



# GENERAL MILLS VOLUNTEER PLAYBOOK



# Contents

## 1 G Stands For Good

### 2 The Employee Global Impact Network

2 The Employee Global Impact Network Structure

3 Global Social Impact Network Programs

### 4 Dimensions of Impact: Our Community Partners, Our Company and You

## 5 How to Manage Volunteering and Giving Projects

### 5 Where to Find Projects

5 Internal Platforms

6 External Platforms

7 Building Nonprofit Capacity

### 7 Project Scoping

7 Scoping Considerations

## 9 Taking a Transformative Approach

### 9 Overview of Three Key Practices

10 Key Practice 1: The Brief

11 Key Practice 2: Guiding Volunteers on Their Journey

13 Key Practice 3: The Debrief

## 14 Leading and Motivating Volunteer Teams

### 14 Recruitment and Intrinsic Motivation

### 15 Recruiting Volunteers

### 16 Recruitment Channels

### 17 Recruitment Principles

### 18 Project Management Tips and Tricks

18 Guidance for a Successful Project

## 19 QuickLinks

## 21 Appendix: Email Templates and Additional Guides

# Standing For Good

**At General Mills, our purpose is to serve the world by making food people love.** Our devotion to community and our planet drives the way we give back and how we do business.

Our philanthropy ties closely to our purpose and our core business and food systems knowledge—so that we're a force for good in the world and our business. We partner in innovative ways with nonprofits and other partners to magnify our collective impact in key areas while engaging employees through volunteerism. In short, **we work to harness the power of food for good.**

Employee-driven volunteerism at General Mills is deeply connected to our philanthropic pillars:

**Increasing food security to expand food access for families in need, alleviating hunger in communities.**

**Regenerating ecosystems by advancing regenerative agriculture to empower growers, protect habitats, and conserve natural resources.**

**Strengthening hometown communities to make meaningful impact in the communities where our employees live and work.**

Our approach centers our purpose while ensuring you can work with and support causes and nonprofits that matter to you and your colleagues.

This Playbook has information, guidance, and templates to help you recruit, manage, and lead teams of General Mills volunteers.

# The Employee Global Impact Network

## The Employee Global Impact Network Structure

The Global Impact team empowers General Mills to be a G Stands for Good by **building resilience for people, planet, and our business**. The team leads General Mills' efforts in corporate social responsibility, environment and sustainability, philanthropy, food security, and human rights. The **Employee Global Impact Network (EGIN)** advances these efforts by bringing to life the strategy that helps General Mills employees contribute to these focus areas.

### General Mills Employee Global Impact Network



1. The **Employee Global Impact Council**, overseen by the **Global Impact Governance Committee**, consults, offers guidance and helps teams share volunteering opportunities designed by **Region, Local and Functional Leaders**;
2. **Region Leads** are a network of volunteer leaders that advance volunteerism at the **regional level**. They gather volunteering suggestions from EGIC members throughout the region and align them to the Global Impact Leadership team strategies and priorities;
3. **Local and Function Leaders** plan, manage, and run events at the local and functional levels;
4. **Volunteer Program Leaders** run multi-day volunteering projects;
5. And, last but not least, **Volunteer Event Leaders** manage **one-day** volunteering projects.





## Global Volunteering Programs

The EGIN champions purpose-aligned and employee-interest opportunities – this means that there are year-round opportunities for employees to support our philanthropic focus areas. This includes giving and volunteering opportunities with employee-chosen causes and nonprofits. Our approach centers our purpose while ensuring you can work with and support causes and nonprofits that matter to you and your colleagues.

Purpose-driven opportunities include:

- The **General Mills Global Volunteer Week** is our annual week of volunteering that strengthens our hometown communities around the world.
- **General Mills Employee Networks** are internal groups you can join that help enhance employee engagement and provide opportunities for community building, networking, professional development, and community outreach for employees.
- The General Mills **skills-based volunteering** portfolio includes:
  - The GoodWorks Program, which supports BIPOC-led small businesses and nonprofit organizations with marketing and growth challenges
  - Partners in Food Solutions, an international NGO founded by General Mills that strengthens food security across Africa.
- Our General Mills **Employee Gift Matching Program** offers a USD \$1,000 or local equivalent match when employees in NAR, EUAU, and India give to their favorite eligible charities.

# Dimensions of Impact: Our Community Partners, Our Company, and You

The people and communities we serve, along with our philanthropic pillars, are the focus of our work. With collective impact at the heart of our approach, we create inclusive, trust-based relationships with our partners so that we can support them in ways that truly advance their mission. Your ongoing work as a member of the Employee Global Impact Network prepares you to guide others and ensure our contributions to our partners are based on what those partners **need most**. This is how we get to **lasting community impact**.

Below are a few of the positive outcomes of being part of social impact as a volunteer leader at General Mills:

1

**You create more visibility for social impact at the company and become more visible as a leader at work.** You can be a go-to person for planning and running social impact projects. You can also get to know your peers who are volunteering in General Mills offices and facilities worldwide.

2

**You build skills.** Outside of refining your job skills, leading social impact makes it possible to develop skills such as project management, public speaking, meeting and people management, and project planning. You can add your volunteering activities to your Individual Development Plan – talk to your manager about what’s possible!

3

**You grow and learn.** As you lead others in volunteering or giving, or as you volunteer or give on your own, you can explore inclusivity, collaboration, and partnership in new ways; you can deepen personal values such as empathy and compassion, which leads to more effective leadership and decision-making in work and life.



To learn more about becoming a member of the EGIN, explore [Charitable Giving & Employee Engagement](#) Champions site. To check out the entire volunteer leader training series, visit [WeGive](#).

# How to Manage Volunteering and Giving Projects

## Where to Find Projects

### Internal Platforms

Your go-to hub for all things volunteering and giving at General Mills is the [WeGive platform](#), where existing approved social impact opportunities are posted. We encourage you to use WeGive to find inspiration and opportunities. Click on *Volunteer* at the top of the page and then click *Search Opportunities*. Tip: sometimes it helps to Clear Filters for a refreshed list. All the nonprofits on the platform have been vetted, so you don't need to worry about confirming their eligibility.

If you aren't sure yet what organization or cause you'd like to support, consider the kind of impact you'd like to make. There are so many organizations working to address the General Mills philanthropy pillars. To narrow it down, ask yourself:

- What are some of the social issues I've heard about or noticed lately that have sparked a response in me?
- Do I want to volunteer individually or with a team?
- How big do I want the group to be (if you're team volunteering)? Do I want it to be a larger-scale project or keep it to a tight-knit group?
- Will I need support to engage my colleagues?
- Do I want to plan a repeat activity where volunteers frequently meet over time or would I prefer a one-off project where projects are completed in one day?



View our [volunteering policies](#) and remember to check with your manager to confirm approved paid time off for volunteering during working hours.

For more information on using the WeGive Platform, [check out this FAQ!](#)

## External Platforms

In addition to projects listed on WeGive, many platforms and nonprofits post volunteering projects online. External platforms allow you to search using different criteria like location, type of project, or cause focus area.

Here are some external sites where you can find a variety of different opportunities. We encourage you to add your approved nonprofit partner to WeGive so we can track your impact and tell your story!

Global	US/Canada
<p><b><u>Partners in Food Solutions</u></b>: Partners in Food Solutions is an independent nonprofit organization working to <b>strengthen food security, improve nutrition and increase economic development</b> across Africa by expanding and increasing the competitiveness of the food processing sector. They <b>link corporate volunteers</b> from their network of world-class food companies with promising entrepreneurs in <b>twelve African countries</b>.</p>	<p><b><u>VolunteerMatch</u></b>: VolunteerMatch is one of the largest sources for volunteer opportunities with nonprofits working on a variety of causes and includes a database of virtual volunteering projects that can be completed remotely.</p>
<p><b><u>Points of Light Engage</u></b>: Points of Light Engage pulls volunteer opportunities from sites around the web to provide a comprehensive database of volunteer opportunities worldwide.</p>	<p><b><u>Cuso International e-volunteering</u></b>: Projects include translating, website design, brochure design, logo design, editing, and advising on specific businesses, such as coffee processing and marketing. Note that many tasks are available only to online volunteers that are Canadian citizens (can be anywhere) or people living in Canada.</p>
<p><b><u>Unified Volunteer Platform</u></b>: The United Nations Unified Volunteer Platform mobilizes volunteers to contribute to peace and development programmes through volunteerism worldwide.</p>	<p><b><u>Taproot</u></b>: A platform from the Taproot Foundation connecting nonprofits with skilled volunteers for pro-bono consulting projects.</p>
<p><b><u>Catchafire</u></b>: Catchafire strengthens the social good sector by matching professionals who want to donate their time with nonprofits who need their skills.</p>	



## Building Nonprofit Capacity

Some nonprofits may not be set up to invite volunteers to support their programs yet, either virtually or in person. **Capacity building** supports nonprofits with whatever they need to bring them to the next level of operational, programmatic, financial, or organizational maturity. This could be something like helping to build capacity as a nonprofit by providing marketing, technology, volunteer management, or other services.

In this case, you would have to work with the nonprofit directly to scope a capacity-building volunteer project and help them operationalize it. This helps advance their mission into the future.

## Project Scoping

### Scoping Considerations

Volunteering and giving projects, like all projects, require project management. Once you've identified a nonprofit partner, you'll want to take the time to scope the project with them thoughtfully. This means assessing your project needs and parameters – determining things like timeline, materials, people, skills, and outcomes. When scoping a project, you want to:

- **Ensure it is a good fit** for your nonprofit partner, for General Mills, and for other employee volunteers.
- Get a sense of the **primary project goals** before going into deeper project planning.

If possible, meet with your partner – over Microsoft Teams, conference call, or in-person – to connect and set expectations. You may need more than one meeting to establish your next steps – that's completely normal! Below are **six key considerations** for the scoping process to make sure you have a clear sense of **what** needs to be done and **how** you'll do it.



Check out these templates if you want some help emailing your nonprofit partner!

1

**Do your homework:** Get curious. Are you gravitating towards leaders or nonprofits that feel comfortable or familiar? Push yourself to recognize your own implicit biases in real-time. The ideal partners demonstrate accountability to and collaboration with the communities they serve.<sup>1</sup> Do some research on your potential partner before you speak with them and learn more about their approach and the community or cause they serve – show up to the conversation prepared to talk through and recognize this work.

2

**Be responsive, not prescriptive:** Listen closely for any **needs, challenges, or opportunities** that you might be able to respond to with volunteer support.<sup>2</sup> It is your job to center your nonprofit partner's needs and goals throughout the project because we want General Mills volunteers to be a value add at every turn!

3

**Define the commitment:** It can be easy for projects to go awry because of poor communication and a lack of shared understanding. Remember that starting and stopping projects when a volunteer or volunteer team falls through is **costly** for nonprofits. If there is a risk that you won't be able to keep a commitment, start by committing to less and then revisit and expand your commitment as time goes on.

4

**Communicate with curiosity and openness:** You build relationships with a nonprofit partner based on trust, and you maintain relationships through empathy and humility. When talking with your nonprofit partner, ask about their story: understand why the nonprofit exists and what it hopes to solve. You can't focus on the particulars of a volunteering project without understanding the big picture – their mission.

5

**Think about sustainability:** Is the goal to finish a series of tasks, or is it to create certain outcomes for a specific community of people? Will it be completed at the end of the volunteering project? If your team can't finish, is it easy for another volunteer team to pick up where you leave off?

6

**Agree on tracking methods:** This one is especially relevant for capacity-building projects. By documenting and transferring knowledge, you make it possible for your nonprofit partner to continue to build on your impact long after your project finishes. When it applies to your project, agree on ways to capture your work processes and procedures as much as possible, so you're giving your nonprofit partner or another volunteer team the information they need to carry on with your work.



Use this template to guide you to scope skills-based projects with more complex roles and requirements!

1. Trust-based Philanthropy: An Overview. (2021). p. 2. Trust Based Philanthropy Project. Retrieved from <https://www.trustbasedphilanthropy.org/>

2. Trust-based Philanthropy: An Overview. (2021). p. 4. Trust Based Philanthropy Project. Retrieved from <https://www.trustbasedphilanthropy.org/>



# Taking a Transformative Approach

## Overview of Three Key Practices

A big part of your role as a volunteer leader is to help volunteers understand who your project is for and why it matters. This is done using three key practices to guide the volunteer experience:

<p><b>The Brief</b>, where you set the stage and explain who the task is for and why it matters</p>	<p><b>Guiding Volunteers</b>, where you determine how to best meet the needs of volunteers</p>	<p><b>The Debrief</b>, where you guide your volunteers in a post-project reflection process to make sense of their experience</p>
---	--	---

# Key Practice 1: The Brief

**The Brief is a story.** It's a narrative shared at the start of a project that invites volunteers to consider shifting their focus **from tasks and logistics** to **people and purpose** – the real meaning behind the work they're about to complete. The Brief gently adjusts focus from how well and how quickly we can get tasks done **to the people and communities we're supporting.**

To create a successful Brief, when you're **scoping your project**, your goal is to walk away with answers to these three questions:

1

**"Can I describe the issues that affect the people or communities the nonprofit supports?"**

If you don't consider yourself affected by the issues you're trying to address and not part of the community you're serving, it isn't possible to identify with people whose experiences we do not share. But this question invites us to practice doing the work of articulating the issue we're addressing. So, being conscious that your perspective is limited to your own experiences, consider how, in your Brief, you would describe the issue or issues to volunteers.

2

**"Do I understand my nonprofit partner's mission and cause focus areas?"**

What about this nonprofit or cause catches your attention in a way that you're likely to talk about later? An achievement? The size of the issue? Something you didn't know before? Something profound?

3

**"Why is General Mills a good fit for this project?"**

Answering this question helps you connect this volunteering activity to General Mills' philanthropy pillars and beliefs by connecting the goals of your nonprofit partner with who we are and what we stand for as a company.



Here's a template to help you gather information and craft a Brief as you scope!



# Key Practice 2: Guiding Volunteers on Their Journey

Volunteer team members typically have different needs and varying levels of experience with volunteering. Recognizing where people are in their volunteer journey – stage one, two, or three – is key to meeting participants at their highest level of contribution. Meeting participants where they are creates an environment where they have their needs met, have a great experience, and where they can choose to keep developing as a volunteer.

The three stages of the volunteer journey should be used as a helpful framework – we don’t want to categorize people or limit them by making assumptions about what stage they’re in. Use the framework to remind yourself that the best way to give participants a great experience is to meet them where they are.

Stage 1: Tourists	Stage 2: Travelers	Stage 3: Guides
Tourists want to discover and fall in love with the idea of volunteering. Stage one people have either never participated before, or they may have done some light volunteering or fundraisers once or twice in their lives. Volunteering isn’t something they necessarily see as a personal priority, and they have a ton of other priorities that seem more important to them. If they do commit to participating, it’s important to make sure they have a good experience during the project.	Travelers have started to internalize their motivation for getting involved – they’re in a place of meaningful discovery. They’re now starting to feel really connected to where they are and who they’re with. People at this level are beginning to emotionally connect and own the experience for themselves; they’ll let you know by the way they act that they’re ready to take on higher levels of responsibility and tasks that require increased commitment.	Guides are motivated to take part in volunteering because of personal, intrinsic reasons. This is a stage of intentional alignment. Guides can be trusted to run activities when you’re not around to facilitate and they naturally help others find their way. They understand that when they give their own time and energy, they’re receiving something in return – they know volunteering helps them connect more deeply with the cause, the nonprofit, the community, and their fellow volunteers.



As you observe volunteers throughout the course of the project, and you recognize that they may be a stage 1, 2, or 3 volunteer, here are some ways to meet them where they are:

Stage 1: Tourists	Stage 2: Travelers	Stage 3: Guides
<ul style="list-style-type: none"> <li>○ Assign specific, straightforward tasks</li> <li>○ Make sure they know who to go to for help and what to expect</li> <li>○ Check in regularly</li> <li>○ Ask for lower levels of commitment</li> <li>○ Introduce them to others or assign “buddies”</li> </ul>	<ul style="list-style-type: none"> <li>○ Assign higher levels of responsibility and delegate tasks - encourage them to check in with other volunteers</li> <li>○ Encourage educational opportunities</li> <li>○ Connect them to the nonprofit partner to learn more about the organization</li> <li>○ Follow up and ask them to come back to the next event (and bring others!)</li> </ul>	<ul style="list-style-type: none"> <li>○ Collaborate on designing events</li> <li>○ Encourage them to connect with nonprofits directly and to lead events</li> <li>○ Train them to give the brief and debrief</li> <li>○ Treat volunteering as a leadership development opportunity</li> <li>○ Support their leadership and amplify their voices</li> </ul>

# Key Practice 3: The Debrief

The Debrief allows project participants to **critically reflect on their experience and feelings** and what the activity has done to shift their perspective. This is the point where some people begin to make sense of what they've learned about themselves through volunteering.

To facilitate The Debrief, ask everyone to stay for 15 minutes after the project session – if you're in person, gather in a circle. If you're virtual, ask people to turn on their videos and pay as much attention to body language and cues as you can.

People tend to walk away and evaluate the project rather than stop to think about who they were in the moment. It's your job to conduct the Debrief in a way that encourages critical reflection.

To invite people to put themselves in the story—of who they were or became during the project—as opposed to simply evaluating the experience, ask two simple questions to start:

**1. What did you experience?**

**2. Was it what you expected?**

Not everyone has to answer. The “awkward silences” that can go along with this may seem a little long but hold out! – give people time and space to think. You may want to suggest they take a minute to write something down and come back with it (you can do this in person, too!). The point is just to invite reflection. After a few people share, you can thank everyone for coming, ask them to consider the questions individually, and send them on their way. **Remember: The Debrief is critical if you want to create a more human-centric experience and move the volunteering project beyond tasks and logistics.** Without the Debrief, volunteers are often left to make sense of their experience on their own, and that can sometimes lead to isolated, discouraging, or inaccurate conclusions. We want volunteers to feel like they've had a chance to process their experience with support and guidance.

During reflection, the feelings that come up can range from joy and happiness to discomfort or even shame. As people reflect, they're orienting to their experience, and with that comes some processing. You don't have to dive deep into these feelings with people, but you can listen quietly and respectfully and help make people feel safe to share. Remain curious, kind, and compassionate, and give them permission to be candid – or stop sharing if they feel uncomfortable. No feeling is wrong, and every feeling is a stepping-off point for exploration.



# Leading and Motivating Volunteer Teams

## Recruitment and Intrinsic Motivation

Intrinsic motivation is when people engage in a behavior because it is **personally rewarding**. Intrinsic motivation is performing an activity **for its own sake rather than the desire for some external reward** – which is what we'd call **extrinsic motivation**. Extrinsic motivation is when we are motivated to perform a behavior or activity to earn a reward or avoid a punishment. It's when motivation comes from outside of us – when we feel obligated or like we "should."

**Intrinsic motivation comes from inside us – it's an expression of who we are.**

This state of being naturally motivates people to learn and explore. It is when humans are at their healthiest. It's a critical element in cognitive, social, and physical development because it is through acting on the inherent interests that we grow in knowledge and skills.

So, how do you figure out how to appeal to your fellow volunteers' intrinsic motivators? Here are some questions you can work through with your fellow volunteers:

- Whether it's organizing a project or helping others start their own initiative, giving time to a community project, or giving voice to an important issue – everyone is welcome. **How do you see yourself being part of the change?**
- What makes you feel happy? Where or what activities make you feel the most at-ease or inspired? **How would you connect this back to volunteering?**
- **How do you want your volunteer work to translate to what you do at General Mills?** Do you want more social time with colleagues? To be seen by your manager in new and exciting roles? To grow specific skills or network with certain people?
- By working to appeal to what people value intrinsically, **you can motivate General Mills employees to do the right thing all the time**. Volunteering is a way to express what we care about and what we stand for - by having conversations with potential volunteers and discovering their intrinsic motivators, you can highlight how your volunteer project helps them realize what they're passionate about.



# Recruiting Volunteers

When you're looking to recruit a volunteer team, it's not always easy to get a "yes" – it's important that you're able to speak to what's valuable about the project. And when you're getting ready to bring people into the project, you should have a sense of what motivates them to say "yes." There are three critical dimensions to recruiting for volunteering projects:

1

**Clearly defining roles and opportunities:** How are you clearly stating the roles on the project and the skills or opportunities associated with it to attract the right people?

2

**Showcasing project value:** How will this appeal to the people you're asking to take part? What are the projected outcomes and impacts and how are you showing people why they matter?

3

**Appealing to values and motivations:** Identify and speak to the numerous motivators in a person's life through what they value personally and professionally. What kind of lifestyle do you like to lead? How could volunteering fit into this in a way that works for you? Talk to people who know and trust you or have shown some interest in taking part before and find out what matters to them.



These categories are only some of the ways you can outline opportunities available to volunteers – feel free to get creative and add details you think will appeal to others. Here's a template to help you out!

# Recruitment Channels

You may start recruiting your team of volunteers before scoping your project, or you may decide it makes sense to scope and then find a team. You can use some of the following channels to start recruiting volunteers:

- **WeGive** – you can create your own or use existing opportunities and send them directly to General Mills colleagues if you have individuals in mind
- **Yammer** – Reach out to your colleagues via Yammer to see if there's interest and follow up via email.
- **Email and newsletters** – Do your office, team, or Local or Region councils send regular update emails or newsletters? Ask to include information about your volunteer project!
- **Direct email** – You can email colleagues directly with a link to the opportunity or a brief description or “pitch” for the project. If there are distribution lists at your office, make sure you double-check with your manager, leader, or Communications Representative before using them.
- **Flatscreens or posters** – If your plant or office location has a bulletin board, you can print and hang a poster advertising your project. For locations with digital screens, check with the person who manages them to add your opportunity to what's being showcased.
- **And lastly – investigate influential employee networks** – Ask influencers or other employee network leaders to help spread the word!



Reach out to recruit volunteers with this email template.



## Recruitment Principles

As you start asking General Mills employees to take part in your volunteering project, **be as specific as possible and set clear expectations**. Let your potential team member know, succinctly and clearly:

- **A summary of the project** – describe your partner and their mission, and what you hope to accomplish
- The expected **time commitment** and length of the project
- What **tasks may be expected**
- What's in it for the volunteer – how can they benefit from participating?
- The projected impact – how will this project help your community? Your partner?
- **Be inclusive!** Don't simply turn to your "usual suspects". At General Mills, our goal is to foster a culture of inclusion and belonging that allows all our employees to thrive. How are you connecting with colleagues you don't know or colleagues who are new to the team?
- **Let people know that schedules and commitment are flexible** – General Mills has a culture that celebrates generosity. Let potential volunteers know that we'll meet them at their highest level of contribution and give them some tips and tricks on balancing work and volunteering time. Be sure to encourage them to talk it through with their manager, so they feel as if they have full permission to take part.
- **Provide opportunities for different levels of engagement.** Some volunteers will be ready to commit more time than others or take on more responsibility than others. Talk to them about their level of commitment and how you'll build that into the project.

# Project Management Tips and Tricks

## Guidance for a Successful Project

Below are some guiding tips and principles to help you lead a successful project.<sup>3</sup>

1. **Shake up your project leadership:** Though you're the volunteer leader, you don't have to manage on your own! Once your team is established, it's a good idea to set up a "co-leader" – or even a few co-leaders! – who can help you manage tasks, communicate with the team, and guide the vision of the project. This may be other Region, Function, or Local Leads, or it could be a strong volunteer on your team.
2. **When it comes to communication, make sure you've set a clear cadence with your nonprofit partner and your General Mills volunteers.** Consider holding 30- or 60-minute weekly or bi-weekly meetings between your team and your nonprofit partner lead. This ongoing communication is crucial to ensure that all parties are on the same page and to provide your nonprofit partner with a chance to reinforce their vision and goals for the project.
3. **To track tasks and logistics, it's wise to document everything in a project plan!** Use your **project planning technology of choice** – just make sure you track project details centrally, so it's easily accessible to everyone.
4. **As you're preparing to run your project, schedule a planning kick-off meeting.** At the beginning of the project planning process, a kick-off meeting gets your volunteer team and nonprofit partner on the same page about what meaningful engagement looks like. In the meeting, you can ask your nonprofit partner to share about their organization's mission and goals for the project and to speak to the realities of their organization's environment – are there any resources or time constraints that the team should consider when developing the project? You can also take this time to share your goals for the project from the General Mills perspective.
5. **It's helpful to set milestone meetings.** For longer-term or skills-based projects, use milestone meetings as a chance for your nonprofit partner to provide your volunteer team with ongoing feedback formally. These formal feedback meetings help ensure your shared vision stays on track. You can also **ask your nonprofit partner if they'd like to schedule a project wrap meeting to celebrate impact - and each other - and discuss any deliverable or project handoffs.**
6. **Make sure you recognize and thank your nonprofit partner and volunteer team.** Expressions of gratitude and recognition of everyone's efforts go a long way towards relationship-building and future opportunities!



Check out these email templates for a bit of help!

3. Common Impact Nonprofit Skills-Based Volunteering Toolkit: A Guide to Engaging in Skills-based Volunteerism. p. 33. (2019). Retrieved from <https://commonimpact.org/pdf/SBVToolkit.pdf>



# QuickLinks

Below are helpful links to important Global Social Impact Social sites, resources, and **materials outside of this Playbook.**

- [Charitable Giving & Employee Engagement](#)
- [Sustainability & Social Impact](#)
- [Global Impact Yammer](#)
- [WeGive](#)
- [General Mills: My Company | LinkedIn](#) (if posting on behalf of General Mills, always use the following hastags: #iworkforgeneralmills & #forceforgood)

# Appendix: Email Templates and Additional Guides

## 1.1 Email Template: Nonprofit Partner Outreach

**Subject: General Mills interested in volunteering!**

Hi [NONPROFIT PARTNER NAME] Team,

My name is [YOUR NAME], and I am a General Mills volunteer leader - I help lead General Mills employee volunteering and giving in our community. Our [YOUR LOCATION] office is interested in volunteering with [NONPROFIT PARTNER NAME]. Does your organization have the need, interest, and capacity for General Mills volunteers?

I'd be happy to schedule a call to learn more about your organization, how volunteers can help and what a General Mills volunteering partnership might look like.

Thank you for your consideration!

[NAME]

## 1.2 Email Template: Nonprofit Partner Scoping

**Subject: General Mills Volunteers: Project scoping call**

Hi [NONPROFIT PARTNER NAME],

I look forward to discussing a volunteering project with you! I'd love to get to know you and your organization better, learn more about your volunteer needs, and make sure our expectations are aligned. Let's set up an hour to talk via [VIDEO CONFERENCING TOOL OR PHONE CONFERENCE]. Please let me know times that work best for you, and I can schedule a meeting.

Let me know if you have questions before we connect. We are looking forward to listening and learning from you about how General Mills volunteers can support you soon!

Thank you!

[NAME]

## 1.3 Email Template: Volunteer Recruitment Invite

Please note that this is an example of how to structure a recruitment invitation using a fictional project. Feel free to adjust it to your style and tone!

### Subject: Virtual Volunteering Opportunity: Missing Maps

Hi [NAME],

Local & Function Leaders [OFFICE LOCATION] are partnering with Missing Maps to help virtually map an area of the world at risk of disasters and crises and help humanitarian organizations serving there. I'm hoping you'll join us!

Many of the places where these disasters occur are literally 'missing' from open and accessible maps, and first responders lack the information to make valuable decisions regarding relief efforts. Missing Maps is a project led by a collective of organizations working to create accessible map data where humanitarian organizations are operating. And that's where we come in! Anyone can help map - anywhere in the world.

We're getting a team of ten people together on [DATE] for about an hour and a half. The first half-hour is a quick explanation of the project and what's expected, and then we get right to it! Missing Maps relies heavily on the support of volunteers worldwide to help them map - the work you'll do in this hour helps get humanitarian aid to people who need it!

We'll be holding our internal team kick-off a few days before the project (a 30-minute call), so overall, you can expect to spend about 2 hours preparing for and being part of this project.

Please let me know by [DATE] if you can join us!

I hope you'll consider joining our General Mills volunteer community. We believe we can be the change and inspire it in others by volunteering with essential organizations like Missing Maps.

Please let me know if you have questions about the project.

With so much gratitude,

[NAME]

## 1.4 Email Template: Post Project Thank You (Nonprofit)

**Subject: Thank you from General Mills Volunteers!**

Dear [NONPROFIT CONTACT NAME],

On behalf of General Mills volunteers [LOCATION], I'd like to thank you for your partnership and tremendous heart throughout our volunteer project. We've learned so much about [NONPROFIT PARTNER NAME]'s impact and are proud to play a small part in your service to our community. It has been an invaluable experience, and we hope to partner with you again in the future.

Please keep us informed of any immediate or longer-term outcomes of this project and your mission – I'm sure the team would love to hear about it.

With gratitude for you, your team, and all that you do.

[NAME]

## 1.5 Email template: Post Project Thank you (volunteer team member)

**Subject: Thank You for Volunteering and Final Steps**

Dear [NAME],

Over this volunteer project, you have shown that you care deeply about the people and communities we serve, our fellow team members, and [NONPROFIT PARTNER/CAUSE]. Your hard work and dedication are greatly appreciated – it was an absolute pleasure to work with you, and you are an incredible asset to the team.

As a result of our work, we achieved [DESCRIBE IMPACT]. Our partner was incredibly pleased with our service and hopes to partner with us again in the future should the opportunity arise.

Remember to record your hours on WeGive. If you need help logging in or tracking your hours, please contact me!

Thank you again for your hard work and dedication. I hope to see you take part in future volunteer opportunities. If you're interested in taking part again, let me know!

Kind regards,

[NAME]



## 1.6 Inviting nonprofit partner to matching gifts platform

### Subject: Invitation to register: WeGive employee matching gifts

Hi [NONPROFIT PARTNER NAME] Team,

My name is [YOUR NAME], and I am a General Mills volunteer leader - I help lead volunteering and giving in our community. At General Mills, we have an employee matching gifts program that when employees donate to eligible charities, General Mills will match their donations up to USD \$1,000 per employee per year.

Our [YOUR LOCATION] office is enthusiastic about driving employee giving to charities in our area and have expressed interest in [NONPROFIT PARTNER NAME]. Would you be interested in registering with WeGive, General Mills' matching gifts platform, to be eligible to connect with hundreds of corporate partners and millions of their employees around the world?

You can register with and learn more about WeGive [here](#). The registration and vetting processes can be onerous depending on your team's capacity, and we'd be happy to volunteer to help you through parts of the registration process!

Thank you for your consideration.

[NAME]

## 1.7 Matching Skills to Your Project

For skills-based projects, it can be helpful to work with your nonprofit partner to craft some high-level “job descriptions” that will help you attract volunteers with the right skills to complete the project. Below is a template you can fill out with your partner’s support.<sup>4</sup> Use this guide to create some recruitment materials that will inspire your fellow General Mills colleagues to volunteer! Please note that any skills-based or capacity building project requires a signed non-disclosure agreement. You can work with the General Mills legal team to acquire this.

Functional Skills	What specific functional skills will the volunteer need to meet your project needs? If you don’t know the name of the skill, i.e., “database architect,” describe what you need them to do on the project.	
	Do you think you need an expert, someone who is proficient or someone who is willing to learn while doing? Define for each skill.	
People, Material and Process Skills	What are the soft skills the skilled volunteer will need to have to be successful (i.e., influential presentation skills, ability to navigate difficult conversations, creative problem solving, etc.)?	
Specific Background and Experience	Are there specific experiences that would be helpful for the skilled volunteer to have (i.e., exposure to a specific technology or platform, experience managing remote teams, etc.)?	
Job Description(s)	Using the information gathered above, create a job description or descriptions for your project here. The scope of the project should be laser focused, as clear as possible and time bound to ensure the nonprofit gets what they need!	

4. Common Impact Nonprofit Skills-Based Volunteering Toolkit: A Guide to Engaging in Skills-based Volunteerism. p. 24. (2019). Retrieved from <https://commonimpact.org/pdf/SBVToolkit.pdf>

## 1.8 Project Description Template

Use this template to help you develop a project description to use for volunteer recruitment and project promotion.

Guidance	Notes
<b>Nonprofit Description</b> A high-level overview of the nonprofit, its mission, and a description of the current state that has led to the project need. End the paragraph with a statement on how General Mills volunteers will be part of supporting the nonprofit and its mission. Share what you find inspiring about the project.	
<b>Project Description</b> Provide a succinct summary of the project. Connect this back to the people and communities served through the project and how they will benefit/why this matters. State the final deliverable or clear project outcomes if available.	
<b>Project Phases/Milestones</b> Describe any important project phases or expected milestones, as applicable.	
<b>Skills needed/developed</b> Describe any skills needed and/or (as applicable) skills that can be developed during the project.	

## 1.9 Matching Skills to Your Project

As you work through scoping with potential nonprofit partners, gather information to help you create a project Brief. This enables you to craft the story behind your project to inform, inspire, and encourage reflection with volunteers. If you can note down your responses to the following questions, it'll help you better articulate the story behind your project once you've finished scoping:

Category	Question	Your Answer
Empathy	<p><b>Can you identify and describe the issues affecting those you're serving?</b></p> <p>This question invites us to practice doing the work of articulating the issue we're addressing. Listen to your nonprofit partner and check the language on their website - they're the experts!</p>	
Inspiration	<p><b>"Do I understand my nonprofit partner's mission and cause focus areas?"</b></p> <p>What about this nonprofit or cause catches your attention in a way that you're likely to talk about later? An achievement? The size of the issue? Something you didn't know before? Something profound?</p>	
Connection	<p><b>"Why is General Mills a good fit for this project?"</b></p> <p>Answering this question helps you clearly connect this volunteering activity to General Mills' philanthropy pillars or commitment to our communities by connecting the goals of your nonprofit partner with who we are and what we stand for as a company.</p>	