

Virtual Products that Drive Impact/Engagement/Revenue

Valley of the Sun United Way

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UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Valley of the Sun United Way

- We fight to ***Break the Cycle of Poverty***
- Serve over 4 million individuals and families
- Engage over 5,000 volunteers annually
- Offer over 250 engagement opportunities



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Table talk

Wake up and Shake up!

Session Learning Outcomes

- UW attendees will learn about a **high-Impact product that drives virtual engagement and sustainable revenue.**
- Through the implementation of a virtual impact product, UWs will **break down silos and create dynamic, cross-functional teams.**
- UW attendees will learn how to **improve grade-level reading, boost workplace campaigns and engagement.**

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Addressing Bold Plays

Bold Play 2

Create Great Individual Experiences

Bold Play 3

Reignite Strategic Corporate Relationships

Bold Play 5

Work Together “As One” Network

Terms to Know

Virtual volunteering – a term describing a volunteer who devotes time to engage with United Way from their workplace using the Internet and a computer (tablet, smart phone or other Internet-connected device).

Scalability a program or product that can scale impact with diminishing costs and staff capacity.

Digital learning is an instructional practice that effectively uses technology to augment and strengthen literacy and classroom practices.

Our Approach to Virtual Impact/Engagement/Revenue

- **Local** product rollout in 30 Phoenix classrooms, creating a baseline of data and metrics.
- National collaboration amongst 6 United Ways supporting **57 classrooms**, engaging **727 volunteers**, and generating more than **\$175,000 of local revenue**.
- Started as an organic idea out of VSUW and evolved into a network of participants and growing unity within UW system.

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Outputs

Local – PHX

900 students impacted

300 volunteers engaged

\$66,500 RUM generation

National – UW System

1,800 student impacted

727 volunteers engaged

\$175,000 RUM generation

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Aligning Products with our Business Objectives

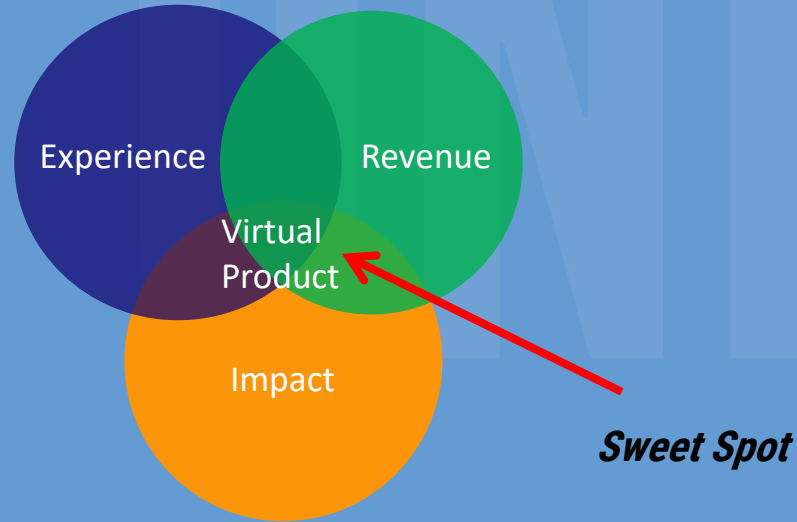


The more kids
read, the more
kids succeed.

Meet **Vello**: Virtual Impact Product

Intersection of Engagement/Revenue/Impact

- How do we create a great experience associated with their support?
- Would people want to associate their personal brand with this work, if so, who?
- How can we engage them in this work?



- What would it take to get to scale?
- Is it systemic?
- Does it improve desired outcome?

- Are there creative ways to fund this?
- Can we fund it at scale?
- Can we productize the work and what would that look like?

Cross-functional Collaboration

- *Setup a strategic team with reps from Impact/RD/Engagement*
- *Size doesn't matter; team of 1 or 5 have all been successful*
- *A small team can work with urgency, be strategic, and ensure the program scales in impact/volunteer experience/revenue.*

Urgent, Nimble, Strategic!

Success!

Recast local UW in new light with partners

- *Boost work place campaigns because of individual engagement.*
- *You've added a new offering that partners can now invest their time/money!*
- *Virtual Impact is an alternative to:*
 - *Traditional revenue generation*
 - *Traditional, one-time vol. events*
 - *Traditional, in person or onsite reading experiences*

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A Game Changer for United Ways

- Accelerator of internal cross-functionality; allowed VSUW to innovate volunteerism.
- Vello is a transformational experience for volunteers.
- Provides the perfect intersection of Impact/Engagement/Revenue.
- Acquisition and retention tool for our resource development staff.
- Opened doors to new business!

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Current Partners

AAA Arizona
American Family
American Girl
APS
Arconic
Bechtel
Blue Cross Blue Shield of Arizona, Inc
BMO Harris
Brownsville Public Utilities Board
Deloitte
GoDaddy
Greystar
Harvard Pilgrim Health Care
Hines
HubSpot

John Deere
KPMG
Marquette University
MCCCD Colleges
Northwestern Mutual
PetSmart
Proctor & Gamble
Retired United
Royal Neighbors of America
Russell Construction Company
Synchrony Financial
Triumph Community Bank
United Way Young Leaders
University of Phoenix
Vanguard Financial Advisor Services
Wells Fargo

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Thank you!

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