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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Ignite your employee impact program

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.
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

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