



CASE STUDY The Million Tree Challenge



Dell is the leader in digital transformation, providing technology products, solutions, services, research and support to help empowering countries, communities and customers to further realize their dreams.

Dell continues their commitment to conservation and sustainability with a new voting tool promoting their Million Tree Challenge. After acquiring EMC - and adding 50,000 new employees - Dell saw an opportunity to further their mission of planting trees. They partnered with YourCause to build a new voting feature allowing all employees to select where to plant a tree with just a couple of clicks.

Challenges

Innovation: Working with YourCause to conceptualize and build a new technology tool.

Introduction: Training 50,000 new EMC employees to their CSR platform.

Speed: Idea to campaign took two months.

The Voting Engagement Element

Dell wanted to provide a gift to welcome all employees to the new company. Rather than a simple memento like a keychain, they saw an opportunity to give employees a tree to plant in five locations around the world.

Introducing 50,000 employees to new software is a large challenge Dell solved by working with YourCause to build a custom tool enabling employees to engage and take action with the least number of clicks.

Dell is powered by YourCause solutions for:

- ✓ Giving
- ✓ Volunteering
- ✓ International
- ✓ Cause Cards
- ✓ Matching

The Million Tree Challenge was accomplished with a custom-built engagement element featuring five different geographic locations around the world. When an employee 'votes' by clicking on a location, Dell plants a tree for them in the area of their choosing.

The goal of this initiative was to get as much engagement and participation as possible from employees. Bypassing form entry, Dell was able to maximize employee engagement with this unique tool. It also empowered employees to make a difference in the part of the world they cared about the most.

Communication Plan

The success of this campaign was in large part due to a multi-faceted communication plan, including:

- ✓ Email from founder Michael Dell on Day 1. This leadership promotion contributed to the excellent performance in the first 24 hours.
- ✓ Messaging from other leadership, including the Chief Customer Officer.
- ✓ Internal Social Campaign.
- ✓ Discussion during a cross company broadcasted Town Hall Meeting to inform employees.
- ✓ Participation from the Employee Resource Group "Planet" and other brand ambassadors.



13,657

New Employee Registrations
Since Campaign Launch

Impact

In planting trees and restoring natural habitats, the program helped animals native to each of the five locations - including ocelots (Texas), bald eagles (Maryland), sloths (Amazonian highlands), forest elephants (Congo River basin), and tigers (Borneo and Sumatra).

To learn more about Dell's CSR programs and how they utilized unique platform elements to enhance employee engagement, contact sales@blackbaud.com.



8,602

Votes Cast in the First 24
Hours



21,975

Trees Planted with Votes from
the Campaign

[Learn more](#)

About Blackbaud

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