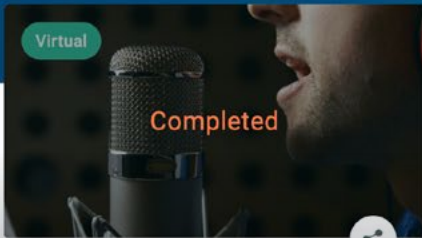


Volunteering opportunities

Disability

Education



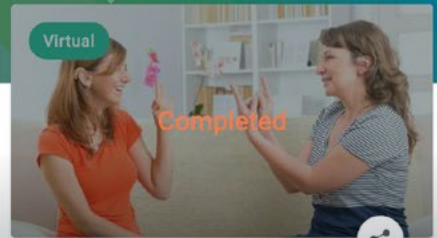
**Record storybooks for hospitalized kids**  
By Ronald McDonald House Charities, Bay Area

Virtual  
Oct 11, 2021 - Oct 28, 2021 | Volunteer anyti...



**Learn sign language and record a message of hope!**  
By Unitopia 4.0

Virtual  
Tue, Oct 12 | 10:30 PM - 11:00 PM (30 min)



**Learn sign language and record a message of hope!**  
By Unitopia 4.0

Virtual  
Wed, Oct 13 | 04:00 PM - 05:00 PM (1 hr)



CASE STUDY

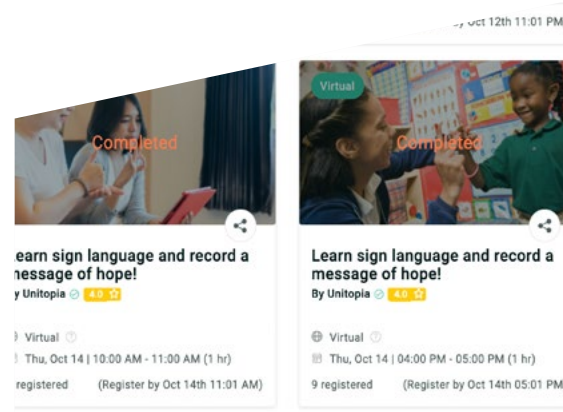
bbcon Gives Back with Virtual Volunteering

This case study provides an example of how Blackbaud implemented new technology to engage their workforce and the social good community with virtual volunteering opportunities during their annual bbcon conference.

Blackbaud Partners with Goodera | Volunteerism required a shift

Even before the pandemic required a large part of the workforce to become fully remote, technology has been a leading method to engage employees. Companies are continuing to expand their global workforce and need a creative way to design their CSR and volunteer programs to allow for employees to connect with each other around the world. Many CSR programs had to pivot during 2020 to continue to allow employees to give, serve and become advocates for social change.

bbcon is a technology conference that Blackbaud hosts to unite the social good community for 3 days of thought leadership, inspiration and networking. Every year Blackbaud incorporates a give back opportunity for



associated sustainable development goals

These Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. [Know more.](#)



all employees and attendees. The CSR team at Blackbaud supports the bbcon team by coordinating a volunteer opportunity. This is another way for CSR at Blackbaud to interface with a larger network, not just the employees. bbcon hosted 20,000+ social good advocates from all around the world. The Give Back event needed to be virtual and allow access for people to participate across multiple time zones.

The virtual volunteer event was produced in partnership with Goodera. Goodera pairs corporate clients with global nonprofits for virtual volunteering events and giving opportunities supporting over 200 clients around the world. Goodera curated two virtual volunteer opportunities which were available to employees at Blackbaud and all attendees of bbcon to participate in throughout the 3 day conference.

## How did the partnership with Goodera allow the CSR team at Blackbaud to support the bbcon gives back initiative?

“A project like this would have required more effort than our CSR team had capacity for and partnering with Goodera made it possible. It was great to be able to provide the parameters and delegate the tasks to Goodera to complete that would normally take us a long time to do. They used their robust network to find nonprofit partners and facilitators across the globe, in multiple time zones. We were able to plan volunteer events for bbcon that allowed access for people to participate in their time zone. Goodera identified the projects, found the right facilitators and found the nonprofit beneficiaries for the projects. We had a weekly meeting cadence leading up to the event, but beyond that the Goodera team handled everything,

“Partnering with Goodera for this year’s bbcon allowed us to offer on-demand and meaningful give-back activities to our attendees. Their team handled everything from creating a landing page to managing volunteer communications, making the registration experience a seamless one for our volunteers.”

—Melissa Britton,  
Manager Global Social  
Responsibility,  
Blackbaud



and I could just manage via email.” - Melissa Britton, Manager Global Social Responsibility, Blackbaud

## About the Volunteer Opportunities

### RECORD A MESSAGE OF HOPE



Nonprofit Partner: Unitopia

Volunteers learned sign language and then recorded a thoughtful, encouraging message of hope for hearing impaired women and children from poverty-stricken areas to promote and move a step closer to creating an inclusive environment for all.

### RECORD A STORY BOOK



Nonprofit Partner: Ronald McDonald House, San Francisco

Volunteers recorded audiobooks that will be distributed to hospitalized children to help inspire a love for reading and storytelling.



## SDG Alignment

Nonprofit profile information includes which UN Sustainable Development Goals the organization impacts. This allows companies to align volunteer and social impact initiatives with the SDGs.

Volunteer opportunities and behavior changed due to the pandemic. However nonprofits need continued support as they address the inequalities and income disparities exacerbated by the pandemic. Innovative technology like the Goodera platform connects people to causes overcoming traditional location barriers.

[Learn more](#)

“Thank you to all the volunteers who extended their time and support towards our mission by recording inspiring, optimistic stories for our critically ill children and their families. We will be using these recordings from time to time to uplift the children emotionally.”

”

—Ronald McDonald House Charities, San Francisco Bay Area

### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.