



# MAXIMIZE THE MATCH: UNDERSTANDING EMPLOYEE GIVING AT MICROSOFT

February 1, 2012

# give

time | money | hope



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



# EMPLOYEE ENGAGEMENT PROGRAMS

**Kevin Espirito**  
**Sr. Manager, Community Affairs**

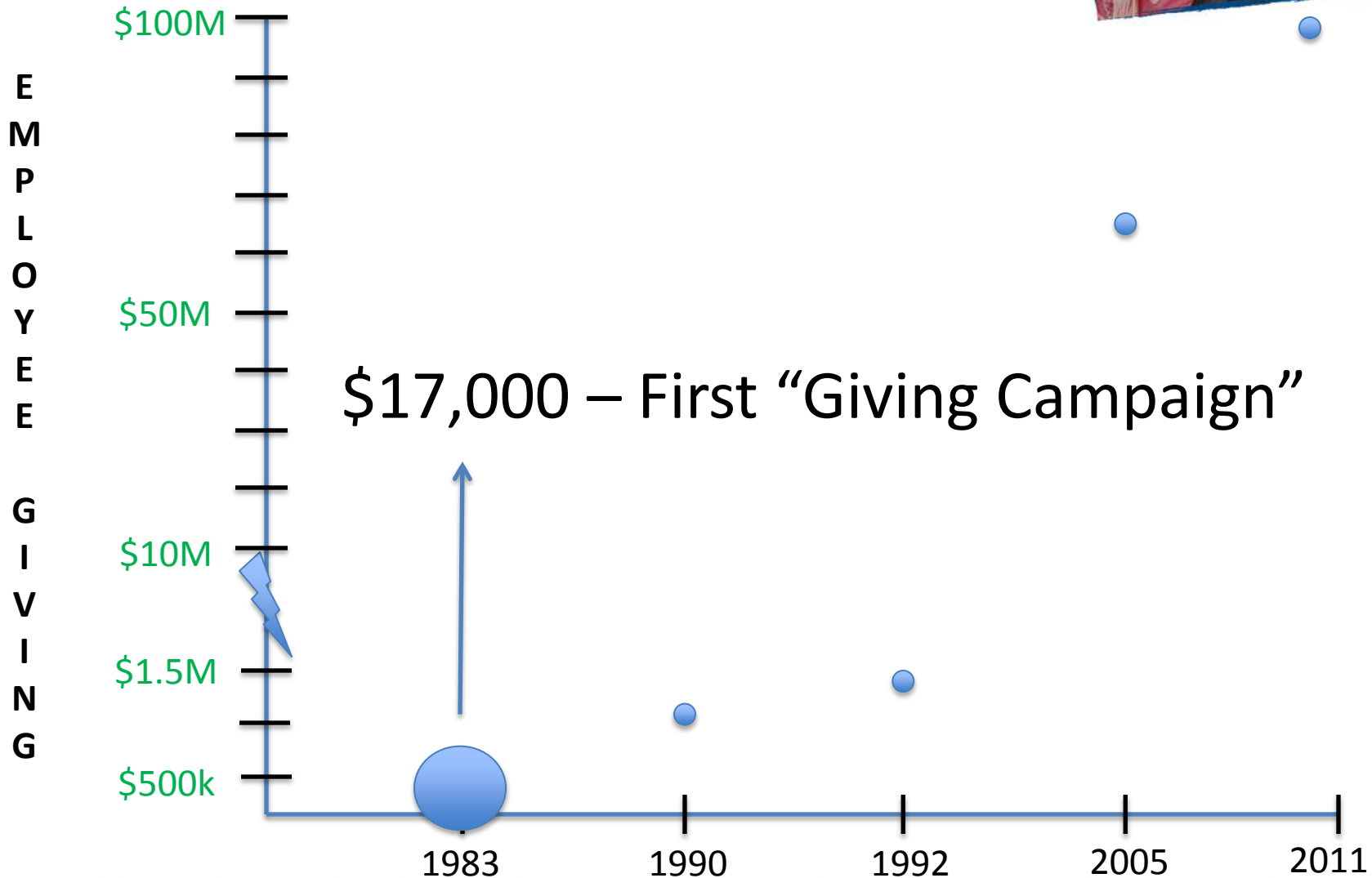




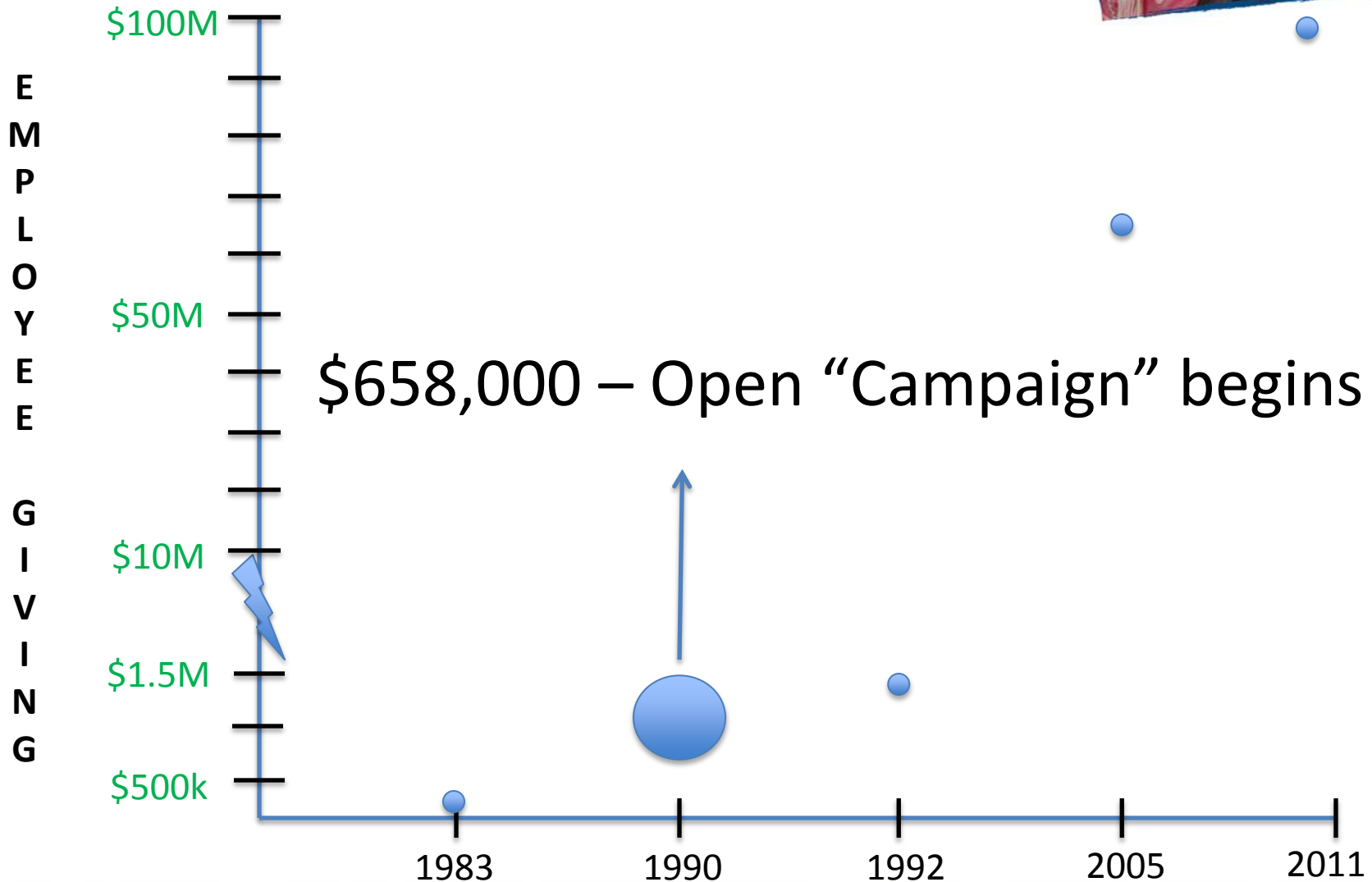
VS.



# Giving History

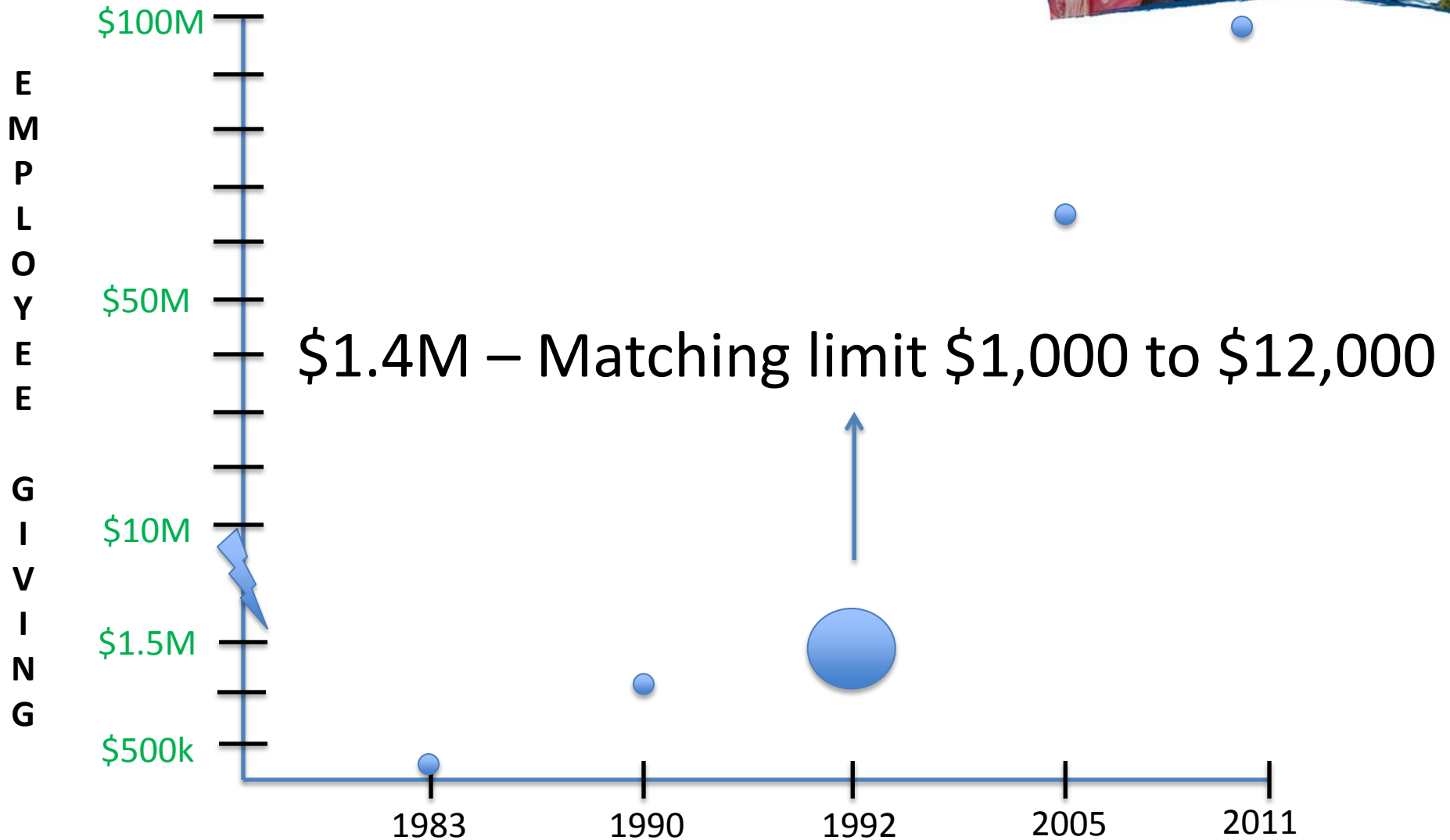


# Giving History

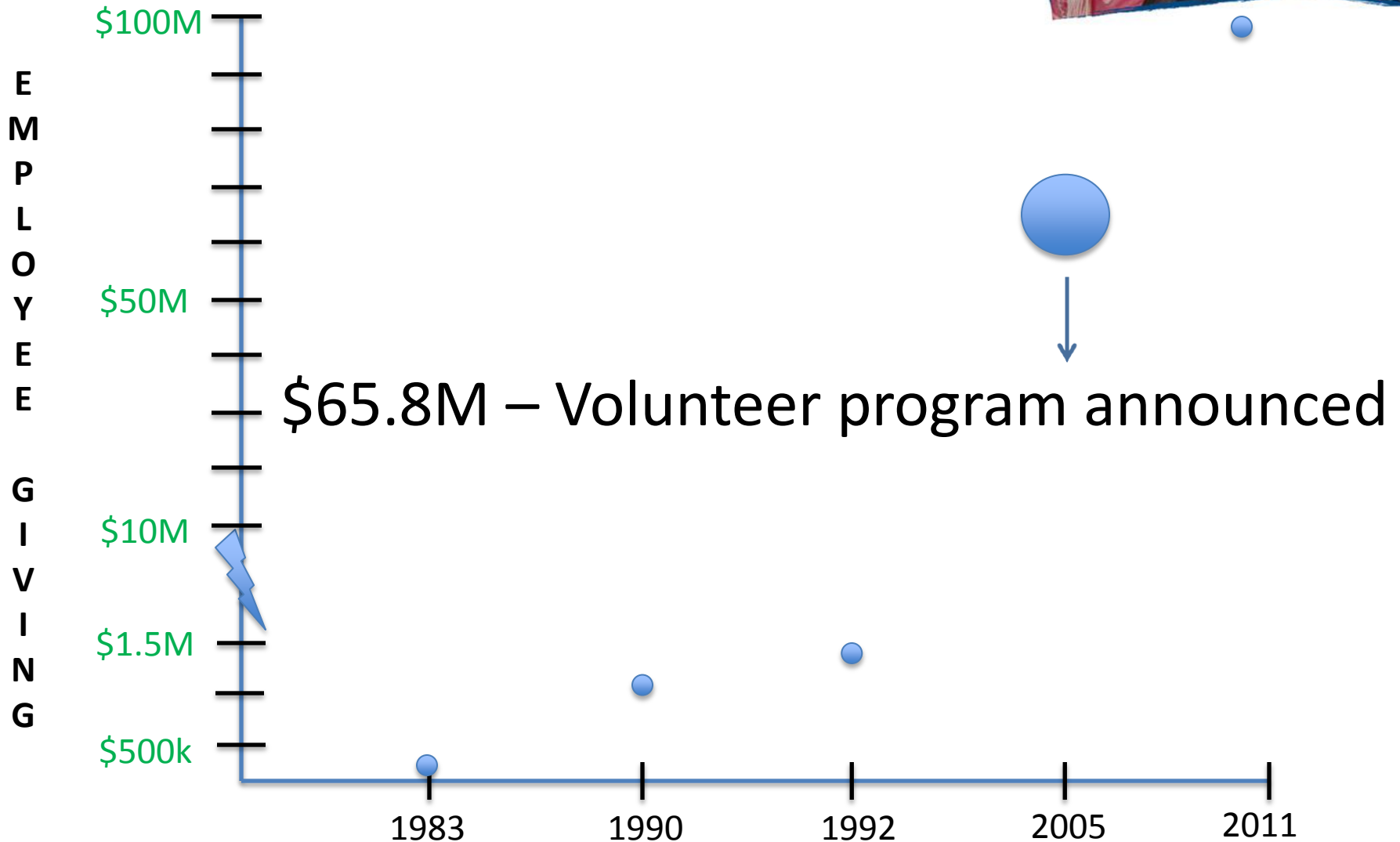




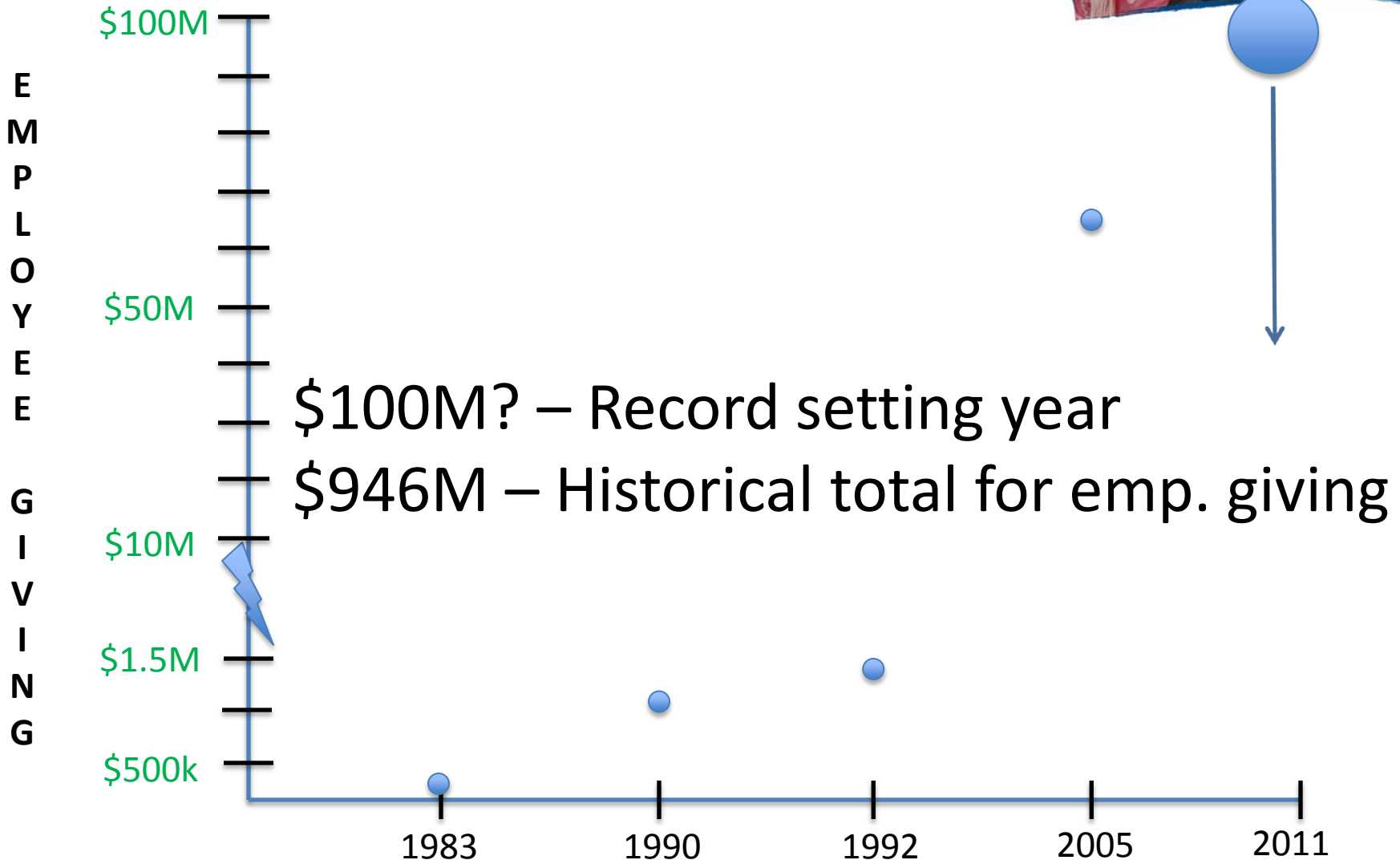
# Giving History



# Giving History

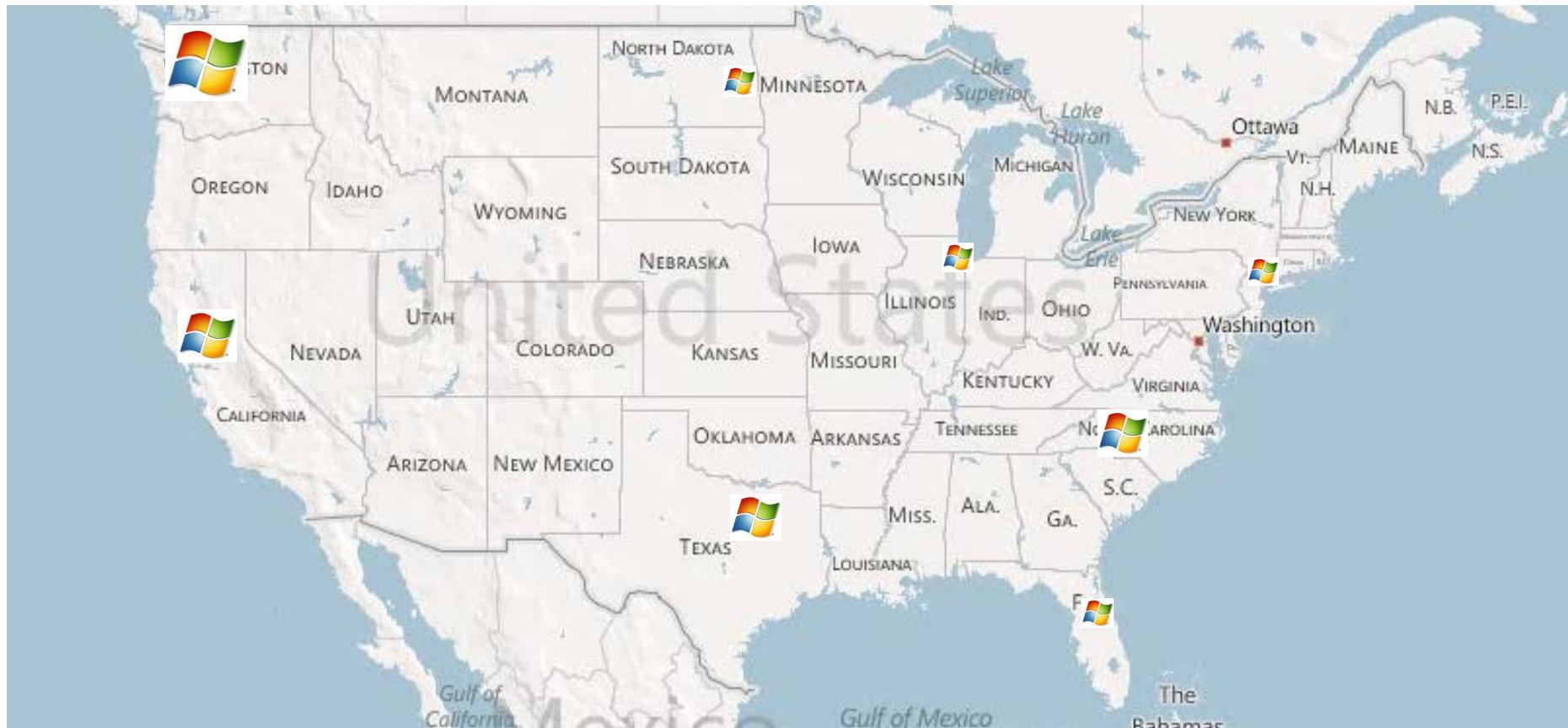


# Giving History





## United States *benefit* – others vary by region



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# Matching Gifts



\$ FOR \$



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**Dollars for Doers**



# \$7.2M

**give**

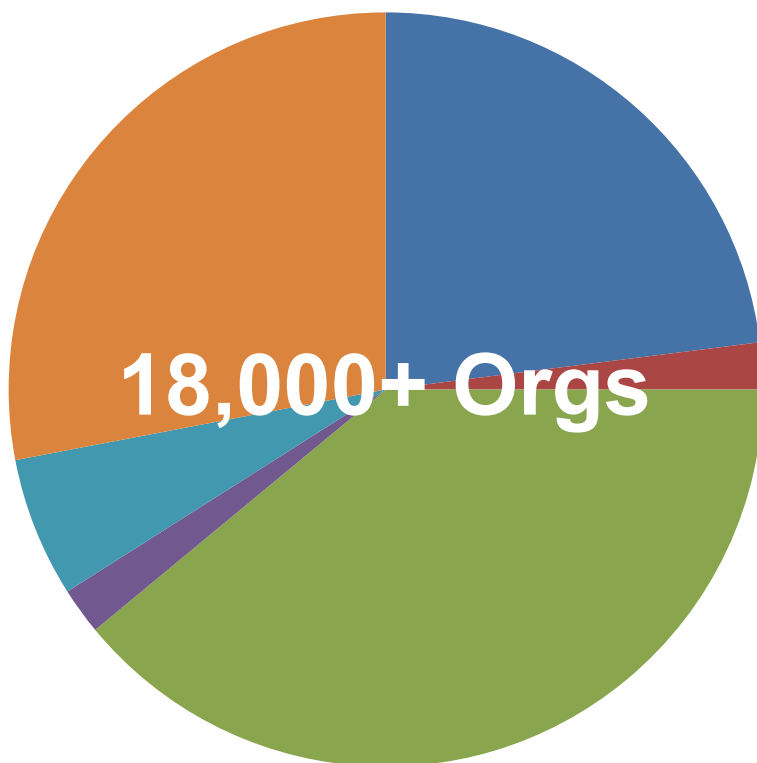
time | money | hope



# 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**

**give**

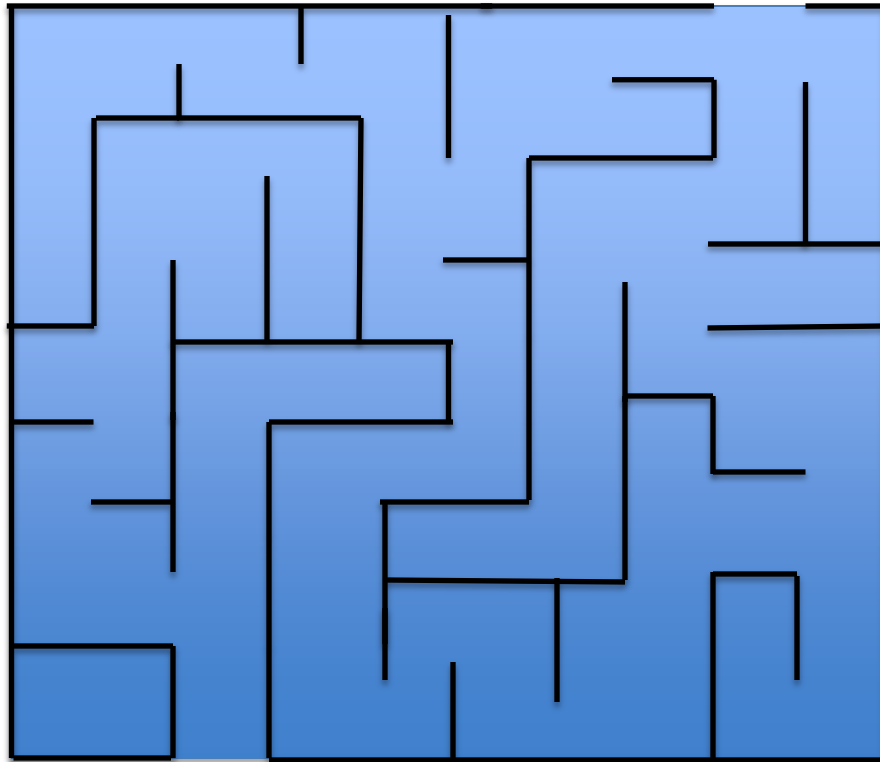
time | money | hope



# UNDERSTANDING THE PROCESS



## Non-Profit or Educational Institution

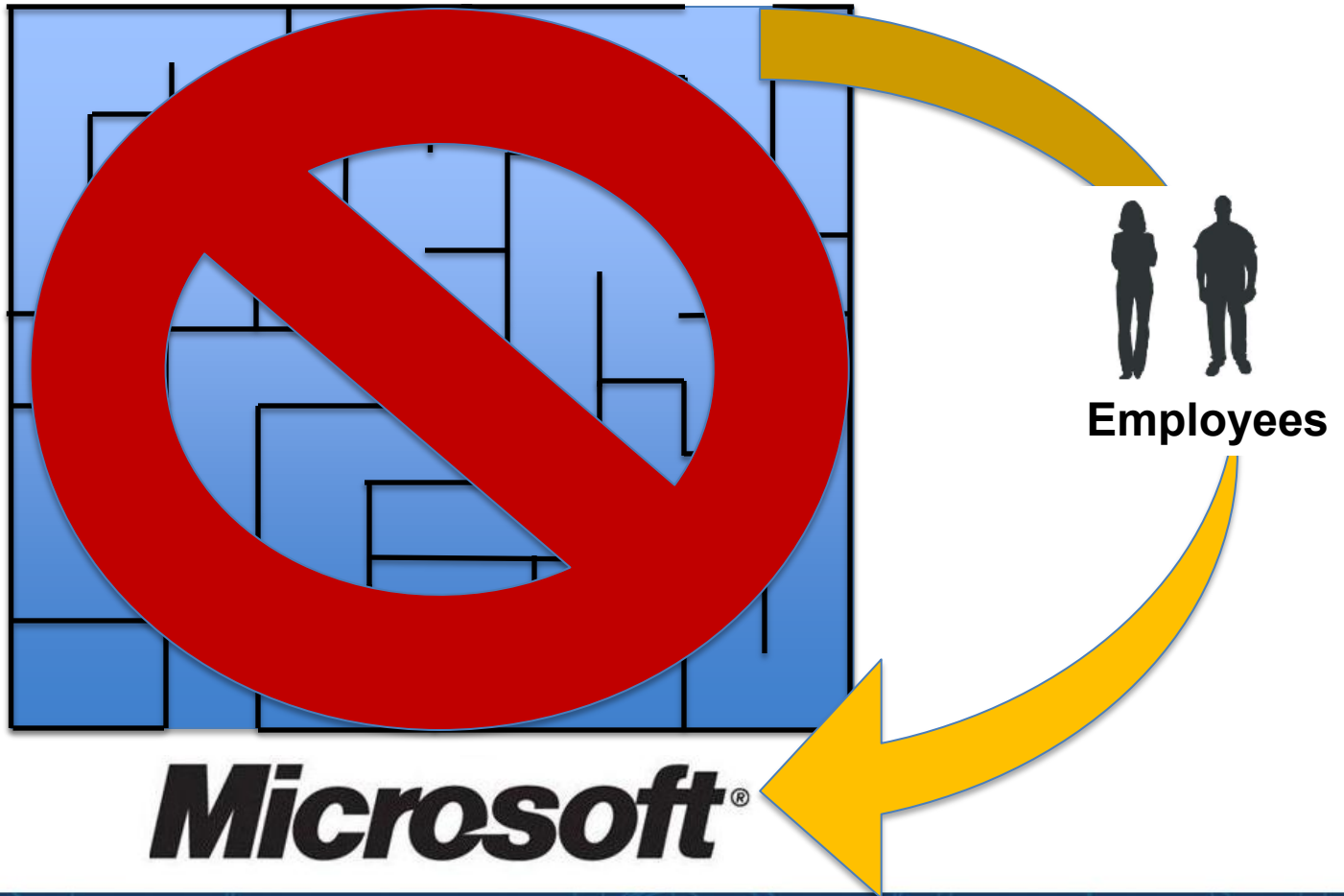


**Microsoft®**





## Non-Profit or Educational Institution



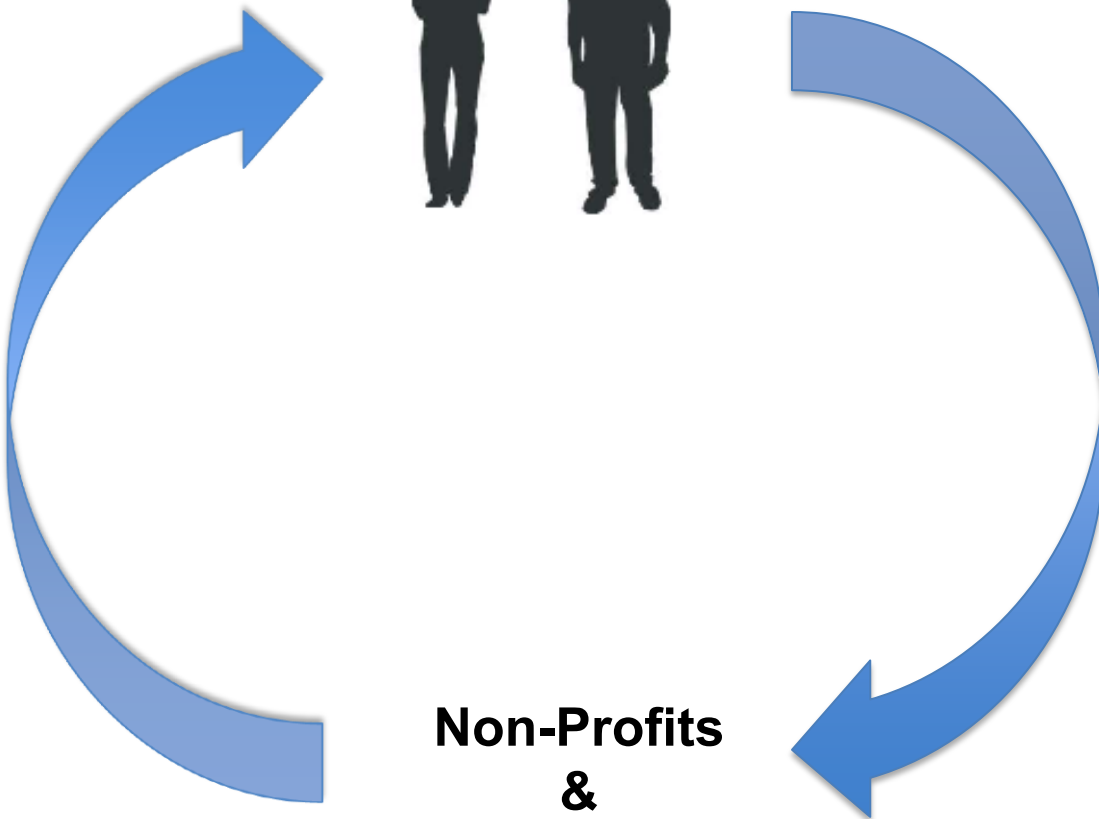
# Matching Process



**Employees**



**Engage  
&  
Thank**

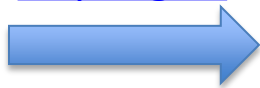


**Non-Profits  
&  
Educational Institutions**





<http://give>



Employees

The screenshot shows the 'give' website with the following elements:

- Header:** 'give | time | money | hope' and navigation links: Home, Give Now, Giving Programs, Giving Opportunities, Resources.
- Search Bar:** Located at the top right with the text 'John Alsos' and 'etneo (Austech)'.
- Annotations:**
  - A red arrow points from the 'Match Now!' button to the 'Volunteer Manager' button.
  - A red arrow points from the 'Volunteer Manager' button to the 'Install WP7 Give Apps!' button.
- Main Image:** A photograph of people working on a sign that reads 'habitat for Humanity musician Village'.
- Grid of Images:** A collection of small images showing various community activities, including a 'SPONSOR' section, 'STRONGER Families i gave online!', and 'UPLOAD YOUR VIDEO/PHOTO AND STORY'.
- Footer:** 'All' dropdown menus and a 'Search' button.



<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 <sup>beta</sup>

[MS Sign In](#) | [Sign in with Live ID](#) | [Register](#)



<http://www.microsoftvolunteermanager.org>



# Payout Process



Q1 - 2012



Q2 - 2012

**~6 weeks**



Q3 - 2012



Q4 - 2012



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# WHAT IS THE GIVING CAMPAIGN?



## 1 What is the Giving Campaign?

### October 2012 – Celebration of Giving





Employees  Non-Profits

**VPALS**

(Campaign Coordinators)

**LEs &**

**Executive Co-Chairs**

**Community  
Affairs**



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



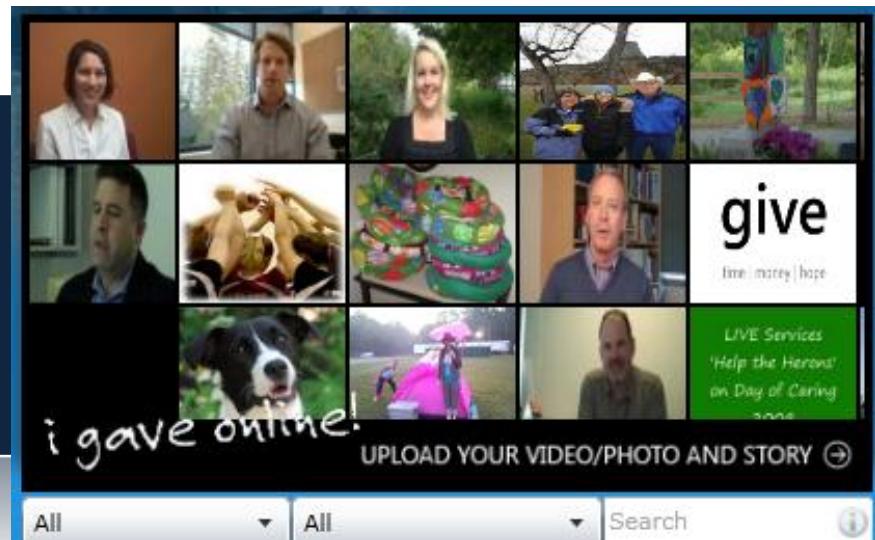
**Application Due: May**  
**LE Term: August - November**

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# The Story Wall



*<http://give>*



Distributed through NPower Northwest – Visit [www.npowernw.org](http://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





# THE EMPLOYEE PERSPECTIVE

**Chris Shaffer**  
**Loaned Executive 2011, VPAL 2009 & 2010**



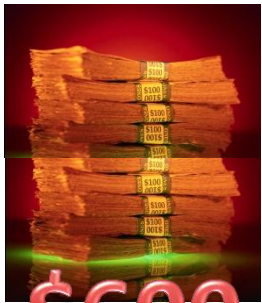
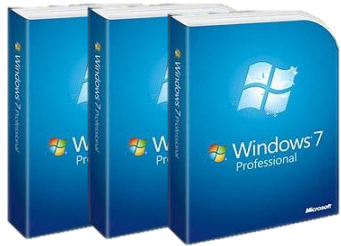
- Personal History and Passion
- LE vs. VPAL vs. Advocate
- Effective Strategies you can use
- What is the most underutilized giving benefit?

# give

time | money | hope

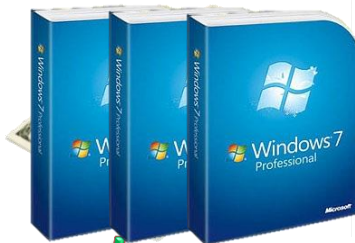


## 3 SCENARIOS



**\$600**

**A**



**\$120**

**B**

**\$120**

**C**

**Microsoft®**  
Your potential. Our passion.®

<http://give>

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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!

[Home](#)[Opportunity Management](#)[Event Management](#)[Volunteer Management](#)[Manage Profile](#)[Edit Profile](#)[View Profile](#)[Volunteer Manager Tutorial](#)

## Featured Opportunities/ Events

[Mercer Island -...](#)

Feb 3, 2012 - 6:45 AM

[Stanwood Hospic...](#)

Mar 20, 2012 - 8:00 AM

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

## Upcoming

8  
Pending  
Volunteers16  
Upcoming  
Opportunities

## Past

5  
Unconfirmed  
Volunteer Hours5  
Past  
Opportunities

## Pay Status

18  
Pay Eligible3  
Paid[Confirm Volunteer Match Requests](#)[Add an Opportunity](#)[Manage Volunteer Groups](#)

## Volunteer Interest



18

Opportunities  
w/ volunteers

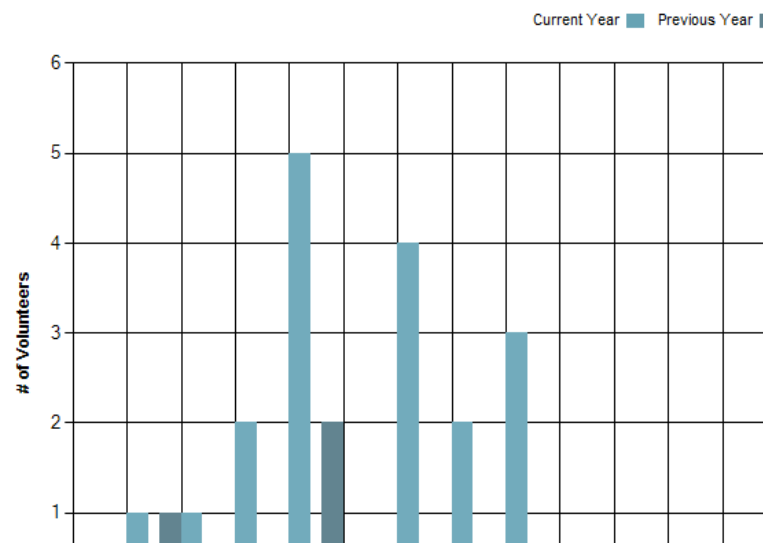
2

Opportunities  
w/o volunteers

20

Opportunities  
Posted

## Volunteer Engagement







## 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
<a href="#">Kim Abercrombie</a>	Jul 25, 2011	Aug 3, 2011	10	<a href="#">View</a>	 
<a href="#">Kim Abercrombie</a>	Jul 12, 2011	Jul 28, 2011	11	<a href="#">View</a>	 
<a href="#">Kim Abercrombie</a>	Jun 26, 2011	Aug 2, 2011	10	<a href="#">View</a>	 
<a href="#">Kim Abercrombie</a>	Jun 1, 2011	Jun 30, 2011	12	<a href="#">View</a>	 

### Auto decline activities

No records

## Past Opportunities

Sort by:

Opportunity title	Location	Start date	End date	Volunteers requested	Applied volunteers	Unconfirmed volunteers
<a href="#">Help cleanup the street a...</a>	Redmond, WA	Aug 20, 2011	Oct 23, 2011	12	3	2
<a href="#">Maintenance Assistance</a>	NA	Apr 23, 2011	Oct 23, 2011	NA	1	0
<a href="#">Setup Computers in Adventu...</a>	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

[Continue](#) [Cancel](#)





[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!

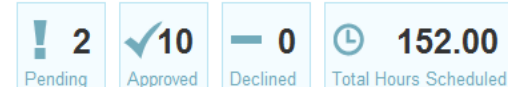
[Download Now](#)

[Generate Passkey](#)

### Microsoft Match (Dollars)



### Upcoming Opportunities



### 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





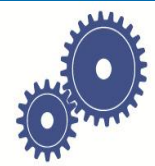
# Event Examples

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





American Red Cross



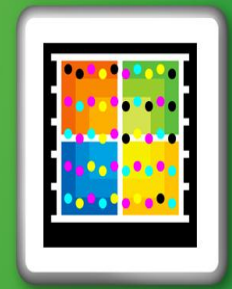
World Vis  
Building a better world



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



Microsoft Store

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](http://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](http://clothesforkids.org)

16725 52nd Ave West, Suite B  
Lynnwood, WA 98037  
[office@clothesforkids.org](mailto: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](mailto:msbellc@microsoft.com)





# Contact Your Local Store



Sales and support

FREE SHIPPING ON ABSOLUTELY EVERYTHING.  
No catch. No code. No minimum.

Office  
Windows  
Xbox 360  
Computers  
Software  
PC gaming  
Accessories  
Windows Phone

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

Shop now >

### 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

### You're in your neighborhood

YOUR LOCAL MICROSOFT STORE AT BELLEVUE SQUARE MALL

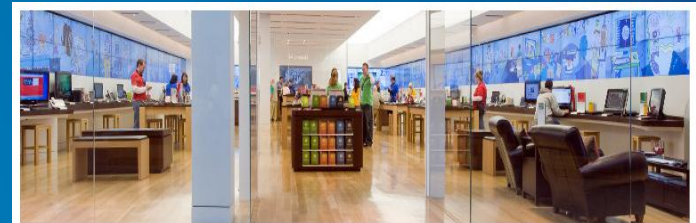
[Address](#) | [Get directions](#)  
116 Bellevue Square  
Bellevue, WA 98004  
Phone: (425) 519-3580

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

[Schedule a personal shopping appointment >](#)

[Wish List](#) [Store Locations](#) [Account \(Sign in\)](#)

[Checkout >](#)



## Locations

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

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?



# 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

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