giving more than $150 million back to the environment

1% For The Planet Mission Statement: build, support, and activate an alliance of businesses financially committed to creating a healthy planet

why now?

only 3% of philanthropic giving in the U.S. goes to environmental causes and only three percent of this giving comes from the business community.

$18M of contributions from corporations in 2016

The global business community has a responsibility + opportunity to step up for the planet and drive positive change.

We want to accelerate smart environmental giving by understanding:

1. What is a realistic goal for contribution from members by 2020?
2. What are the pathways to achieve this contribution goal?

our approach

We surveyed millennials to see how they perceive and participate in environmental philanthropy and why they donate to a certain cause.

We used 3 methods to arrive at a 2020 contribution goal amount, to include suggestions for hiring and growth of the company. We leveraged market research in order to inform potential business models, surveyed a target demographic (millennials) and studied 1% For the Planet’s Peers to give concrete recommendations.

INDUSTRY AVERAGES
- Using industry averages, we estimate 2020 contribution to be $43M
- Internal growth
  - A. Historical growth, $2.2M from 1,462 companies: $39.8M ($100+M) portfolio from 1,961 members: $34.7M at 15% annual.
  - B. Accelerated growth, at 15% annual: $44.7M from 1,435 companies: $22.45M from 1,435 members at 15% annual: $15.9M.
  - C. Target high revenue, 1,961 members: $30.8M from 1,961.
- +13M with individual giving

INTERNAL GROWTH
- Contribution could range between $22M - $40M
  - A. Historical growth: $2.2M from 1,462 members
  - B. Accelerated growth: at 15% annual: $44.7M from 1,435 members
  - C. Target high revenue: 1,961 members: $30.8M from 1,961

$20-43M contribution goal for 2020

Personal passion for the cause and peer recommendation drive giving and determining what cause to choose.

Data plays a key role in defining giving with an increasing mindset of "instant donation + instant feedback" about what the contribution is going towards.

our findings

88% of those who don’t donate at least once a year volunteer;
34% consider themselves volunteers or volunteer...n

82% of adults use social media and web stories of their impact to drive giving.

our recommendations

1. Work on attracting individual donors through giving circles, in addition to direct giving and impact investing. Prioritize millennials
2. Develop mechanisms to track results of the giving and be transparent in communicating them with donors in order to keep relationships, foster recurring donations and get new donors.
3. Think of innovative ways to accelerate smart environmental giving, as an example partnering with foundations to increase their participation in the field, promoting corporate events to generate massive peer effect, adopting or creating technology to track results and member donations. Social media is a quick win.

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Engaging initiative pages: Instead of just blog posts, I have short videos on the landing page for initiatives that give an overview of the topic area and what’s being done there, then link to individual stories with less click through to get there.

“Voices” of staff + social links: Show authors of blog articles and have a profile page that links to their “voice” or social media info to connect.

Interactive web annual report: A click through annual report with beautiful photography and nice infographics that makes information easy to digest (could outsource to graphic design firm)

social media + web

 prioritize:
  -1 shares
  -2 comments
  -3 likes

We recommend that 1% for the Planet create stories of their impact through social media