Auto Club Enterprises has strong values and a long history of giving back. The conglomerate, which is the largest AAA in the U.S. and encompasses auto clubs in 21 states, wanted a volunteering platform to help organize and promote employee volunteer events. It chose Salesforce.org Philanthropy Cloud to launch its VTO (volunteer time off) program and launched it for its employees in January 2020. Employees loved the easy and engaging user experience and were enthusiastically signing up for volunteer activities.

Then the coronavirus pandemic hit. Employees started working remotely, and all the company’s in-person volunteering events were canceled. Because Philanthropy Cloud was already in place, Auto Club Enterprises was able to quickly pivot to virtual events and activate workplace giving.

Auto Club shifted its annual giving campaign, which would have normally included several in-person events, paper pledges, and cash donations, to an entirely remote experience, with virtual events and electronic donations made through Philanthropy Cloud. Employees participated in virtual events and donated through the platform in real time. The result? The company raised more than $760,000 in two weeks.

“I love that Philanthropy Cloud is a one-stop shop. Employees can find giving and volunteering opportunities, get details for when and where events are taking place, make donations, and learn about their community and what’s available to them — all within the platform.”

Wendy Nugent, Community Impact Program Manager
Automobile Club of Southern California
Going Remote and Virtual

Throughout 2020, the company demonstrated creativity and agility by reimagining some events and creating others to allow remote employees to participate. Following are two of the company’s especially creative examples.

**Telethon:** In the absence of in-person events, Auto Club decided to run a telethon on Webex. The CSR team created a campaign in Philanthropy Cloud, which served as a destination page for employees to donate directly via the method of their choice (payroll deduction or credit card). On the day of the telethon, employees went to the Webex meeting and could then sit back and watch their company leaders. CEOs from various markets (which refers to the geological area covered) as well as special guests entertained employees with inspirational stories of need, fulfillment, and gratitude. Philanthropy Cloud provided an easy way to manage various types of content, and the team included a how-to video with instructions on how to donate using Philanthropy Cloud.

This event was particularly special because it brought people from all of their distinct markets together. Even though the company had run enterprise-wide campaigns before, the various geographies were not always aware of other markets’ activities, as each market had its own CEO and CSR team. So collaboration was key, and it was an extremely successful event. Not only did it raise money for a good cause, but it allowed the company to see leadership from other geographies and come together in a new way. Thirty-six leaders and executives across the company were featured throughout the telethon.
**Change Jar:** Collecting change in an office change jar had been a big office event throughout the various Auto Club markets. But such a hands-on activity was not possible during the pandemic, with everyone touching money, dropping it into a receptacle, and then having others pull it out and count it. One employee, however, would not let this activity go. He collected change on his own, and eventually, others followed suit — from their home offices or in the office, but with individual change jars for each person. So the program manager created a Philanthropy Cloud page for change jar funds. An employee could count their own change and donate the amount via credit card through Philanthropy Cloud.

As companies continue to stretch their thinking and adapt to these new, trying times, we continue to be awed by their creativity, tenacity, and enthusiasm to help their communities and give for the greater good. Philanthropy Cloud is an easy-to-use, intuitive, and robust tool that, if used creatively, has the power to break down barriers and bring people together.

Get in Touch: Contact us at philanthropycloud@salesforce.com or 1.800.667.6389 to learn more.

**About Salesforce.org**

Salesforce.org is a social impact center of Salesforce focused on partnering with the global community of changemakers. We provide access to powerful technology, community partnerships, and impactful investments that empower changemakers to build a better world. As a social enterprise business unit dedicated to creating solutions for nonprofit, educational, and philanthropic organizations, we innovate on top of the world’s #1 CRM, channeling the philanthropic power of our employees, customers and partners to join our global movement for good. Visit [www.salesforce.org](http://www.salesforce.org) for more.