



Envisioning Your Volunteer Campaign

Goodera Strategy Workshop

Workshop Objective

This workshop uses a human-centered design thinking lens to help social impact teams:

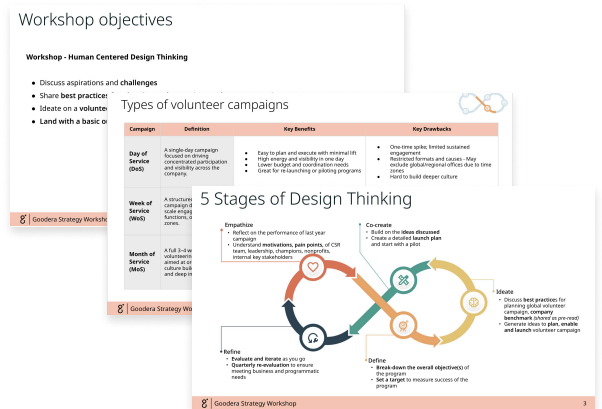
- Assess current state and build a campaign blueprint with goals, enablement, and engagement.
- Co-create a clear, scalable, and engaging volunteer campaign (Day/Week/Month of Service) strategy aligned to your company's goals.

1 Pre-Workshop

(2-3 days before the workshop)

Pre-read content:

- Objectives, agenda, and expected outcomes
- Overview of design thinking approach
- Access to Miro Board with a quick-use guide
- Summary of campaign types, and their pros and cons
- Reference benchmarks and case studies from global volunteer campaigns, Day/ Week/ Month of Service across companies



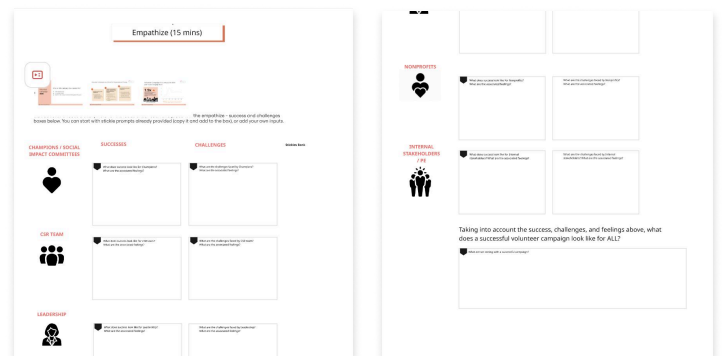
2 During Workshop

(90 mins workshop)

A

Understanding the current state (Empathize)

- Performance of past campaigns (participation, experience, impact)
- Motivations, pain points, and success definitions across key stakeholders

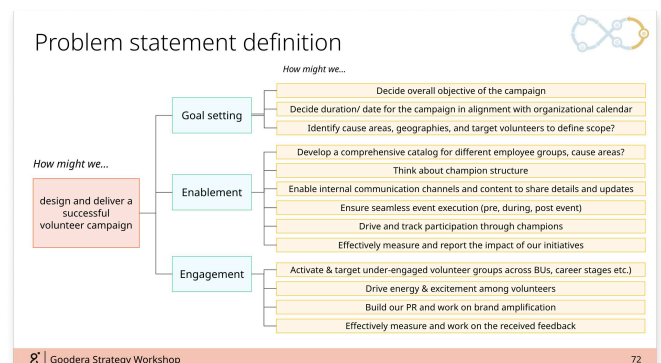


B

Problem statements (Define)

Synthesize inputs to articulate a clear, shared problem statement, such as:

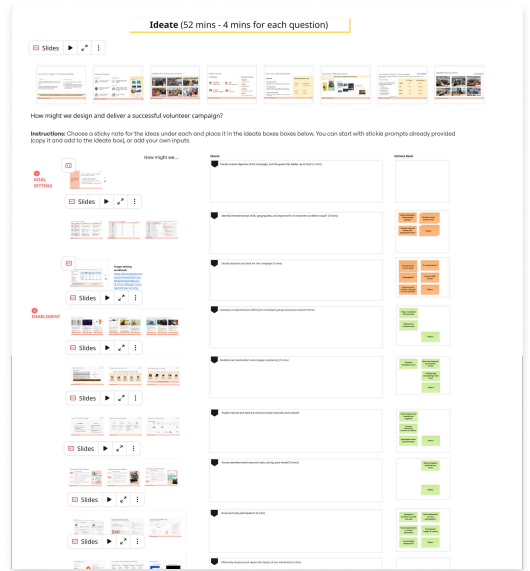
- "How might we decide overall objective of the campaign?"
- "How might we develop a comprehensive catalog for different employee groups, cause areas?"
- "How might we build energy and excitement among volunteers?"



C

Collaboratively ideating across the three planning stages of a volunteer campaign (Ideate)

- **Goal setting:** Campaign objective, duration, goal, and target setting
- **Enablement:** Portfolio of event formats, champion enablement, internal communication, event execution, driving and tracking participation, impact measurement
- **Engagement:** Target under-engaged employee groups, drive energy and excitement, work on PR/ brand amplification



D

Ideas will then be prioritized based on feasibility and impact (Co-create)

Co-Create (9 mins for theme creation (3 mins/ section) + 12 mins for voting (4 mins/ section))		
Rating	Ease of implementation	Potential benefit
High	Quick to roll out with minimal coordination; low cost or already available resources; clear ownership; no approvals or minimal dependencies.	Drives large-scale volunteer engagement across teams or regions; strong visibility and alignment with company goals; tangible nonprofit or community impact.
Medium	Requires moderate effort; might need 2-3 teams or some cross-functional coordination; may involve limited new resources or tools.	Meaningful engagement for a subset of employees or regions; moderate brand or community impact; good fit for select moments.
Low	Complex to implement; requires significant budget, multiple teams, or leadership buy-in; likely to take >2 months to execute.	Niche impact (small group or short-term); low visibility or unclear long-term value; doesn't clearly align with larger volunteering goals.

Instructions: From the themes that emerged from ideation exercise, we'll evaluate each on the ease of implementation and potential benefit. We'll do voting where you'll be required to vote either on low, medium, high for each of the themes

	Ease of implementation			Potential benefit		
	High	Medium	Low	High	Medium	Low
Theme 1	High	Medium	Low	High	Medium	Low
Theme 2	High	Medium	Low	High	Medium	Low
Theme 3	High	Medium	Low	High	Medium	Low

Key Takeaways

- Shared understanding of success and challenges
- Defined campaign and structure
- Prioritized ideas
- Alignment to execute a successful campaign

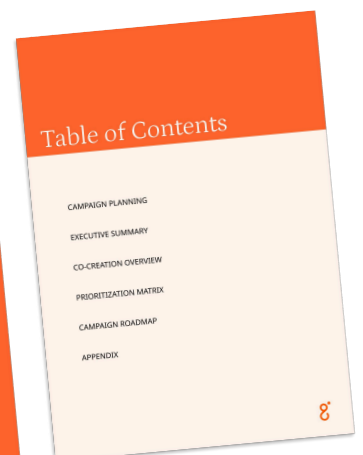
3 Post-Workshop

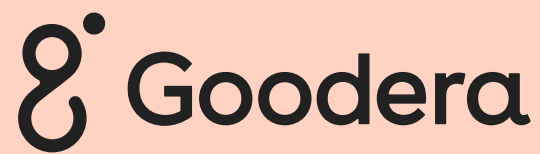
(7-10 days after the workshop)

Goodera will consolidate all inputs into a detailed volunteer campaign plan, including:

- Campaign objective and success metrics
- Planned campaign type
- Volunteer campaign target estimation
- Stage-wise ideation highlights:
 - Goal setting
 - Enablement (catalog, champions, comms, event execution, impact measurement)
 - Engagement (activating volunteers across different employee groups and career stages; driving energy and excitement)
- **Prioritization matrix**
Co-created ideas mapped by feasibility and impact, structured for sprint-based execution
- **Execution roadmap**
Next steps for volunteer campaign design and an implementation timeline

Foundational document for alignment, leadership buy-in, and campaign launch planning





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