

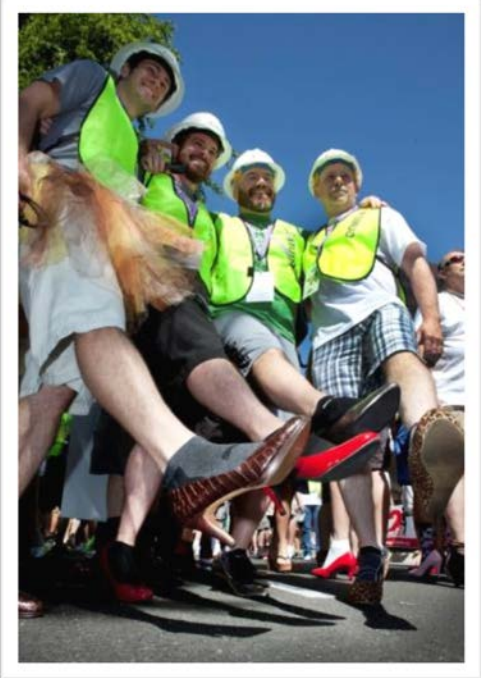
# Power up!

Connecting with your  
community through volunteers



Powering forward. Together.







# SMUD | Overview

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*Service area population*

1.4 million

*Budget*

\$1.47 billion

*Employees*

2,071

*Board members*

7

*Customers*

614,143

*Credit rating*

AA<sup>-</sup> Standard & Poor's

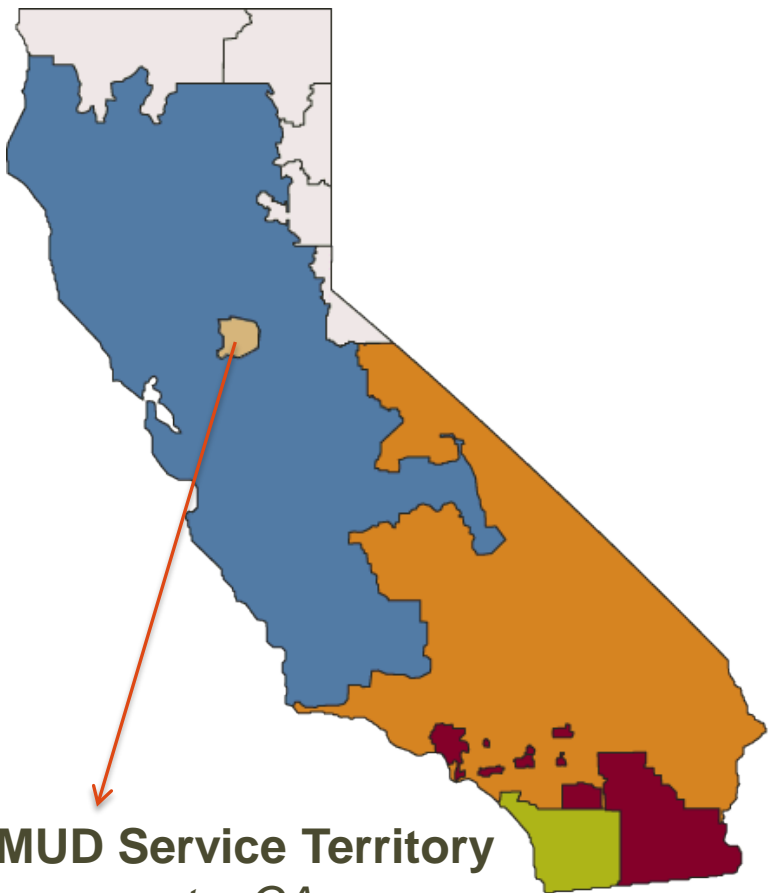
Aa<sup>3</sup> Moody's

AA<sup>-</sup> Fitch

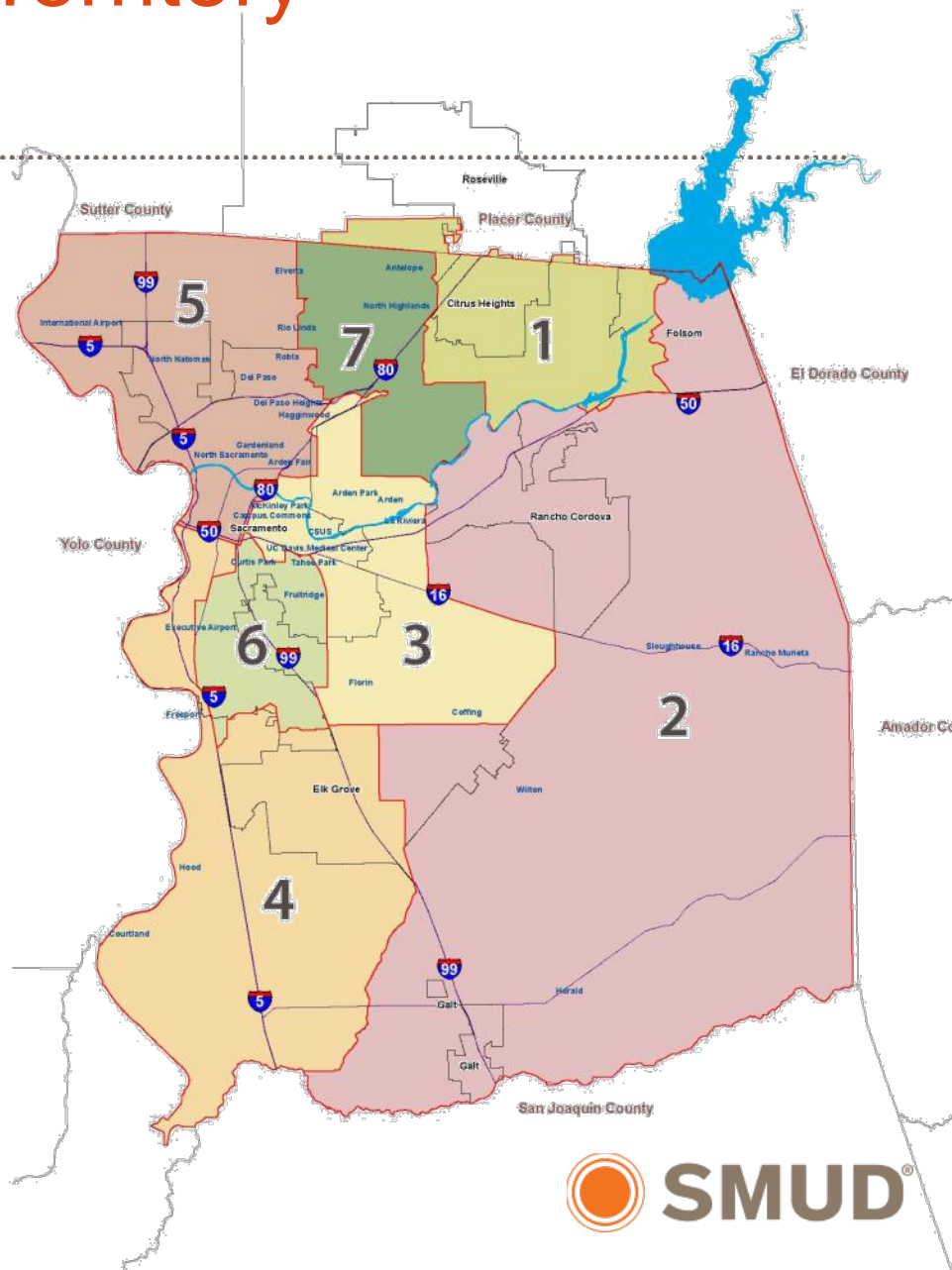


*Sacramento skyline at night, as seen from the American River*

# Geography | Service Territory



**SMUD Service Territory**  
*Sacramento, CA*







Why invest in a volunteer program?

# The business landscape is changing

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Balancing  
customer needs  
and expectations

Comparisons  
with non industry  
companies

Generational  
differences and  
cultural diversity

New  
technologies and  
communication  
methods

# Volunteering develops...

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*Teamwork*

Problem solving

Communication

Project planning

Task management

Organization

*Leadership*

*Public speaking*

Networking

# And it's a good investment

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85 percent of customers have a more positive image of a company when it supports a cause they care about

Corporate citizenship boosts customer satisfaction

Volunteering teaches skills that help employees do their jobs more effectively

Employees who volunteer have longer tenures with their companies

62 percent of workers between the ages of 18 and 26 say they prefer to work for companies that supply volunteer opportunities

Satisfied employees provide superior customer service

Volunteer programs put a human face on the company and reinforce the organization's values and core mission







## Can you relate?

Impact of volunteer programs on your  
Workforce • Fundraising • Community

<b>Generation X</b>	<b>Millennials</b>
<p>Born 1965-1976 51 million</p>	<p>Born 1977 – 1998 75 million</p>
<p>Accept diversity Pragmatic/practical Self-reliant/individualistic Reject rules <b>Mistrust institutions</b> PC Use technology Multitask Latch-key kids <b>Friends are not family</b></p>	<p>Celebrate diversity Optimistic/realistic Self-inventive/individualistic Rewrite the rules <b>Irrelevance of institutions</b> Internet Assume technology Multitask fast Nurtured <b>Friends = family</b></p>
<p><b>They want:</b> <b>Casual, friendly work environment</b> <b>Involvement</b> Flexibility and freedom A place to <b>learn</b></p>	<p><b>They want:</b> <b>Structured, supportive work environment</b> <b>Personalized work</b> <b>Interactive relationship</b> .</p>



**Why should you care?**

**In 2015 Millennials overtook all other generations as the largest group in the customer base and workforce.**

**81%** of them expect

**companies to make a public commitment to good corporate citizenship.**

*Source: Horizon Media's Finger on the Pulse study*

**More than half** said they would refuse to work for an irresponsible corporation.

*Source: Millennial Cause group – The 2020 project*

# And your best talent is paying attention

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All other things being equal, I would take a 15% pay cut...

to work for a company committed to CSR – **35%**

for a job that makes a social or environmental impact – **34%**

to work for an organization with values like my own – **58%**



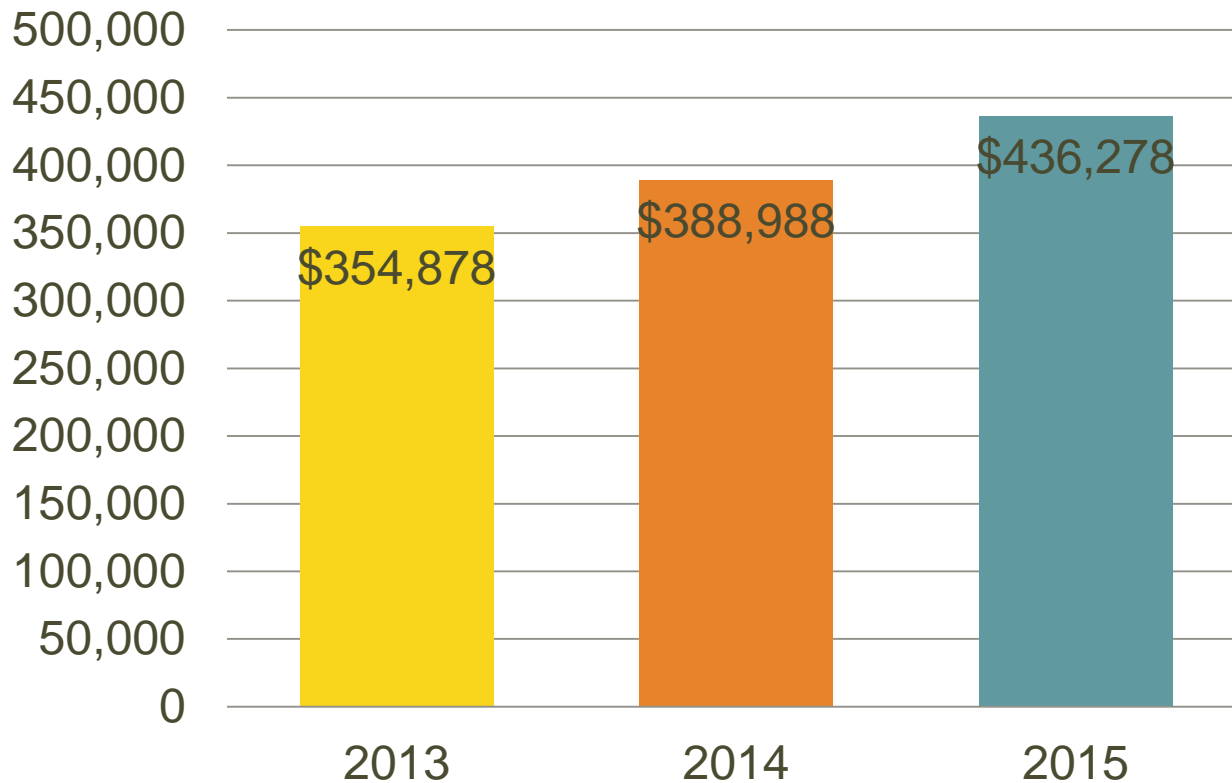
How does your community know you're responsible and engaged?— *You have to tell them!*

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# Does it work?

## SMUD employee giving



Value of 2015 volunteer time (24,000 hours) = \$553,680

# Employee and customer satisfaction

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ComputerWorld 100  
Best Places to Work in  
IT, 2008-2015

- Talent stays an average of 15 years

#24 “Healthiest 100”  
Healthiest Workplace in  
America, 2014-2015

Healthiest Employer,  
Sacramento Business  
Journal, 2014-2015

Only Northern California  
utility to reach “Optimal  
level of trust” in recent  
Cogent Research study  
of 25,000

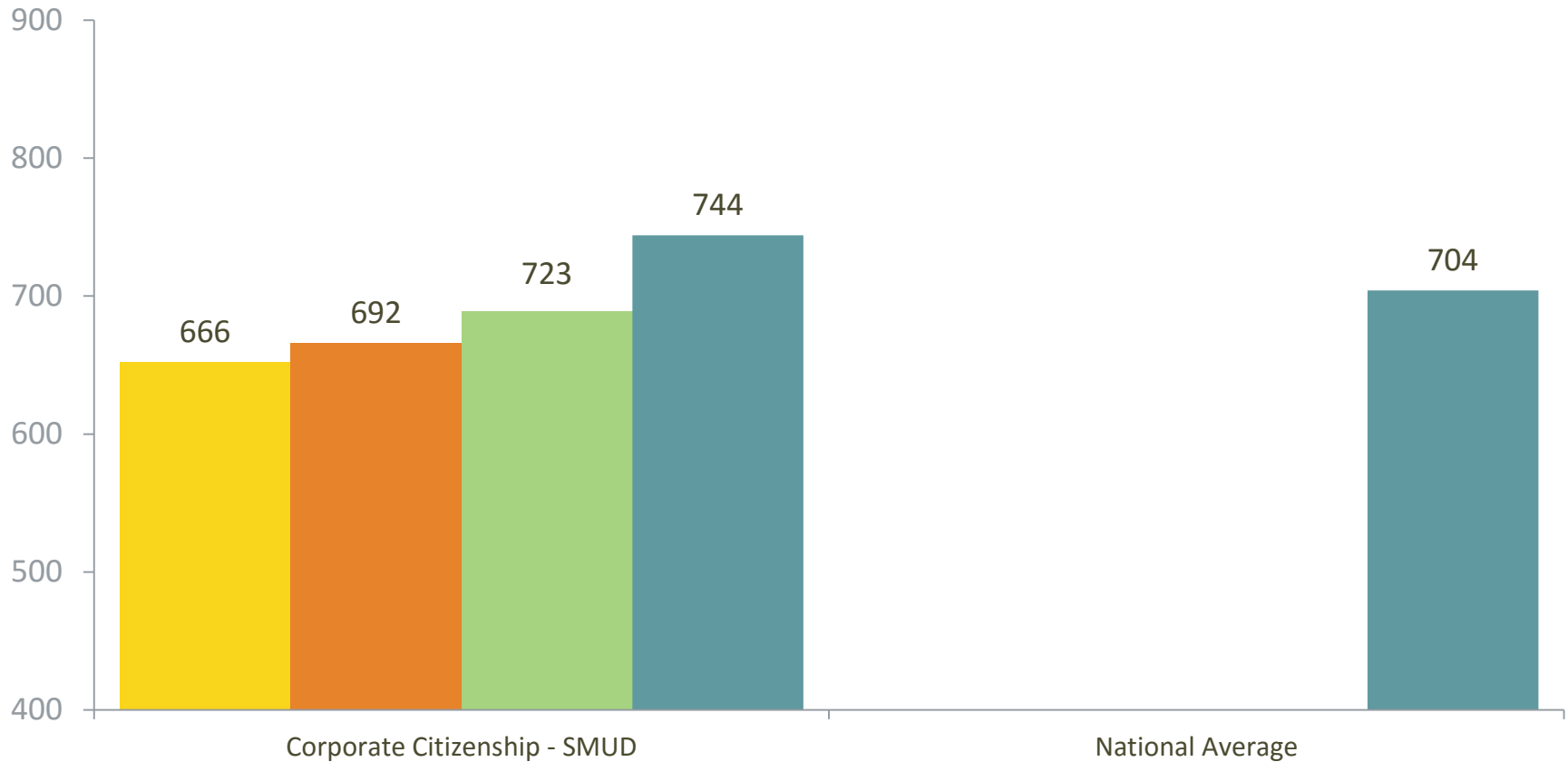
J.D. Power survey of  
Corporate citizenship  
scores continually  
climbing



# Top ranked mid sized utility in the nation for Corporate Citizenship, 2016

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■ 2013 ■ 2014 ■ 2015 ■ 2016





How does it all fit together?

# Our giving and program priorities reflect our values

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## Leadership

- Economic Development
- Civic Leadership

## Community

- Diversity & Culture
- Healthy, Sustainable Communities



## Ingenuity

- Education (focusing on Science, Technology, Engineering & Math)
- Innovation

## Integrity

- Environmental Stewardship
- Supplier Diversity



# Something for everyone!

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## One Time Events

- Runs/Walks
- Parades
- Cleanups
- Community improvements



## Ongoing Programs

- Educational programs
- Community based programs
- Mentoring programs

# What else do we do?

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Work group  
team building  
activities

Board service  
opportunities

Support  
personal  
volunteerism

Support  
individual work  
group goals

# Part of a comprehensive program

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Keeping them engaged



# Partnerships

- Multi event sponsorships
- Event and individual volunteers
- Future additional activities
  - On site demos
  - Potential site improvements



# Support of volunteer activities

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- Entry support
- Fundraising
- Branded Team SMUD apparel
- High media and customer exposure



# Fundraising and friend raising

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## Unique and fun

- Experiences, not just giving
- Leadership opportunities

## Make it easy to support

- Videos
- Web banners

## Matches

- Executive sponsor
- Explore corporate matching

## Long term relationships

- Board opportunities
- Ongoing volunteer activities



# Steal these ideas!

- Executive recruitment and buy in is vital
  - Personal note from CEO inviting participation
  - CEO matching funds
  - Frequent inclusion in CEO speaking points
- Keep events fresh and top of mind
  - Videos
  - Inclusion in company wide email
  - Employee led fundraisers
  - “Bring a Friend” week
  - Ticker on internal web for employee donations
  - Lobby display
  - Onsite educational event linked to nonprofit
  - Vote for CEO’s shoes
  - Team high heel training
  - Flash mob at event
  - Presentations at employee meetings
- You need visible success
  - Team in branded attire that stands out
  - Fundraising noted in messaging



# Challenges for employee volunteer programs

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- Finding the right balance of activities
- Equity in event support
- Walking the political line
- Volunteer commitment
- Represented vs. unrepresented employees
- Unclear expectations
- Fundraising burn out
- Volunteerism vs. volun”told”ism





# Tips for finding the right partnerships

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- Develop short-term outcomes to create a sense of achievement and satisfaction
- Find individual one-day placements and one-day projects
- Identify projects that a smaller group or family can do together
- Align with your employees' interests
- Demonstrate the linkage to company values
- Screen your partners and requests
- Plan early
- Strategize fundraising campaigns



# Engagement looks... AWESOME!!!



# Q & A

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