



*Ignite your employee impact program*

## About the program

**Who?** WePledge 1% is for leaders who are accountable for shaping workplace culture, promoting employee engagement or selecting employee benefits, yet find themselves without enough time, budget, or headcount to design a volunteer and giving program that can meaningfully drive employee engagement and retention.

**What?** WePledge 1% is a volunteer impact and giving program in which employees pledge to give 1 percent of their own time, income, or equity (or a combo) to causes that resonate with them. Created by Twilio and inspired by Pledge 1%, the program makes employees a more central part of a company's social impact strategy by mobilizing employees to use their unique interests and passions to drive social change. By joining WePledge 1%, company leaders gain access to a toolkit, ongoing support, and a practitioner network that makes it easier to initiate or improve their employee impact program at no cost to them. Inaugural members include: **Atlassian, OKTA, Twilio, and Zoom.**

**How?** We invite leaders like you to join executives at like-minded companies such as Asana and Headspace in joining the Launch Cohort of WePledge 1%. Companies with an employee impact and giving program have 2.3x the employee retention rate than those without one.

**Implementing WePledge 1% at your company is a proven tactic that reinforces a company's stated values and delivers employees consistent opportunities to connect in inspiring and purpose-driven ways.**

## Immediate benefits

Since Twilio created WePledge 1% in 2019, more than 2,000 Twilio employees have signed onto and activated WePledge 1% and our employees report the following benefits:

**It's easy.** Employees report that with the WePledge 1% program it is easy to commit to doing good - be it through time, finances, or skills.

**It's empowering.** Employees feel empowered by the freedom of choice that WePledge 1% offers them. Once they commit 1%, they are empowered to decide how to fulfill their commitment.

**It's meaningful.** With the WePledge 1% program, employees can support an issue or cause because it resonates to them most.

**It's impactful.** Within one year of launching the WePledge 1% program, Twilio engaged over 50% of employees in the program!



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## **The Launch Cohort**

Each Launch Cohort is a group of five to ten high growth companies, all at similar stages with their employee impact, all ready to launch in the next 6-9 months, and all want some additional rocket fuel. The Launch Cohort meets once a month for six months and provides support, a turnkey toolkit, advisors and mentors, and a group of like-minded similar aged companies.

### **Who should join?**

The profile of a company that would get the most out of a WePledge 1% Launch Cohort has the following three aspects in common:

**Limited staffing.** Your current staff is spread thin and could use support to fully launch a volunteer impact and giving program.

Participation in WePledge 1% comes with a starter kit of tools and best practices that cover the details around volunteer time off, corporate matching and equity pledging, as well as the tactical details such as a calendar of volunteer events, insight into the pros/cons of various tools/software to use, and a directory of vetted nonprofit partners.

**Limited budget.** Your company has a limited budget for its volunteer impact and giving program.

The tools and resources provided through WePledge 1% are offered to companies at no cost and participation in WePledge 1% comes with access to a Launch Cohort Program that provides ongoing support and advice.

**Company culture.** Your company faces steep competition in recruiting and retaining top talent and is looking to incorporate employee volunteering and giving into its total benefits package.

WePledge 1% is a powerful way for employees to share their time, income, or equity with local and global organizations and by providing an outlet for employees to contribute, companies are participating in a proven approach that engages and retains talent.



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## What's included?

### Pilot or Launch

Within the Launch Cohort we will have companies who, in the next six to nine months, are somewhere between being ready to pilot WePledge 1% to being ready to fully launch internally and externally. As part of the Launch program you will identify where you are on the spectrum taking into account staffing, budget, and communications.

### What does it mean to join the WP1 Launch Cohort?

- You're ready to utilize the WePledge 1% framework (inviting employees to pledge 1 percent of time or financial resources to change their communities)
- You are ready to start or level up a volunteer impact program and want to do so in the next six to nine months
- You're eager for the templates and tools needed to launch WePledge 1%
- You're eager and ready to participate in a launch cohort that meets monthly for six months and is facilitated by experienced impact leaders who will provide thought partnership, brainstorming solutions, and support solving challenges

### Expected Outcomes

Through your full participation in the Launch Cohort, you will have the opportunity to:

- Frame** > Identify your employee impact/WePledge 1% goals for the next 6-12 months
- Learn** > Learn what elements of employee impact programs have worked well, explore & understand the WePledge 1% movement, learn best practices from leaders in the field, and explore the tools built to help you build and launch your volunteer impact program
- Plan** > Create a right sized employee impact/WePledge 1% program and launch or pilot plan for your company
- Launch** > Launch key milestones of your employee impact launch or pilot program

### Launch Cohort Structure

There are three main elements to the Launch Cohort put in place to support your success.

- Monthly Sessions** > We will meet monthly for 90 minutes and focus on a theme designed to support your company to launch WePledge 1% & level up your employee impact.
- Your Cohort** > Your Launch Cohort is a curated group of like-minded change agents with exceptional experience, creativity, and passion. You will have the opportunity to support and inspire one another as you design and launch your employee impact work.
- Advisors** > The Twilio.org team and WePledge 1% company members will provide support, advice, and thought partnership to help you successfully launch.



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### What you can expect from us

We are honored to be working with you and your company. Our intention is to support your success in launching WePledge 1% and in order to do that, we are committed to:

1. Support: Our goal is to facilitate your success
2. Confidentiality: We will maintain confidentiality
3. Communication: We will be clear and honest in our communication
4. Open for feedback: We will invite feedback and receive it with grace
5. A Prototype: We will keep making it better with your input

### What we invite you to commit

We know you are busy and juggling a complex set of goals for your company. In order to receive the full potential of this program, we invite you to commit to:

1. Participate 100%. Come to every session, stay the full time, be fully present
2. Confidentiality. Maintain 100% confidentiality within the cohort
3. Growth mindset. Embrace the unknown, risk, see mistakes as lessons
4. Feedback. Provide direct feedback to the WePledge 1% team and your cohort
5. Time. 90 minutes once a month for Zoom Cohort Sessions, 30 minutes once a month to meet with a cohort partner giving and receiving feedback on your work, 60 minutes a month completing assignments. (meant to fully serve your role and company goals).

### Program Session Themes

1	Define <b>program goals</b>
2	Share + receive feedback on program goals from cohort Review sample <b>program workplan</b> (program tools, activations, metrics, benchmarking)
3	Share + receive feedback on your program workplan Planning in advance for <b>Company Kick Off and/or Launch</b>
4	Activate <b>your team, support, and buy in</b> (Pitching your plan to key stakeholders, build ambassador network)
5	Activate progress against goals + group impact project
6	<b>Launch plan</b> - presentations, incentives, meetings, teams
7	<b>Metrics</b> , tracking goals + mechanisms Completion



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**July 2021 Launch Cohort members:**

HeadSpace  
Rapid7  
Classy  
Box  
o9

Medallia  
BetterCloud  
Appfire  
Asana

*“Really stellar work on the Workplan tool! It's solid and really game changing for us.”*  
- Simone Shorter, Box

*“This is gold. It is exactly what I was looking for. So much value in these tools. Thank you.”*  
- Summer Davis, Medallia

***The next Launch Cohort kicks off in February 2022.***

To learn more about WePledge 1% and the Launch Cohort membership, email [neverett@twilio.com](mailto:neverett@twilio.com).