

CASE STUDY

Nonprofit Partnerships Bringing Perks

Q2

Q2 is a leading provider of secure digital banking solutions, working to build stronger communities by strengthening their financial institutions.

With a mission to strengthen communities and the financial institutions (Fis) that serve them, Q2 has empowered team members to rally around that mission by giving back. Q2 leads the industry with large fundraising initiatives, donating millions of dollars to nonprofits and charitable causes around the world. Determined to increase volunteer engagement, Q2 initiated a company-wide Community Service Month campaign. This campaign not only started a trend of new engagement at Q2, but also provided employees an incentive to become familiar with Q2's ten nonprofit partners, utilize the Corporate Social Responsibility (CSR) platform, and build relationships with one another.

Challenge

With so much success on the giving side of team-member engagement, Q2's CSR team was eager to find an innovative way to shine a light on the impact volunteer initiatives can make for team members and the causes about which they care. Q2 leaned on their partnership and the tools provided with the YourCause platform to support the different objectives and goals of its diverse global office locations during Community Service Month.

Rally the Troops

Every quarter, a company-wide meeting is held at Q2. The CSR team knew this was their opportunity to rally all the employees on the new Community Service Month. They created graphics, posted within internal chat channels, announced facebook events, sent company-wide emails and newsletters, and educated the Culture Leads on what to

Q2 is powered by YourCause solutions for:

- ✓ Volunteering
- ✓ Dollars-for-Doers
- ✓ Fundraising
- ✓ Groups

communicate and organize. Culture Leads then were in charge with coming up with the actual volunteer opportunities for their Q2 office, organizing them, communicating regularly to their friends about them, and finally pulling them off!

Give Your Blood, Sweat and Gear

Since this was the first Community Service Month at Q2, the team wanted to include a theme that would tie all of the Q2 offices' initiatives together. The three aspects of their volunteer campaign comprised of:

BLOOD

Q2 organized blood drives at all sites during Community Service Month.

SWEAT

Team members were asked to give their work and time to one of Q2's ten nonprofit partners during the month or to a nonprofit that they are passionate about. If team members volunteered two or more hours, they were given a \$50 Cause Card, redeemable for any nonprofit of their choice.

GEAR

Each Q2 site chose a distinct cause, however all team members spent time making things for nonprofits and then donated them to a nonprofit partner. One site made blankets for Susan G. Komen Breast Cancer Foundation, another made dog beds, and some transported dog food for the Austin Humane Society. If teams of ten or more volunteered 20 or more hours, the company made a grant to that nonprofit for \$250 USD.

By the end of Community Service Month, Q2 had seen a remarkable 33% increase in volunteer hours since 2018. Following Community Service Month, Q2 saw an increase of 9% in unique participants, or team members that had never engaged in volunteering before. Choosing to focus their efforts on a method of engagement they felt had remained untapped and not an interest for team members for so long, in turn, provided them nearly a third more participants than in normal campaigns. By utilizing the engagement elements, gamifying the platform experience, and incentivizing volunteerism during Community Service Month, Q2 not only exceeded its team-member participation rates and volunteer hour goals, it has created a volunteerism culture that is sure to expand in the future.



33%

Increase in Volunteer Hours in
2018



9%

Increase in Unique Volunteer
Participants in 2018

To learn more about Q2's programs or how you can utilize nonprofit partnerships, contact sales@blackbaud.com.

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