Civic Matchmaking: Connecting People with Purpose to Increase Community Resilience

May 17, 2018

How would your community be different if your key nonprofits were able to double their staff size at no additional cost?
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov

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How To: GoToWebinar

Clicking the rectangle will place you in full screen mode.

Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
So, what is Give 5?

Why is it worth your time?
Why is this important for your community?
Give 5 was created to address five macro trends.

And so...what are these five macro trends?
Give 5 is at the intersection of these 5 macro trends

- Wave of talent on the move
- Largest transfer of wealth in history
- Largest Boomer health risk
- Growing need to strengthen community fabric
- Increased importance of volunteerism
MACRO TREND #1

Wave of talent on the move

GIVE 5
MACRO TREND #1

Wave of talent on the move

10,000 Baby Boomers turn 65 EVERY DAY . . . for 19 years

3,650,000 per year

69,350,000 over 19 years
MACRO TREND #1

Wave of talent

Many of us derive our personal meaning and community purpose from ...
MACRO TREND #1

Wave of talent

... our jobs

(If you ask me who I am, I’ll likely tell you what I do)
Wave of talent

• And what do retiring Baby Boomers have…?  
  - Work ethic  
  - Skills/talents  
  - Commitment to their community  
  - Financial resources  
  - Desire to feel relevant and “give back”  
  - And for the first time in our lives… time
Wave of talent

• And what will we do with this new-found time…?
  - Daytime television
  - Golf
  - Visit a museum
  - Travel
  - More daytime television
  - Get involved and give back to our community
  - All of the above
MACRO TREND #2

Largest Boomer health risk
Largest Boomer health risk

U.S. Surgeon General identified the largest health risk for retirees as …?

- A: Cancer
- B: Heart Disease
- C: Isolation
- D: Cell phones
- E: Red dye #12
Largest Boomer health risk

MACRO TREND #2

What am I supposed to do when I get up in the morning now?

Hit the couch?
Growing need to strengthen our community fabric
Strengthen our Community Fabric

MACRO TREND #3

Springfield’s deficiency in “bridging” social capital

- We have stronger-than-average “bonding” social capital
- We have weaker-than-average “bridging” social capital

So what?
Community Fabric

• As a society, we seem to have less empathy
  - Haves vs. Have nots
  - Us vs. Them
  - One size fits all vs. One size fits Al
  - Media “echo chambers”

• Can we reverse these trends and build “bridging” social capital?
Increased importance of volunteerism
MACRO TREND #4
Increased importance of Volunteerism

Drury University’s Volunteer Study shows that our community needs...

... 8,000 additional volunteers
MACRO TREND #4

Volunteerism

Federal and state funding for non-profits is waning

Question:
Do you think federal and state funding for non-profits will go up or down during the next decade?
Volunteerism

Consequently, will non-profits rely more or less on volunteer support during the next decade?
MACRO TREND #5

Largest transfer of wealth in history
MACRO TREND #5

Transfer of Wealth

Largest transfer of wealth in the history of the world has begun

How could just 5% legacy giving impact our community?
Give 5 is at the intersection of these 5 macro trends:

- Wave of talent on the move
- Largest transfer of wealth in history
- Increased importance of volunteerism
- Largest Boomer health risk
- Growing need to strengthen community fabric
“What are we going to do with all of these seniors?”

Vs.

“What are we going to do with all of these seniors?”
Our hope is that participants will . . .

- Find a volunteer opportunity they feel passionately about -AND-
- Volunteer a minimum of 5 hours per month with that organization

It’s like “civic matchmaking” (think e-Civic Harmony)
Give 5 was created based upon one central assumption . . .

People are good,
And once people see the need, they want to help
But most retired/retiring Boomers have been so busy working, we haven’t really seen our communities.

Give 5 let’s them “see behind the curtain.”
The communities that get this right will have a competitive advantage over the next 30+ years.
Personal Belief:
Economic development will be attracted to communities that (a) acknowledge their challenges and (b) engage their citizens in taking action to address these challenges head-on.
Survey Question

Do you believe publicly acknowledging your community’s challenges and engaging your citizens in taking action to address these challenges will:

A) Attract future employers and economic development
B) Deter future employers and economic development
C) Have little or no impact
How it Works?

Deep immersion produces deep understanding of the “why” volunteerism is important.
How it Works?

NONPROFITS:

• Marketing of program to nonprofits
• Applications of nonprofits
• How to select nonprofits
  - Know your challenges and your strategies to address
  - Some upstream nonprofits
  - Some downstream nonprofits
GIVE 5

Reengineering Volunteerism

Working with nonprofits to make volunteer opportunities more meaningful
Reengineering Volunteerism

• What will you do with a retired strategic planner?
• What will you do with a retired serial entrepreneur?
• What will you do with a retired police officer?
• What will you do with a retired engineer?
• What will you do with a retired communications professional?
• What will you do with a retired doctor?
• What will you do with a retired city manager?
How it Works?

PARTICIPANTS:

- Marketing of program to potential participants
- Applications of participants
- Selection of participants
Overall Program Goal

For Springfield and Greene County to earn and achieve a national reputation as the community where retirees can easily and effectively find purpose and meaning in the next chapter of their lives.
PROGRAM OBJECTIVES

• Connect each program graduate with a volunteer opportunity in our community that feeds his/her passion and gives him/her a renewed sense of purpose and meaning
PROGRAM OBJECTIVES

• Reduce “isolation” in our community
  (Community health benefit)
PROGRAM OBJECTIVES

• Build “bridging” social capital and increase the level of empathy in our community
PROGRAM OBJECTIVES

• Re-engineer volunteer opportunities in our community to make them more meaningful
PROGRAM OBJECTIVES

• Make the experience **fun** and ensure at least one “WOW” experience per program day
PROGRAM OBJECTIVES

• Help program graduates identify/discover the legacy he or she wants to leave,
PROGRAM DAYS
Five program days (one per week) and a graduation ceremony
PROGRAM DAYS

- Day 1: Welcome by the Mayor and a half-day orientation (learning about the community), followed by three nonprofit visits
• Day 2-5: 60-minute program and discussion, followed by five nonprofit visits per day and a survey at the end of each program day
PROGRAM DAYS

- Day 5: Also includes program evaluation, social capital survey and letters of intent distribution
- Graduation Day
At graduation, we host a “Letter of Intent” signing ceremony!
OUR RESULTS

We have graduated two classes so far and the results have exceeded our expectations!
What has surprised us...

- Level of need – isolation, sense of purpose
- Participants are data hungry
- Levels of volunteerism – Letters of Commitment
- Difficulty achieving diversity in class composition
- Participant reaction: “I had no idea”
Longitudinal study to determine the impact on...

- The participants
- The nonprofits
- The community
Want to implement Give 5 in your community?

- “Give 5 in a Box” – Community implementation kit
- Complete the “Community Interest Form” at SGFgive5.org
- Agreement and pricing schedule available soon
Q&A

Cora Scott
Director of Public Information & Civic Engagement
City of Springfield, Missouri

Greg Burris
City Manager
City of Springfield, Missouri
Webinar

Resources

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org

Access the Emerging Practices in Local Government
Save the Date!
Upcoming learning events:
http://transformgov.org/virtual-events


Thank you for joining us today!

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