



**Case Study: Life Technologies Achieves Thousands of Volunteer Hours
with the Impact Dashboard**

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THE COMPANY

Life Technologies is a global biotechnology tools company, dedicated to improving the human condition. With annual sales of more than \$3.3 billion, approximately 9,000 employees, and a presence in 160 countries, the administration of global programs is a major challenge for every department in the corporation, including Community Relations.

THE CHALLENGE: ACHIEVING VOLUNTEERING GOALS FOR A GLOBAL ORGANIZATION

Kelly Grimes' 2-person department was tasked with managing employee volunteerism and coordinating local efforts to meet company-wide goals: 40% employee participation and 25,000 volunteer hours for the year. Working with dozens of sites globally, including a recently acquired company, employees were signing up for events using spreadsheets and calendars. This clearly proved too much to handle administratively and would allow for too much margin of error with tracking results. These outdated methods also did not reflect the scientific culture of Life Technologies, where expectations are that worldwide solutions and systems will always be cutting-edge.

Thus began the search for a solution to handle the global administration of employee volunteerism – one that would allow their corporate volunteer program, *Giving Back at Life*, to achieve their corporate goals. Grimes and her team knew they needed a central rallying point around which employees could post and sign up for volunteer events, as well as log their hours and see the difference that the company was making. Grimes was confident that if her team could easily share volunteer opportunities, the employees would join the effort and give back to their communities.

THE SOLUTION: ANGELPOINTS PLATFORM AND THE IMPACT DASHBOARD

With AngelPoints, she discovered a web-based solution that provides an easy-to-use, central hub for volunteerism while giving her team the power to manage Community Relations for a global workforce. She also found an additional feature which builds on her company's innate competitive spirit: the Impact Dashboard. This graphic representation of hours and impact unifies individual goals with the company goals, showing employees how they compare to their peers and revealing how their individual efforts contribute to the company goals at large. She knew she had found the perfect fit.



A FAR-REACHING CAMPAIGN WITH PHENOMENAL RESULTS

Since implementing AngelPoints, the *Giving Back at Life* program has grown exponentially, with the graphical Impact Dashboard showcasing its results. Within the first month after the initial launch, the Impact Dashboard reported 1,600 volunteer hours logged. Additionally, the company recorded over 12,000 registered hours in more than 100 activities at 54 sites in 28 countries around the globe for their Global Volunteer Day - a truly remarkable accomplishment. Grimes indicates those results “never would have been possible without AngelPoints.” And with more and more employees registering for events, logging their hours, and entering their personal goals on a daily basis in the Impact Dashboard, they are able to see what others are achieving as well.

Grimes explains that the healthy competition at Life Technologies and the new tracking system “light a fire” that inspires participants to work harder and push for greater achievement. “Employees love that it tracks the hours for them, and they’re really into monitoring their lifetime hours,” she reports. In addition to encouraging participation with an easy-to-use platform, the company has created incentives so people are rewarded when they hit specific volunteer hour benchmarks: from 16 hours – up to 400 hours. The department has created an array of rewards branded with the *Giving Back at Life* logo that people can showcase at their office. To further carry the valuable message throughout the company, the president of Life Technologies presents the awards in a special ceremony that is well-publicized. The message to employees is that volunteering and achieving those goals is as important to the company as it is to the community.

SUCCESS OF THE ANGELPOINTS PLATFORM JUSTIFIES USING PSP

Because AngelPoints has generated so much trackable participation, Grimes’ department had the data they needed to justify adding an additional module to the platform: Personal Sustainability Practices (PSP)*. PSPs are small yet meaningful changes that employees can make, such as drinking less bottled water, carpooling, and recycling; these changes not only help the world, but help contribute to the company’s bottom line. The enthusiastic participation and high response around the volunteering program drove the decision to add PSP in support of their sustainability initiatives. Grimes is confident that PSP/Sustainability will be a valuable complement to their volunteering efforts and will help achieve their global

A COMPREHENSIVE COMMUNICATION STRATEGY

Once the AngelPoints platform was in place, Grimes began a year-long communication campaign to encourage employee participation and help effect change in their culture. The Impact Dashboard is at the center, focusing on results. Efforts included:

- *Sending a quarterly, all-employee memo reminding employees to check out AngelPoints*
- *Communicating tidbits about the program all year long, versus only one massive launch campaign*
- *Posting the results on the Impact Dashboard that track programs and successes for all to see*
- *Broadcasting when certain Impact Dashboard milestones are close to being achieved, but need employees’ help to do so*
- *Including incentives for participation*
- *Hosting an event fair before Global Volunteer Day to introduce some of the organizations to which people can lend their support*
- *Offering a Starbucks card to the first 100 people who sign up at the event fair*

sustainability goals as well. Life Technologies is clearly focused on using technology to harness their employees' potential to make a difference around the world, and the demonstrable ROI is all the evidence Grimes needs to show just how effective AngelPoints is for the organization's overall efforts.

ANGELPOINTS LEADS TO EMPLOYEE EMPOWERMENT

For each employee, Grimes believes it's essential to "teach them to fish," and she credits AngelPoints as an instrumental asset in her efforts. She explains that by giving people the right tools – like AngelPoints and the Impact Dashboard – employees can be counted upon to get involved in volunteering and sustainability. The AngelPoints system is so intuitive that employees can simply log on and dive in with little to no instruction necessary. Now her team can focus on creating templates, posters, and events to promote the greater *Giving Back at Life* goals, while employees get involved and become passionate volunteers and world-changers on their own.

By adding AngelPoints, a 2-person Community Relations team has found the tools they need to meet their corporate volunteerism and sustainability goals. Grimes now has a global solution that has drastically reduced their administrative burden while highlighting their real-time results with the Impact Dashboard. With AngelPoints in place, Life Technologies can continue to engage employees and achieve success in 2010 and beyond.



WHAT PEOPLE ARE SAYING ABOUT OUR COMPREHENSIVE COMMUNICATION STRATEGY

"We decided to use AngelPoints rather than hiring another fulltime person—it's that effective."

"Impact Dashboard has been outstanding! We only launched a month ago and sent one communication, and we're already at 1,600 hours logged. That's truly extraordinary!"

"People are inspired by the program and want to use AngelPoints to log service work for department team building activities."

"Our biggest pride point demonstrating success was Global Volunteer Day. We had about 13,000 hours registered in over 80 sites globally. There's no way we could have done that without AngelPoints."

