How Businesses and Non-Profits Can Work Together by Providing Volunteers and Their Skills

Tim Hogan
Partner/Creative Director
The Royal Order of Experience Design

hogan@theroyalorder.com
Twitter/AIM: hoganserif
About Me

- Became interested in volunteering in HS, working with students with physical disabilities
- Member of Chicago design community since 1993
About Royal Order

Established in 2002, The Royal Order is a cross-media creative boutique whose members have backgrounds that include advertising, branding and identity, package design and broadcast — and are committed to three simple things:

1.) work with brands we admire

2.) do work we’re proud of

3.) have fun doing it
About Royal Order

The Royal Order has created a culture that has attracted some of the best and brightest in the business. We have been able to thrive courtesy of the word-of-mouth that can only be achieved by developing solutions that keep clients happy, and coming back for more.
Finding the right Approach to Philanthropy/Volunteerism
Cabrini Connections, 2004

- Lisa Samra mentioned a need for an art teacher to fill in when Karen Koziatek traveled for business
- Quickly understood the value of the program in the lives of the kids
- Introduction to Dan Bassill
- When he learned that I was involved in web design, Dan described dozens of areas that needed help
- Moved to Albany Park, and focus on growing Royal Order caused me to drift away from program
Royal Order & Non-profit

- No formal policy on working with NFP, handled largely on a case-by-case basis, usually on a personal favor level

- Inclusion Solutions, AIGA, VFW

- Reached out to Streetwise, Chicago Coalition for the Homeless, ChicagoCares offering design services – unsuccessfully

- A better way???
The Challenge

How can Royal Order dedicate substantial time and talents towards non-profit on a regular basis without putting unreasonable strain on staff resources?
Our Solution

1. Take Responsibility

Hired design intern: Jake Zien, junior in graphic design at RISD

• Valuable real-world project exposure
• Learn all the phases of our design process
• Maintain blog, documenting experience
• Contribute to a worthy cause
• Potential for more creative control than typical project
• Supported and mentored by RO staff, but carry the bulk of the workload
Our Solution

1. Take Responsibility

Aside from individual projects, RO has tried to share the word through blog posts, Twitter, LinkedIn, Facebook, etc.
Our Solution

2. Mobilizing Change

Taking a ‘lead by example’ approach that hopefully spreads among staff, colleagues and business partners
Our Solution

3. Utilizing Available Tools

Promoting TMC in Mozilla Service Week and recognizing partnership opportunities with organizations such as Illinois Technology Foundation, AIGA, EPIC, etc.
The Introductory Project
Tutor/Mentor Related Sites
Existing Site

The Tutor/Mentor Connection (T/MC) is dedicated to improving the availability and quality of comprehensive, long-term, volunteer-based tutor/mentor programs in high-poverty areas of the Chicago region and other large US cities through an ongoing, dynamic exchange of ideas.

Whether you are already part of a program or you are interested in finding more about tutor/mentor programs, we invite you to explore the many resources and discussion forums available to you on this Web site.

If this is your first time visiting us, our Getting Started page is a great place to begin.

Donations are needed to help us keep the Tutor/Mentor Connection available to you. Read more.
Information Architecture: Site Map
Information Architecture: Wire Frames
Design: Mood Boards

The bridge that connects volunteers, donors and business leaders with students, families and schools.

by DAN BASSILL, Coleris Connections

Volunteer


End poverty by helping kids succeed in school.


TUTOR-MENTOR CONNECTION


Design: Landing Page

This Web site is a permanent resource for learning about tutor/mentor programs, where and why they are needed most, ways to get involved and how to improve existing programs.
Design: Secondary Pages
Design: Related Sites
Conclusion

This is by no means the only right solution for us, it is the first phase of a work in constant progress.

We believe in the mission of TMC and think by donating our skills we can contribute to the overall success of the organization.