year Previous Year





Confirm Volunteer Match Requests

The listings below show match requests associated with volunteer opportunities your organization posted on Volunteer Manager, and match requests for activity volunteers entered independently.

Volunteer-Entered Match Requests

Click on view to review the volunteer match request. If you can confirm the match request is accurate, click the green icon to approve the activity and start the payout process. If your records don't match the volunteer match request, click decline and provide some additional information.

Sort by:

Approve activity Decline activity

Activities

Volunteer name	Start date	End date	Hours recorded	View activity details	Actions
Kim Abercrombie	Jul 25, 2011	Aug 3, 2011	10	View	
Kim Abercrombie	Jul 12, 2011	Jul 28, 2011	11	View	
Kim Abercrombie	Jun 26, 2011	Aug 2, 2011	10	View	
Kim Abercrombie	Jun 1, 2011	Jun 30, 2011	12	View	

Auto decline activities

No records

Past Opportunities

Sort by:

Opportunity title	Location	Start date	End date	Volunteers requested	Applied volunteers	Unconfirmed volunteers
Help cleanup the street a...	Redmond, WA	Aug 20, 2011	Oct 23, 2011	12	3	2
Maintenance Assistance	NA	Apr 23, 2011	Oct 23, 2011	NA	1	0
Setup Computers in Adventu...	Redmond, WA	Sep 10, 2011	Oct 23, 2011	4	1	0



Add Opportunity

Connect to skilled volunteers by adding your volunteer opportunities to Volunteer Manager. Follow the steps below to upload opportunity details, including the skills you're looking for, areas of interest, and even specific volunteer groups you think are best suited for the opportunity.

Step 1: Enter details

Step 2: Enter additional details

Step 3: Preview and publish

All fields are mandatory

Title

Description

Duration One-time 
 Multiple days
 Recurring

Total hours estimated per volunteer

Location Online
 In person

[Record Hours](#)[Edit Profile](#)[View Profile](#)[Volunteer Manager Tutorial](#)

Your Next Opportunities/ Events

- Go Red Connect 2/4**
Feb 1, 2012 - 4:45 AM
- Help in The Wearhous...**
Feb 3, 2012 - 12:30 PM
- Hospice Volunteer - ...**
Feb 14, 2012 - 3:00 PM
- Development Coordina...**
Feb 23, 2012 - 8:00 AM
- Assistant Coach - Da...**
Feb 23, 2012 - 12:00 AM

Match Criteria:

Minimum Hours: 10.00
 Match Rate: \$17.00
 Maximum Match: \$12000



Volunteer Manager is Mobile!

Download the app to track your opportunities and record hours on the go!

[Download Now](#)[Generate Passkey](#)

Microsoft Match (Dollars)



Upcoming Opportunities

2 Pending	10 Approved	0 Declined	152.00 Total Hours Scheduled
---------------------	-----------------------	----------------------	--

Preference Results

- Be a Mentor**
Big Brothers Big Sisters of Puget Sound
MOD 1.1
Date: Feb 2, 2012 - Feb 4, 2012
Distance: 2347.78 miles
Interest areas: Not specified
Skills: Accounting
[Apply](#)
- Kitchen Supervisor**
Ronald Mcdonald House Charities of Western Washington & Alaska
Understand what Friend to Friend is, why it is important and raise funds to continue this work. Plan to live in the area for 5 years. Have some technology skills. Be willing to speak to groups. Volunteer a few hours a week in an ecumenical atmosphere...
Date: Feb 23, 2012 - Mar 6, 2012
Distance: 2347.78 miles
Interest areas: Media & Communication, Scouting Org...
Skills: Truck Driving, Managing Cross-Funct...
[Apply](#)
- U-District Community Coordinator**
United Way
Reporting to and in partnership with the Development Director (Director) the Community Coordinator will network with Seattle's business community encouraging their involvement with The World is Fun and charitable giving in a new way.
Date: Apr 28, 2012 - Jun 9, 2012
Distance: 2567.16 miles
Interest areas: Not specified
Skills: Dance, Music, Photography
[Apply](#)

[View More](#)[Edit Preferences](#)

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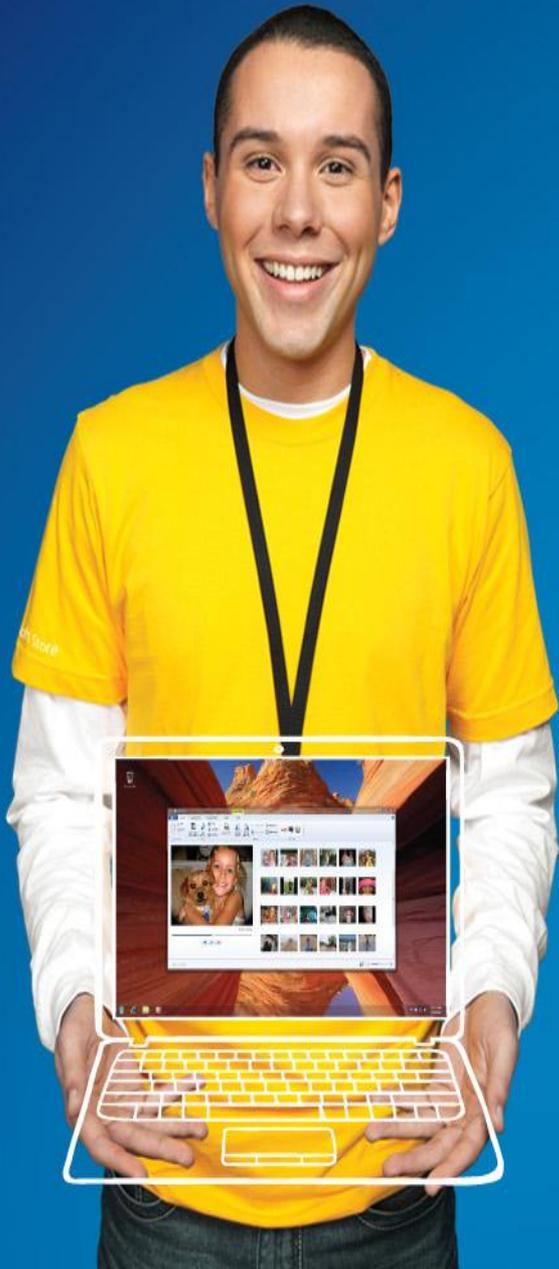


MICROSOFT STORE

Chad Mack
Community Development Specialist



Our Microsoft Stores



SCOTTSDALE
MISSION VIEJO
DENVER
SAN DIEGO
MINNEAPOLIS
CHICAGO
BELLEVUE
COSTA MESA

ATLANTA
HOUSTON
LOS ANGELES
SEATTLE
SANTA CLARA
TYSONS CORNER
PALO ALTO (APRIL)

Community Outreach Program





Free Meeting Space

- 103" multi-touch theater screen
- Presenter podium
- Seating for 45+
- Microphone system
- Kinect for Xbox 360
- Camera projection
- Larger after-hours events





Event Examples

- Corporate all-hands meetings
- Customer engagement
- Employee morale events
- Non-profit events
- Small business meetings
- Social mixers
- Youth club activities





Big Brothers
of Puget Sound



American
Cancer
Society®



American
Red Cross



World Vis
Building a better wor



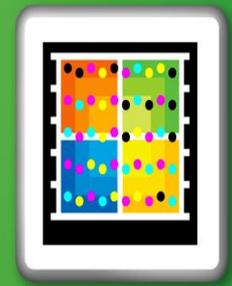
Click or scan on



your favorite organization



ART | CRAFT | DESIGN
BELLEVUE ARTS MUSEUM



Microsoft Store Welcomes...

Game for a Cure to Benefit Seattle Children's Hospital



GAME FOR A CURE



OCTOBER 16, 2011
BELLEVUE, WA

Benefiting
Seattle Children's
HOSPITAL RESEARCH FOUNDATION

DISCOUNTS
RAFFLES
PRIZES





THANK YOU

FOR YOUR DONATION

Your video games and gear will be sold online at www.DonateGames.org and all proceeds will benefit pediatric cancer research at



Seattle Children's

HOSPITAL · RESEARCH · FOUNDATION

Clothes for Kids Clothing Holiday Drive



clothesforkids.org

16725 52nd Ave West, Suite B
Lynnwood, WA 98037
office@clothesforkids.org

Drop off
donations at
the Microsoft
Store This
Holiday!

TUES, DEC 20: 4-7PM
WED, DEC 21: 2-5PM
THUR, DEC 22: 2-5PM
FRI, DEC 23: 10AM-5PM
MON, DEC 26: 1-4PM
TUES, DEC 27: 1-4PM
WED, DEC 28: 1-4PM
THUR, DEC 29: 1-4PM
FRI, DEC 30: 1-4PM

Schedule Your Event Today

Email us at msbellc@microsoft.com



Contact Your Local Store





 Sales and support

FREE SHIPPING ON ABSOLUTELY EVERYTHING.
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- Office
- Windows
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- Computers
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- PC gaming
- Accessories
- Windows Phone



Get a new **Nokia**
Windows Phone **FREE***

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No catch. No code. No minimum.

Store locations

See all store locations

Scottsdale, AZ	Lone Tree, CO	Atlanta, GA
Costa Mesa, CA	Oakbrook, IL	Houston, TX
Mission Viejo, CA	Bloomington, MN	Los Angeles, CA
San Diego, CA	Bellevue, WA	Seattle, WA
Santa Clara, CA	Tysons Corner, VA	Palo Alto, CA

Are you in your neighborhood

YOUR LOCAL MICROSOFT STORE AT BELLEVUE SQUARE MALL

[Schedule a personal shopping appointment >](#)

Address | [Get directions](#)
116 Bellevue Square
Bellevue, WA 98004
Phone: (425) 519-3580

Store Hours
Mon - Sat: 9:30 am - 9:30 pm
Sun: 11:00 am - 7:00 pm

Wish List Store Locations Account (Sign in)

 [Checkout >](#)



Locations

<p>SCOTTSDALE, AZ Scottsdale Fashion Square</p> <p>Schedule an appointment ></p>	<p>COSTA MESA, CA South Coast Plaza</p> <p>Schedule an appointment ></p>	<p>LOS ANGELES, CA Westfield Century City</p> <p>Schedule an appointment ></p>	<p>MISSION VIEJO, CA The Shops at Mission Viejo</p> <p>Schedule an appointment ></p>
<p>PALO ALTO, CA Stanford Shopping Center</p>	<p>SAN DIEGO, CA Fashion Valley Mall</p> <p>Schedule an appointment ></p>	<p>SANTA CLARA, CA Westfield Valley Fair</p> <p>Schedule an appointment ></p>	<p>LONE TREE, CO Park Meadows Mall</p> <p>Schedule an appointment ></p>
<p>ATLANTA, GA Lenox Square Mall</p> <p>Schedule an appointment ></p>	<p>OAK BROOK, IL Oakbrook Center</p> <p>Schedule an appointment ></p>	<p>BLOOMINGTON, MN Mall of America</p> <p>Schedule an appointment ></p>	<p>HOUSTON, TX Houston Galleria</p> <p>Schedule an appointment ></p>
<p>TYSONS CORNER, VA Tysons Corner Center</p>	<p>BELLEVUE, WA Bellevue Square Mall</p>	<p>SEATTLE, WA University Village</p>	

www.microsoftstore.com



- How does my non-profit get on “the list”?
- How can I sign up for the agency fair in October?
- Can I reach out directly to the VPALs or Loaned Executives?
- What is the best way to disseminate information about my organization or events during the Campaign?
- How could we obtain a grant or sponsorship from Microsoft?



- How do I get the attention of busy Microsoft employees with so many events going on?
- What process do I have to follow to make sure I get the Microsoft match?
- How do we find out who our donors are?
- Is there a way to target specific groups at Microsoft?
- If a Microsoft employee takes training in order to provide a community service such as a car seat training that costs \$75 and takes 4 days of the employee's time does Microsoft match any of that time/money that the employee has given?

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THANK-YOU!

Questions?

Microsoft Employee Giving Programs



<http://give>

Each U.S. FTE can match up to \$12,000 per year

501(c)3 organizations* & edu institutions

	Matching Gifts Program		Volunteer Program
	MONEY	SOFTWARE	VOLUNTEER
MATCH	<p>Dollar for Dollar</p> <p>Employee Gives \$25 = MS Gives \$25</p>	<p>Software + Dollars</p>	<p>Dollars for Doers</p> <p>Employee Volunteers= MS Gives \$17 per hour</p>
OPTIONS	<p>October Giving Campaign Pledge one-time or recurring payroll deductions</p> <p>Year-Round Matching</p> <ul style="list-style-type: none"> • Donate via credit/debit at http://give • Donate (money or stock) directly to nonprofit and request a MS match 	<p>Product to Cash Employee buys software at company store and MS matches with dollars.</p> <p>Cash to Product Employee donates money and MS matches with Open License product.</p>	<p>Find volunteer opportunities with the Volunteer Manager System.</p> <p>Record your volunteer hours</p> <p>Submit your volunteer hours</p>
MINIMUM	\$25	\$25	10 hours with one eligible organization in a 12 month period
OTHER	<ul style="list-style-type: none"> • Match is automatic if initial donation is pledged or made at http://give • Match request can be submitted up to 12 months after donation 	Nonprofits can also purchase discounted software through TechSoup: http://techsoup.org	Match request can be submitted up to 12 months after volunteer start date