

SKILLS-BASED VOLUNTEERING

YOUR PATHWAY TO MEANINGFUL CIVIC ENGAGEMENT



We do things differently at Clif – for our health, equity and earth. We’ve always been bold and willing to rethink and redesign, and now it’s time to do just that for the communities where we live and work by expanding the way we volunteer. Your valuable energy and professional talents can solve nonprofit challenges through skills-based volunteering.

Skills-based volunteering aligns your professional skills and talents to a social challenge that you are best positioned to address. The best part? It supports our communities, our people and our business.

HOW IT SUPPORTS OUR COMMUNITIES

The 1.5 million nonprofit organizations in the U.S. have been especially hard at work over the last few years, supporting a spike in community needs in the face of the COVID-19 pandemic. Those organizations need the same resources that for-profit companies do – great marketing, effective technology, strong HR systems, efficient operations and smart strategy. The average nonprofit doesn’t have the budget to spend money on a robust operational infrastructure. When you bring your professional skills to the table to improve their website user experience, build a financial model for a new program, advise on more inclusive recruitment practices or solve a challenge, you advance the nonprofit’s mission in sustainable ways that create long-term community impact.

HOW IT SUPPORTS OUR PEOPLE

Skills-based volunteering is a proven way to flex your existing skills and gain new ones in a totally different environment. You’ll work with community leaders and learn more about nonprofit organizations and community issues like health equity (health), food insecurity (equity) or climate justice (earth). Volunteers often say that, while they expected to feel good about their skills-based volunteering, they didn’t anticipate the additional skills and relationships they’d build in the process. Give yourself a professional and leadership development boost. Connect it to your Individual Development Plan. The work you do in the community is a great way to prepare yourself for what’s next in your career at Clif.

HOW IT SUPPORTS OUR BUSINESS

When our people and our communities are thriving, we’re all more resilient and able to invest even more deeply in making good food fit for the movement ahead. So get out there and flex those skills – it’s good for everyone!

Check out Clif’s Skills-Based Volunteering Playbook to get started.

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SKILLS-BASED VOLUNTEERING

YOUR PATHWAY TO MEANINGFUL CIVIC ENGAGEMENT

MODULE 1

Civic Engagement & Skills-Based Volunteering

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WELCOME

At Clif, giving back to the community is at the core of who we are. Whether through employee volunteering with CLIF CORPS or contributing cash and product donations, our Community Aspiration is going strong. Since 2001, we have contributed more than 176,000 hours of employee volunteer time and donated \$66 million to 'do good.'

For nonprofit organizations, skills-based volunteering provides access to specialized talent they may not otherwise be able to attract or afford. Through our CLIF CORPS program, our employee volunteers provide much needed support to nonprofits, and in return, they have the opportunity to grow their own skills and create a sense of personal purpose and fulfillment.

We believe volunteerism is the ultimate win-win for everyone.

ROMA MCCAIG
Senior Vice President,
Impact and Communications
Clif Bar & Company



INTRODUCTION

Are you interested in getting involved in your community but aren't sure where to start? Maybe you've volunteered before but are looking for new ways to make an impact in your community. No matter where you are in your community engagement journey, it's always the right time to find, revisit or reflect on your passion for supporting and engaging with the causes and issues you care about.

In this playbook, we provide tools and resources to help you assess your strengths and interests, your community and the issues and causes you care about. You'll get a step-by-step guide to bringing your passion for community to life. [Clif Bar's Five Aspirations](#) of people, community, planet, brands and business are also essential to your journey in skills-based volunteering.

Supporting your community can include volunteering, giving, learning, advocating, celebrating and uplifting through your role at Clif Bar. There are countless ways to live your best civic life – your passion + your civic engagement interests + your community needs = the perfect recipe. All movements for positive change are made up of smaller actions taken by CLIFsters like you.





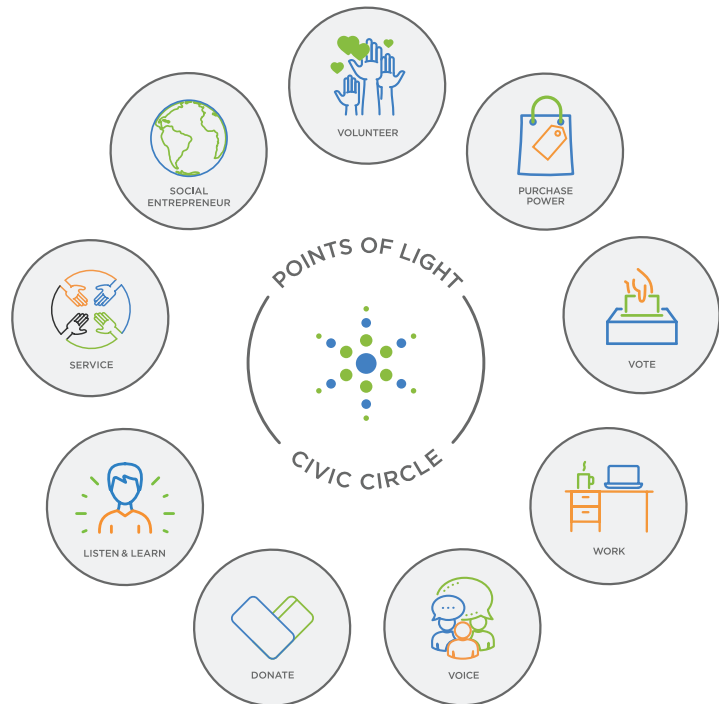
MODULE 1

Civic Engagement & Skills-Based Volunteering

THE FOUNDATION OF CIVIC ENGAGEMENT

There are many ways that you as an individual can use your time, resources, and expertise to contribute positively to your communities. Points of Light, a leading voice in corporate civic engagement and a long-time partner of Clif Bar, has identified these major touchpoints of impact through [The Points of Light Civic Circle](#). The Civic Circle helps individuals connect to opportunities and understand that doing good comes in many forms. It is a framework that represents your power to lead, lend support and take action for causes you care about and to lead a civic life. By combining elements of the Civic Circle, you can accelerate change in your community.

The ways in which we can participate in civic engagement are as unique as the communities where we live and work. Sometimes how we support the causes we care about is influenced by other factors. [Clif Bar's Five Aspirations](#) advance the brand and business the community and the planet. **By making the food system healthier, more equitable and protecting the planet as a whole, we are committed to making systems changes both as a company and within communities.** We aspire to carry this same intentionality and energy when you participate in skills-based volunteering.



HOW CLIF BAR SUPPORTS COMMUNITY ENGAGEMENT

At Clif Bar we pride ourselves in being engaged in the community through CLIF CORPS and as a part of our aspirations. As a CLIFster you can be a transformative driver of social change in your own community and communities worldwide. Our company can have the greatest impact when we work at the intersection of our community needs, company resources, priorities and employee interests. Understanding all four is critical to unlocking the full potential to do good.

At Clif Bar, strong community engagement is achieved when you support causes you care about in different ways. We provide time off to vote, opportunities to volunteer with colleagues, the ability to donate through matching gifts, and occasions to donate CLIF products or our acts of kindness initiative.



At the same time, it's important to recognize there can be an element of privilege around civic engagement. Participation will look different for everyone based on their interests, what their community needs and any barriers or challenges that may exist. Understanding this principle is essential to supporting the needs of others as a CLIFster. One valuable opportunity for impact that has been less developed at Clif Bar is skilled volunteering, the following modules will explain what it is, how to find the right partner and opportunity for you, and how to lead a successful project.



SKILLS-BASED VOLUNTEERING 101

Skills-based volunteering (SBV) is an opportunity for you, as a dedicated CLIFster, to share your time, talent and expertise to advance community change. This approach to community engagement matches your workplace skills, expertise and knowledge with the nonprofit's goal to increase their impact in the community. Volunteering is proven to [boost memory, cognition](#) and [mental health](#) and skills-based volunteering can sharpen your existing job skills and help you build new ones. When you leverage your professional skills to support a nonprofit's operations and infrastructure, you advance the organization's capacity, which means they can achieve their mission bigger, better and faster. By leveraging all types of skills, from IT support and strategic planning to marketing and HR consulting, SBV helps nonprofits expand their reach and become more sustainable while providing you the opportunity to stretch your skills and give back to a cause you believe in.

SKILLS-BASED VOLUNTEERING MODELS

Consider these [SBV models](#)* as you think about what best fits at Clif Bar and how to best leverage your volunteer time off.



GOOD FOR INDIVIDUALS	GOOD FOR GROUPS
LOANED EMPLOYEE MODEL: An approved and compensated leave of absence to offer volunteer services to a nonprofit.	MARATHON MODEL: Conduct your pro bono project within a short timeframe (usually 24 hours) to deliver a mass volume of services.
MICRO-VOLUNTEERING: Expand service opportunities to employees with all types of schedules through micro-volunteering opportunities. This is a short and convenient opportunity that fills a specific need at a specific time.	STANDARDIZED TEAM PROJECTS: Employees are placed on a team with set roles, responsibilities and deliverables.
SECTOR-WIDE SOLUTIONS: A predefined deliverable pro bono that can be applicable to all nonprofits across the sector.	COACHING AND MENTORING: Do your employees have culinary, marketing, finance or tutoring skills? Partner with a nonprofit to lend professional expertise.
OPEN-ENDED MODEL: Make your services available to a set number of nonprofits on an ongoing basis.	

* Based on Jamie Hartman and Jane Park, "Making Pro Bono Work: 8 Proven Models for Community and Business Impact." Taproot Foundation

EXAMPLES

1. **Human Resource Infrastructure Assessment:** A nonprofit addressing food insecurity is poised to double its staff size in two years due to the unprecedented community demand brought on by COVID-19. To prepare for that growth, SBV volunteers might assess the current staff structure and share best practices and improvement recommendations in areas such as professional development and performance evaluation practices.
2. **Public Relations and Communications Strategy:** An established animal shelter lost significant funding as a result of the recession and pandemic. They are looking to develop strategies for sharing client stories and outcomes to engage new constituents or funders as well as entice potential partnerships with local media outlets.
3. **Senior Leadership Succession Planning:** The longstanding 15-year founder and executive director of an education nonprofit is retiring in the next 18 months and the board wants to ensure a seamless passing of the torch. An SBV volunteer might review any existing emergency succession plan and create a framework for a CEO succession plan, including structure recommendations and best practices for charting succession internally, if one does not exist.
4. **Professional Development Guides:** A nonprofit supporting an acute disease has secured funding to bring in two new staffers to help expand the operations of the organization. To support this growth, they're asking for guidance on effectively integrating adult learning into the organization, addressing budget questions raised by the board, streamlining internal communications, managing new donor relations, annual report cadences and more.
5. **Additional opportunities:** Depending on the size and expertise of the nonprofit, there may not be full-time employees who have the expertise in the following: social media, digital marketing, website development, project management, business analytics, sales and client relations. Based on the expressed needs and request from the organization, a group of SBV volunteers would offer significant support to the operations and infrastructure of the nonprofit.



SHOWING UP WITH INTENTION

How you “show up” in support of the issues and causes you care about is as important as showing up at all. What you say about a community and its members, especially if you're not from that community or you don't have the same lived experience of the issue you're supporting, is important. Being a CLIFster means working *with* a community, not *for* that community. Projects are a partnership between the community or nonprofit leading the way and you, the volunteer. Focus on learning what the organization wants from its volunteers and supporters. The language you use matters. Keep the following in mind when you reach out.

BEST PRACTICES

Use “asset-based language.” Prioritize language that focuses on strengths and opportunities of a particular community or group of people. When addressing the “issue,” focus on the systems and other contributing factors that have played a role.

Refer to people in the way they identify. People are often assigned labels like “poor,” “needy,” “down and out,” etc. Instead, consider how they want to be identified (i.e., Black entrepreneurs, LGBTQ+, mother, artist, etc.).

Focus on “we,” not “for.” **As guests in a community that may not be your own, supporters are there to work *with* the community, not *for* them.** Don't focus on doing for others. Focus on building relationships and doing with others.

AVOID THE FOLLOWING

Don't use deficit-based language. Steer clear of language that is needs-driven and problem-focused. For example, referring to people or communities as “marginalized,” “at-risk,” “in need,” “underserved,” “less fortunate,” “uneducated,” “under-represented,” etc.

Don't use power-based language. Avoid language that implies power over or “being better” than another group. For example, “giving back to those in need” or “this will help us all appreciate how fortunate we are.”

Don't show pity. Avoid language that may place importance on someone's value or sense of worth. For example, “They have nothing,” or “I feel sorry for them.”

RECAP

To review, Module 1 covers the goal of skills-based volunteering, its importance, its impact and ways to apply it by partnering with community organizations. Module 2 covers the ways to identify and partner with an organization as a skills-based volunteer. Module 3 explores how to create and implement a skills-based volunteer project.

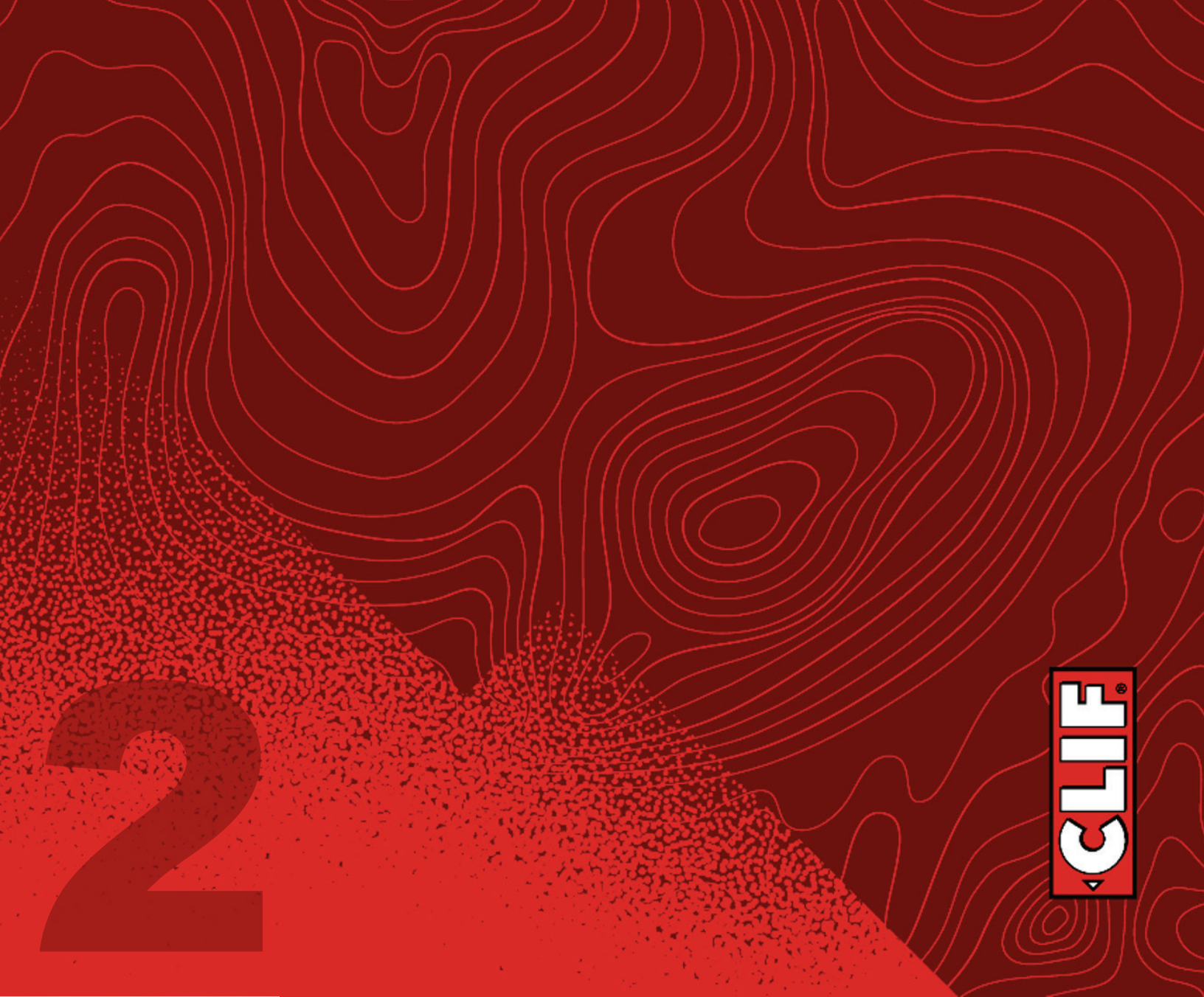
CONTACT

Louisa Brown, Community Impact Sr. Manager lbrown@clifbar.com
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MODULE 2

The Community Partnership Lifecycle

A vertical photograph on the left side of the page shows a sunset over sand dunes. The sun is low on the horizon, creating a warm orange and yellow glow. The sand dunes are in the foreground, with their ridges and valleys illuminated by the low light. The sky transitions from orange near the horizon to a pale blue at the top.

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MODULE 2

The Community Partnership Lifecycle

In Module 1, we learned what skilled-based volunteering is and the various ways you can bring your knowledge and skills to a community organization. In this module (Module 2), we'll explore ways to identify the right partner organization and factors you should consider along the way.

SOURCING THE RIGHT NONPROFIT

Just as there is a great deal of diversity in the organizations you can volunteer with, there's no one-size-fits-all approach for identifying organizations to support. Get creative and have fun with the process.

WHERE SHOULD YOU LOOK FOR IDEAS?	WHAT ARE THE BEST RESOURCES TO USE?
Search on websites like Catchafire and Taproot Plus .	View a variety of individual volunteer opportunities and search to identify organizations by cause that are active in your community.
Tap into national partners that have broad networks of local organizations offering volunteer opportunities across a wide range of issue areas and causes.	The Points of Light Global Network has affiliates in 41 U.S. States and 38 countries; and there are nearly 1,800 chapters of United Way around the world.
Learn about ideas from other colleagues.	Get inspired by all the activities other colleagues are planning. Ask them how they built their relationship with an organization that they are working with.
Leverage your personal networks.	Ask friends, family, neighbors and community leaders about organizations they support or have heard about.
Use search tools dedicated to volunteer opportunities.	Check out opportunities at Points of Light Engage , the world's largest digital volunteer network, or VolunteerMatch .

FINDING THE RIGHT COMMUNITY PARTNER

When you're looking for an organization to support, fit and readiness matter. You want your purpose, values and the needs of the community to align. Based on the conversations that you have had with your local stakeholders and your experience with your community, you now know the most pressing issues to support. Still, the logistics and ability to develop a longer-term relationship also matter.

Unfortunately, not all nonprofits are going to be able to jump at the chance for free and unsolicited help. "Why?" you may be asking yourself. The nonprofit may not be ready to facilitate or manage volunteers at that time,

or the organization may not know how to engage skills-based volunteers or how to sustain the structure once your engagement has concluded.

Though your intentions are helpful, the nonprofit you want to work with may not be ready for skills-based volunteering because of a lack of clear direction or project management requirements that are too extensive, a heavy project management lift or low-quality results due to not having a clear direction.

In general, you want the organization to have a clear outlook around how skill-based volunteers will help achieve the vision. Consider the following during your search:



WHAT SHOULD YOU CONSIDER?	THIS IS WHAT YOU CAN LEARN...
Does the organization focus on the issue or cause you want to support?	Your research may reveal something you hadn't thought about before. It's up to you (and those you're volunteering with) to determine if supporting a different cause makes sense.
Does the organization have a good reputation that aligns with Clif Bar's purpose and values ?	Sites like Charity Navigator and GuideStar can be helpful tools to validate that the organization is a vetted 501(c)3 nonprofit in good standing and to assess if the values and practices of this organization are aligned with Clif Bar.
Do they deliver on their mission?	Review their annual report, strategic plan and impact statements. Learn about their programs and community impact. You can also conduct an internet search for any recent news about or from the organization.
Do they demonstrate a commitment to diversity, equity and inclusion practices?	Small organizations may not have the space or bandwidth to accommodate you or your team. Try to not place an undue burden on a nonprofit to accommodate your group depending on the size and scope of the partnership or project.
What volunteer opportunities are available in my community?	Check out opportunities at Points of Light Engage , the world's largest digital volunteer network, or VolunteerMatch .
If the engagement is in person, is the organization located in a place that's accessible to your volunteers?	Accessibility takes a variety of forms. You'll want to take into consideration how long volunteers will have to travel and if the volunteer opportunity is near public transportation. In addition, you'll want to make sure the location is accessible to people with different abilities.

APPROACHING YOUR COMMUNITY PARTNER

Identifying the right volunteer opportunity – especially one that will leverage the unique skills of you and your teammates – requires relationship building and thoughtful scoping. If the organization doesn't promote SBV projects online, or if you'd like to learn about other opportunities you and your team can support, reaching out to the organization's volunteer manager is the right next step. Remember that many nonprofits operate with a very small staff, and some may never have engaged skills-based volunteers on capacity building projects. Depending on when you contact the organization, you may have to follow up a few times or wait for a response due to nonprofit leaders often balancing multiple roles.

When connecting with a nonprofit organization for the first time, remember:

- It's important to be humble in your approach and keep an open mind.
- Focus first on learning what the organization wants from its volunteers and how your expertise may be helpful.
- If you have resources available, let the organization know (i.e., technical expertise, Clif Bar products).
- Don't commit yourself, or resources, to a project until you have confirmed with everyone involved that this is the right fit (i.e., scope, deliverables and expertise).

Here's a sample email to help you get started in reaching out to a nonprofit:

Dear **[insert name of nonprofit's contact if known]**,

My name is **[Name]** and I work for Clif Bar. I'm writing to ask you about **[organization's name]** and how we might find a way to work together on a volunteer project. **[I or we, if you have a team of individuals] have expertise in [insert area and level of expertise of the skillset you'd like to offer].**

At Clif Bar, we pride ourselves on being family and employee owned and know how important it is to support our community. Our company recognizes that **[issue/cause area]** is an issue that impacts **[city/neighborhood name]**, and your organization has a deep understanding of that space. My team is looking for an opportunity to learn more about your organization and its mission to see if there's alignment between what your organization may need and the expertise we may be able to contribute. You came to our attention because **[insert what made this organization resonate].**

We're interested in exploring opportunities to provide Clif Bar employees from our **[office/department, etc.]** to make a meaningful impact within your organization and our community.

Are you the right person to talk to about how we might support **[issue/cause area and nonprofit name]**?

Looking forward to hearing back from you!

Thank you,



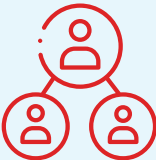

[Name]


Reminder: The foundation for building any great relationship, including one with a nonprofit partner, is by leading with **“we,”** not **“me.”** You may have a great idea for a project, but ultimately, they are the experts in how best to support their organization and the community. You will want to establish that the relationship is a good fit and that the project or event aligns with interests, available resources and capacity. You'll also want to ensure that the engagement is meaningful for all stakeholders — your team, Clif Bar and the nonprofit organization.

BUILDING AND SUSTAINING YOUR COMMUNITY PARTNERSHIP

Focus on relational, not transactional. While volunteer projects are a step in making meaningful impact within communities, the opportunity to make a deeper impact comes when we engage with nonprofit organizations

to do more than just a single, done-in-a-day project. Here are some tips for moving from a one-time volunteer experience to a more sustainable, impactful relationship.

TIP	ADDITIONAL DETAILS
<p>Scope for future impact.</p> 	<p>When you first connect with an organization to discuss opportunities to support their mission, you'll likely end up discussing more ideas than can be accomplished over a single project. Instead of viewing some of these ideas as things you won't do, consider reframing your thinking to prioritize the ideas as things to do in the future. Get creative and think about the long-term opportunities to support their work.</p> <p>You can also use these conversations to determine opportunities that are unrelated to volunteering. For example:</p> <ul style="list-style-type: none"> • Can you share information about their organization or its upcoming events on your community board? • Do they have programs that could benefit from a donation drive being hosted in your store? • Would it be possible to recognize and celebrate their staff's work with a product donation?
<p>Follow up after the project.</p> 	<p>Forming a relationship with an organization requires follow up. After your volunteer project, be sure to connect with them on a call or via email within a few days. This is your chance to:</p> <ul style="list-style-type: none"> • Thank them for their work in the community and for hosting your volunteer team. • Debrief on the event to identify ways to enhance or improve a future partnership. Do they have suggestions for you? • Discuss how to best stay connected and find ways to partner again – you may even have the next idea ready to coordinate!
<p>Stay in touch.</p> 	<p>Develop a cadence for staying connected – perhaps it's a monthly email check in or a quarterly call. What's appropriate will be based on what makes sense for the relationship, opportunities that may be in the pipeline, etc.</p> <p>Consistency is important. A random call five months later may signal to the organization that you are not interested in building and maintaining a relationship.</p>
<p>Reinforce that this is a mutual relationship.</p> 	<p>Nonprofit organizations are often accustomed to one-sided relationships where the requests for engagement are driven by external partners (volunteers, companies, etc.). It's important to establish a <i>mutual relationship</i> so the organization feels comfortable offering alternative ideas to engaging partners or even saying "no" to a request.</p> <p>Likewise, you want to create a culture where they feel they can pick up the phone to call you. This type of mutuality better ensures that the needs of the community are prioritized above all else.</p>

<p>Keep track of the relationship.</p> 	<p>Track details in the relationship, including point(s) of contact, event/engagement history, impact information from those events, etc., using the [CLIF CORPS platform].</p> <p>For future opportunities, stay organized by creating a spreadsheet or similar document that allows you to track ideas, potential dates and notes on where you are in the planning process.</p>
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SUMMARY

We've discussed how to build sustainable relationships with nonprofit organizations to create greater impact for continued engagement. Now equipped with an understanding of what skills-based volunteering is and how to partner with a community organization, it's time to learn the ways you can apply skills-based volunteering. In this next module, we'll cover how to share, reflect and apply skills-based volunteering in partnership with a community organization. Remember, if you haven't read Module 1, go back and read it to learn about skills-based volunteering and how it fits with the mission and programs of Clif Bar.

CONTACT

Louisa Brown, Community Impact Sr. Manager lbrown@clifbar.com
Brian Lemoine, Community Program Manager blemoine@clifbar.com



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SKILLS-BASED VOLUNTEERING

YOUR PATHWAY TO MEANINGFUL CIVIC ENGAGEMENT

MODULE 3

Skills-based Volunteering in Action
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MODULE 3

Carrying SBV Forward & Skills-based Volunteering in Action

INTRODUCTION & RECAP

As we covered in Module 2, building and maintaining the relationship with your community partner is important during the project. It's also essential to provide opportunities for your fellow CLIFsters who may feel compelled to support the mission of the organization. In Module 3, we'll walk through the project planning "must-haves" to ensure an excellent experience for you and your colleagues. We'll help you learn to identify a project that is impactful for the organization and the issue or cause being supported. We will also discuss how sharing the impact you have can help to motivate and inspire others. Finally, we'll cover the ways you can reflect on what you accomplish and, when ready, continue forward on your journey as a skills-based volunteer.

CREATING A CLEAR PROJECT SCOPE

A clear project scope, including specific deliverables and desired skillset, is essential to the success of a skills-based volunteer engagement. Working closely with the nonprofit partner to build a scope of work ensures that the organization's needs are at center, and sets you up to evaluate the potential match of your team's skills to that need. It's especially important to identify what success looks like – whether it is a deliverable like a new Human Resources manual, a website UX analysis, a budgeting template, advisory support such as recommendations for a vendor selection process, or a more inclusive volunteer recruitment strategy. A successful engagement also will consider resources, timelines, deliverables, key stakeholders, processes, assumptions and constraints.

Overall, getting the scope right (clear, defined, aligned deliverables) and confirming that you and your fellow volunteers have the right skill set for the project ensures that the engagement be successful.

1. Develop a clear outline of why you are creating this opportunity:

WHO will be involved?

WHAT is the big picture challenge that is being solved? What are the specific deliverables?

WHICH specific skillsets are needed for a successful engagement?

WHEN will you volunteer (time of day, day of the week)?

WHERE will the engagement take place (remote, at the nonprofit, in the community)?

WHAT need will the engagement address for the nonprofit partner, or which new opportunities will it make available?

WHY does this opportunity matter to your fellow colleagues?

2. Set expectations with partners and volunteers upfront and manage expectations throughout the project.
3. Determine clear and concise roles and responsibilities for internal team members, and ensure the organization has complete agreement around their roles and responsibilities. Consider identifying a team lead as well as a primary contact from the nonprofit organization.



4. Schedule a site visit to establish a relationship by meeting the organization's key stakeholders and aid in planning and knowledge-sharing efforts to ensure a high-impact outcome. If a site visit isn't possible in person, then use this guide to help answer your questions to finalize the project scope.
5. Organize regular check-ins with your team to discuss progress, challenges and future deadlines. Monitor project milestones and communicate any discrepancies. Reassess and adjust the program's scope, if necessary.

SKILLED-BASED VOLUNTEERING PROJECT PLANNING CHECKLIST

Be sure to keep track of important milestones and their respective timing. The checklist below is a sample timeline for a single day project; however, please note that many SBV opportunities may range from 4-16 weeks or longer depending on the scope.

TIMING	ACTIVITY
8-10 weeks prior	<ul style="list-style-type: none"> <input type="checkbox"/> Outline and confirm scope of project (i.e., project description) with the nonprofit organization. <input type="checkbox"/> Confirm scope of project (i.e., project description) with Clif Bar leaders for awareness and support. <input type="checkbox"/> Confirm start date, time and role of volunteers. <input type="checkbox"/> Conduct site visit (if applicable).
6 weeks prior	<ul style="list-style-type: none"> <input type="checkbox"/> Create and publish the project in CLIF CORPS. <input type="checkbox"/> Share the Portal sign-up link with partners to recruit volunteers. <input type="checkbox"/> Send a 'Save the Date' email or calendar invite with the Clif Bar Portal link for colleagues to sign up.
2 weeks prior	<ul style="list-style-type: none"> <input type="checkbox"/> Send volunteers all project details, any preparation work or safety guidelines and "Share the Impact." <input type="checkbox"/> Schedule a debrief with your planning and/or volunteer team for after the project.
1 week prior	<ul style="list-style-type: none"> <input type="checkbox"/> Send volunteers a reminder of all project details.
Week of Project Kickoff	<ul style="list-style-type: none"> <input type="checkbox"/> Confirm all final details with the nonprofit organization.
Day before Project Kickoff	<ul style="list-style-type: none"> <input type="checkbox"/> Send a final reminder to all volunteers and a "we look forward to getting started tomorrow" email to the nonprofit organization.
Day of Project Kickoff	<ul style="list-style-type: none"> <input type="checkbox"/> Volunteers should track time in CLIF CORPS. <input type="checkbox"/> Document the project by taking photos during the project. Be sure to follow any organization policies if taking pictures of any staff or beneficiaries from the community organization
2-3 days after project wraps	<ul style="list-style-type: none"> <input type="checkbox"/> Send "thank you" to volunteers with a reminder to track time in CLIF CORPS. <input type="checkbox"/> Send "thank you" to the organization, and if interested, keep the door open for future opportunities. <input type="checkbox"/> Submit photos and impact stories (ways you and the team impacted the nonprofit, community, etc.) through CLIF CORPS and using #ClifCares.

SAMPLE PROJECT OVERVIEW

The project overview provides key details of the volunteer project including logistics, specific volunteer tasks (what will be accomplished) and an understanding of why the project is relevant and meaningful.

Use this template to adapt to your own project.

In 1-2 brief paragraphs, insert an overview of the organization, the issues/causes they support and any other relevant details about the community and the organization's purpose. Why is this an organization or cause team members should support?

Briefly describe the project activities and why they matter. Please include any project logistics details the participants might need to know prior to the day of the project. This can include project address or Zoom link (if it's virtual), timing, attire needed, any equipment the participant needs to provide (gloves, mask, hat, etc.), and any other pertinent information.

LOCATION	[NAME OF ORGANIZATION] [ADDRESS]
Date and Time	[Date] [Time]
Specific Skillset	[Clear information on the specific skills necessary to be successful with the project to ensure a match to the project and organization.]
Number of Volunteers	[Minimum and maximum number of volunteers.]
Need to Know	[CONFIRM AT LEAST TWO WEEKS BEFORE THE PROJECT: Any miscellaneous but important details that equip partners for success such as what to wear including a Clif Bar shirt, items to bring such as supplies or water bottle, policies on taking pictures, etc.]
Registration	[Link to sign up on the CLIF CORPS' portal.] [Deadline to register.] [If there is a cap on volunteers, guidance on if there is more interest than available spots.]
Project Lead	[Name.] [Email address and phone number.]

SHARING THE IMPACT

After you've created a strong nonprofit partnership and completed the SBV engagement, what should you do next? It's important to recognize your volunteers and nonprofit partner through recognition and storytelling.

REFERENCE CLIF BAR'S SOCIAL MEDIA GUIDELINES:

- **Share the Moment:** Content of any social media posts should clearly explain the purpose and partnership between the brands.

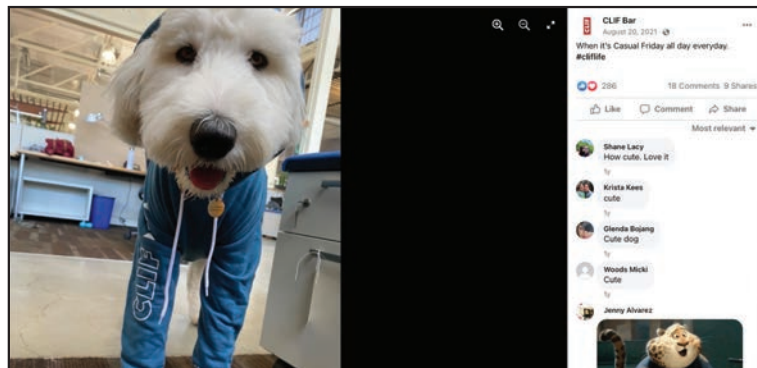
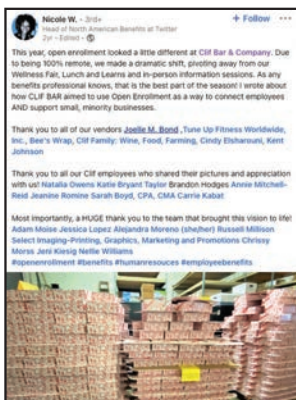
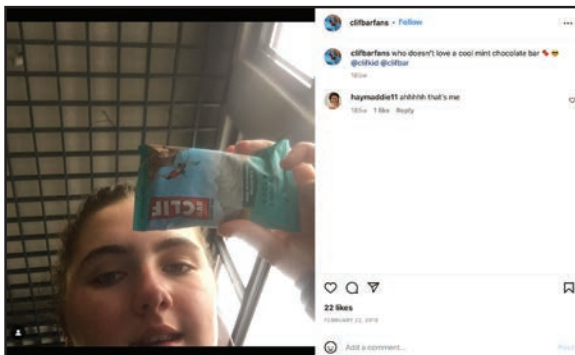
- **Be Kind:** Promote positivity and avoid sharing any controversial opinions/statements unless in support of the nonprofit partner.
- **Don't Share Confidential Information:** Keep proprietary information private between both parties.
- **Be Inclusive:** Use inclusive pronouns, avoid assumptions about gender and race, ability and be thoughtful about representation.
- **Let us know!** Let us know if you reposted or shared about us on a social channel so that we can engage with it. (Learn more about how to tag us below.)

If you're interested in building a deeper partnership with the organization you have worked with (and we recommend you do if it's a good fit), be sure to share the impact with your leadership team. Provide a brief overview of the nonprofit's need, a synopsis of the scope of work, how your skills translated to the desired work and how your skills impacted the nonprofit and its community. Don't forget to ask the nonprofit to provide measurements that you can share with your leadership team. For example, because you spent time setting up the new laptops for the nonprofit, 25 high school students will now be able to successfully complete their homework after school each week as compared to the 5 high school students who previously were doing their homework using the nonprofits initial equipment.



THINGS TO DO ON SOCIAL

- **Use social media handles to tag Clif Bar and the nonprofit.** Use @clifbar on Instagram, Facebook and Twitter and @clifbar&company on LinkedIn.



PROJECT REFLECTIONS

LEARN FROM WHAT WORKED... AND WHAT DIDN'T

In the days that follow the project, we recommend debriefing from your experience. Use the time to identify what worked and what can be improved. This exercise should inform what comes next and any changes you would make when planning a future SBV opportunity. The table below walks through various aspects of the project planning process and things to reflect on.

How was the nonprofit to work with? Were they responsive? Collaborative?	Did the organization demonstrate fair treatment of the people and community they support?	Does the organization seem like a good fit to partner with again? If so, are there any future opportunities that have already come to mind?
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Consider scheduling a debrief with the nonprofit to understand their experience. If this isn't possible, make sure you're capturing their feedback in another form (i.e., email). Topics to address during this debrief include:

- How was their experience?
- Did the final deliverable or recommendations (whatever was planned in the original scope) meet their needs and expectations?
- Any opportunities to improve? Any issues that may have come up?
- Share reflections of your own related to the questions noted above regarding the experience of working with them, etc.
- Opportunities for partners to continue to stay engaged with the organization.

SHARE YOUR LEARNINGS WITH OTHERS

There are many lessons to be learned from managing a skills-based volunteering project. Sharing these takeaways is a great way to help support other team members on their community engagement journey or inspire them to get started. Consider sharing what you've learned and reflections on your experience with your peers on team calls, on the CLIF CORPS' platform and in other ways that you communicate with team members.



WRAP UP

Congratulations! You are now more skilled in skilled volunteering. This module series covered essential steps and approaches for skills-based volunteering. In Module 1, we covered the basics of skills-based volunteering, how it relates to civic engagement at Clif Bar and ways to be a mindful and effective volunteer. In Module 2, we discussed ways to find, work with and grow a partnership with community organizations and the significance this groundwork has as a volunteer. In Module 3, we reviewed what's needed to create, execute, share and reflect on a project. Remember, this is a framework to support you through each step of the project. These modules can be read in order or independently, depending on where you are in your skills-based volunteering journey. Be sure to share your experiences on CLIF CORPS and see the contact section below if you have any questions or feedback.

CONTACT

Louisa Brown, Community Impact Sr. Manager lbrown@clifbar.com
Brian Lemoine, Community Program Manager blemoine@clifbar.com



The CLIF logo is a vertical rectangle with a red background and a black border. The word "CLIF" is written in white, bold, sans-serif capital letters. The letter "C" is stylized with a small black triangle pointing downwards from its bottom curve. A registered trademark symbol (®) is located at the top right of the rectangle.

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