



CHARITY VIEWS

vol.25

FROM BIG IDEAS
TO BREAKTHROUGH
INNOVATIONS,
THIS IS THE BEST OF
CHARITY, TODAY.

Page 2 GET INSPIRED

Page 3 INDUSTRY BEST:
CONNECTING WITH DONORS

Page 5 INDUSTRY BEST:
CORPORATE PROGRAM

Page 7 INDUSTRY BEST:
VISIONARY

Page 9 TIPS AND TRICKS

Page 10 CONTACT IAA



GET Inspired

Over the past several installments of **Charity Views** we have delved into topics such as technology, storytelling, connecting with millennials and capitalizing on the holiday season. It's been an interesting experience, given charity's complex and ever-changing nature.

This quarter, rather than zooming in on a particular subject, we zoom out. We examined the entire category—organizations both small and large, new and old—looking for the innovative, the tried-and-true, the disruptive.

In **Charity Views Volume 25**, we discuss the best of the industry. From fund-raising techniques to communicating with donors and beyond, these are people and organizations who are pushing the industry forward. With that, let's get inspired.

Thank you for your readership and support,

THE IAA TEAM

[illegible]

They want to feel a **connection**

3

DISRUPT & ♥ HUMANIZE ♥

On a typical fall day in Manhattan, Unicef transformed the average into the extraordinary. People were making their way about the city, the routine hustle and bustle persisted and the usual commutes lingered on.

All of a sudden, a fleet of 27 empty school buses appeared on the road. Beginning in Brooklyn, they traversed through Times Square and ultimately settled at the United Nations parking lot where the annual general assembly was taking place.

A sobering headline was displayed on each bus: "27 million children aren't in school due to war and conflict." Support messages included "School zones shouldn't be war zones" and "Tonight's homework shouldn't include hiding." Their ride was just a couple of hours, but the impact lasted far longer. Unicef managed to cut through the clutter, bring an important topic to the forefront and proactively engage with potential donors. All told, the journey of the 27 buses was witnessed by millions. But more importantly, a problem that began the day as a statistic became the unforgettable image of an empty seat, an overarching issue was humanized and a meaningful connection between a cause and its donors was forged.



Turning Imperfection

into

.....
OPPORTUNITY
.....

Corporate-facilitated giving had grown stale. For most companies, it was the same old song and dance. A mundane web portal that allowed an employee to specify an amount for a pre-tax donation deducted from his or her paycheck. A list of charities to choose from. And the comfort of knowing donations would be matched.

Nice? YES

But inspiring? NOT EXACTLY.

Salesforce recognized this problem, but they didn't simply respond to it; they went far beyond. In fact, their solution creates a resource that could quite possibly revolutionize the entire practice and idea of corporate giving.


A Game Changer

[Enter Philanthropy Cloud](#). This app-based program took the simple practice of employee donation and transformed it into a social networking experience. The portal's homepage gives users the ability to learn more about each and every cause and lists other ways to get involved. Employees can even see what campaigns are trending at their workplace.

The app is also chock-full of functionalities that further engage employee donors. The featured content section gives companies a way to highlight the causes that are related to their specific corporate values. A newsfeed is populated with current trending causes such as a wildfire or hurricane relief. There's also a built in "Recommended for You" section that populates stories, campaigns and relevant news based on each giver's search history and previous donations.

Thus, a stagnated practice is completely reinvigorated. Corporate-facilitated giving has long been nothing more than a box for companies to check. With Philanthropy Cloud, its potential is limitless—a new avenue for giving where people can become more informed, connected and engaged than ever before.





HIGH LEVEL CHANGE



The founders of *Co-Impact* were looking at the big picture and they didn't particularly care for the view. Their mission was as simple as it was ambitious: Change. On a systematic, large-scale level. They recognized two very influential groups of people: the wealthy/social-minded and the change agent/leaders. But there was a problem. Three fundamental issues had long been keeping the two parties from affecting real, impactful change.

First: there lacked a network to connect these like-minded people. Second: budgetary systems and obsolete processes had conditioned change leaders and philanthropists to think small, almost exclusively at the local level. Third: the necessary investment-ready systems to put lasting changes in action had simply not been put in place.

Until now.

In November 2017, Co-Impact was created to make systematic and large scale change a reality. Their founding principle is simple – collaboration. To that end, they implemented mechanisms to efficiently match committed social change leaders and dedicated philanthropists with one another and their peers.

For an organization with aspirations this large, it comes as no surprise that their first order of business was a big one.

They began operations with plans to invest \$500 million over the next several years in order to put channels in place to facilitate systems change for causes such as low-income education, poverty and hunger. On top of that, they provided a suite of resources including strategic planning, program management, technology, policy and advocacy, government relations, measurement and evaluation, and additional funding.

It's a new approach to philanthropy, one of the most ambitious the category has ever seen. Whether they find success or not remains to be seen, but if they do, we'll all feel the effects and the world will be a better place for it.



TIPS & TRICKS

The organizations and individuals we've discussed take an incredibly diverse approach to disrupting the status quo and pushing the philanthropic sector forward. So, what are some of the lessons we can learn from them and utilize in our day-to-day routines? Let's take a look!

Timing

Unicef's 27 buses stunt would have been powerful and effective any day of the year. But what made it so impactful was the utilization of the UN assembly. Smart timing took the cause to the front page.

Proactivity

The problem that Salesforce helped solve with the Philanthropy Cloud was far from pressing or destructive. It simply needed improvement. But their team pushed further, putting in extra effort that made the difference between remedy and revolutionary.

Fearlessness

The founders of Co-Impact have acted on goals that peers undoubtedly have scoffed at. Ending illiteracy or solving world-wide hunger, for example, seem like impossible tasks, but the first step to success is never backing down.



CONNECT with IAA

To have your organization's stories, events or important dates featured in the next edition of Charity Views, or on our social channels, please contact us at: marketing@iaai.com.

877.557.1CAR | 1CAR1DIFFERENCE.COM  

Insurance Auto Auctions, Inc.
Two Westbrook Corporate Center, 10th Flr
Westchester, IL 60154

