



Giving.
It's simple.

Microsoft Americas Operations Center

FY15 Giving Campaign Marketing Campaign

Communications Team Members

Kathie Taylor – Publicity/Planning

Mike Ellis - Communications

Anna Lemus - Communications

Josh Miller – Project Lead

Justin Fletcher – Executive Sponsor



Microsoft
Citizenship

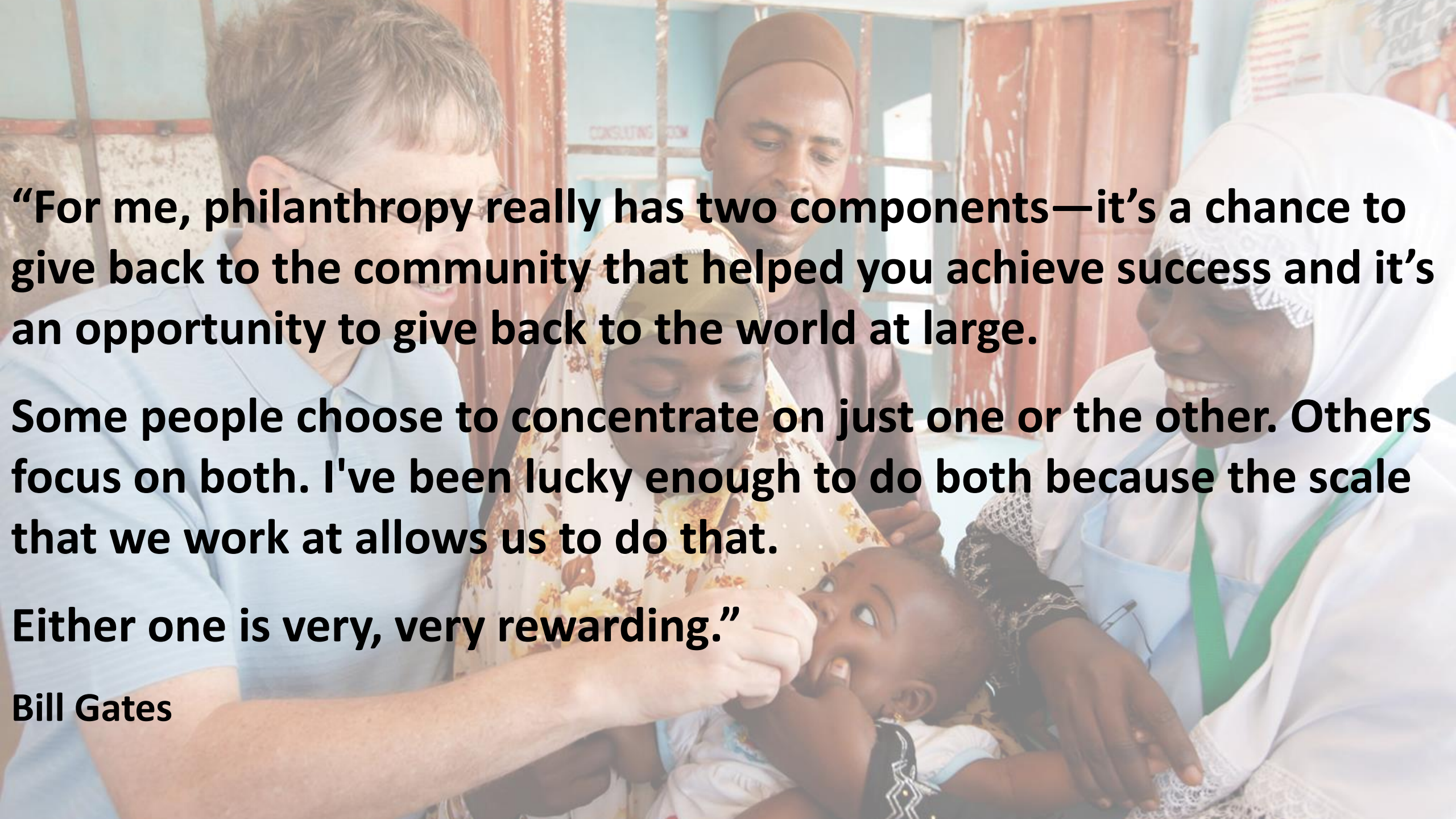
More communities are shining with Day of Caring

Whether cleaning up parks or fixing up schools, 6000+ Microsoft volunteers help transform their communities by connecting with local non-profits in need of extra hands. And as a key sponsor in United Way's Day of Caring, Microsoft's impact helps paint an even brighter future.

Join Day of Caring on September 19
//give



DOWNLOAD
THE GIVE APP

A photograph of Bill Gates, wearing a light blue button-down shirt and glasses, feeding a young child with a spoon. The child is lying down and looking up at him. A woman in a white headscarf and patterned shawl is holding the child. In the background, a man in a brown cap and shirt looks on. The setting appears to be a clinic or hospital, with a sign that says "CONSULTING ROOM" visible in the background.

“For me, philanthropy really has two components—it’s a chance to give back to the community that helped you achieve success and it’s an opportunity to give back to the world at large.

Some people choose to concentrate on just one or the other. Others focus on both. I've been lucky enough to do both because the scale that we work at allows us to do that.

Either one is very, very rewarding.”

Bill Gates



Microsoft has donated more than \$1B since 1983

Microsoft Matching Programs

Time

\$17 per hour paid to nonprofit
4 hour minimum

Money

\$25 or more matched up to \$15,000 annually

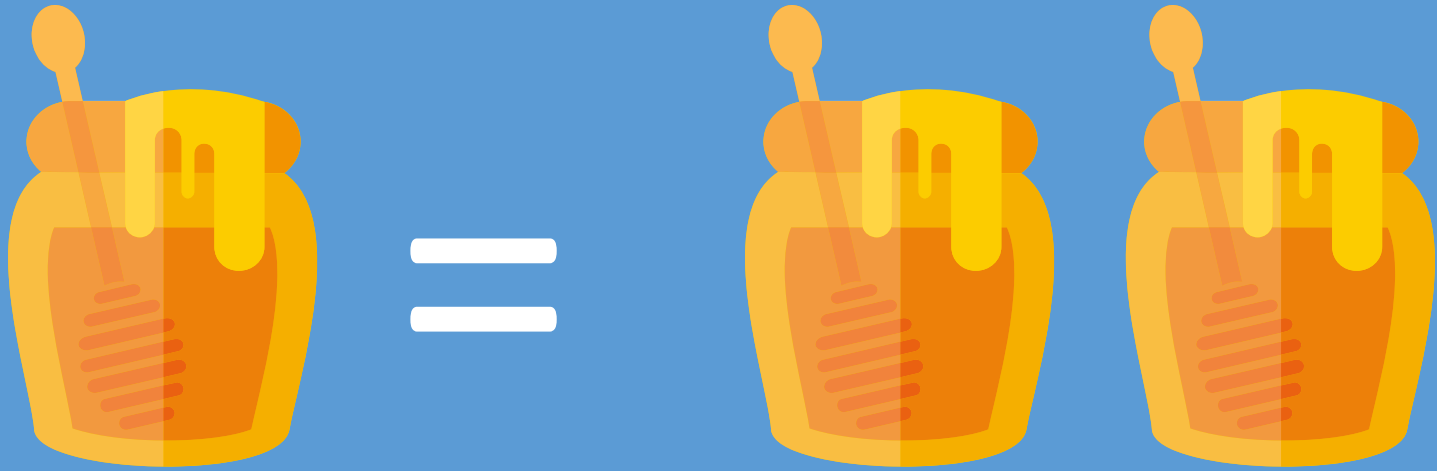
Product

Donate product, match with cash

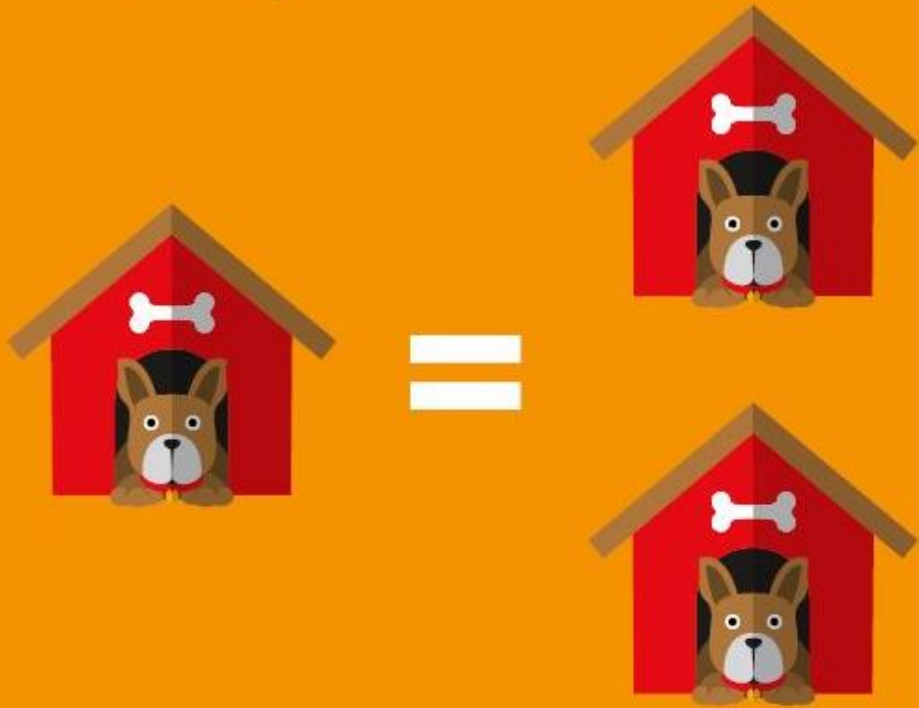
Donate cash, match with product



The AOC Marketing Campaign



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Email

The FY15 Giving Campaign communications team agreed to abide by corporate restrictions to only eight emails regarding the campaign. We planned to use all communications channels at our disposal - email, display artwork, Yammer and blogging.

Six of the eight approved emails were already planned to come either from corporate or from our CVP of Operations, leaving us with only two authorized emails.

In mid-October, we were instructed by the Site Leadership Team to send more email, as they felt there was not enough buzz around the campaign.

Microsoft
Citizenship

More furry friends have families with Microsoft Giving

Jason Walkerden, MSIT Launch Manager, helps dogs get healthy and ready for adoption by volunteering at the Humane Society. And since volunteer time is matched at \$17 an hour with Microsoft Giving, even more pets are finding safe and loving homes.

Log your volunteer hours
//give



DOWNLOAD
THE GIVE APP

Our first email tried to cover everything.

Give Giving. It's Simple.
Welcome to the FY15 Giving Campaign!
 Get ready for a month of fun giving!

We are very excited to get this year's campaign underway. Giving is an important part of our footprint within the community, and we encourage each of you to participate. As previously stated, this year's campaign is less about the number of events, and more about contributing to what matters to you.

Remember, participation is key! FTEs can donate to any of our designated events, charities, or to the charity of their choice through the //give tool, with cash, checks, credit cards, or payroll deduction. Even the time you volunteer gets counted toward our goal. **Let's support our community, and go after our goal of \$200,000 in October and \$400,000 for the year and 90% participation!**

Here is a summary of events and activities across AOC throughout the month of October. Unless otherwise specified, these events take place in Reno.

Pancake Breakfast
Wednesday, October 1 7:30 a.m. – 10:30 a.m. MS Café
 Leadership will be serving, and all are welcome – FTEs, vendors, and friends and family! Come and learn more about our Giving Campaign events, the charities involved and how you can participate. Cost to attend is \$5 per person. All proceeds will be divided among our October charitable organizations!

Silent Auction
Monday, October 13th through the 24th
 Monday, October 13 11:30 a.m. – 1:30 p.m. MPR
 Sponsored by the LATAMaxis Toastmaster Club, this amusing event benefits **GIRL RISING**, a global campaign for girls' education. Cost is open to your discretion and FTEs can donate through the //give tool. Contact the **LATAMaxis Officers** for more info.

A Salute to our Veterans – Veterans Guest House
Tuesday, October 14 2:00 p.m. – 3:00 p.m. MS Café
 The **Veterans Guest House** provides Veterans overnight accommodations when receiving treatment at medical facilities in the Reno-Sparks area. Come hear Veteran guest speakers talk about how this organization has impacted their lives! Free to attend and enjoy the tea and snacks! Contact **Sandy Wall** for more info.

X-Treme Abilities Challenge – High Sierra Industries (HSI)
Friday, October 17 11:00 a.m. – 2:00 p.m. MS Café
 HSI's mission is to help people with disabilities discover and lead a fulfilling and independent life. Join us for a fun-filled afternoon challenge you to spend a day in the life of people with disabilities. You and your team will take part in a relay-style race to perform tasks that HSI employees are faced with every day. Teams of 8 compete for the best time and for bragging rights! Entry fee is \$500 per team. Increase your chance to win by paying to practice the course prior to event, or by nominating others to do an obstacle in your place. Watch the video! what you are in for. Contact **Jane Evans** for more info.

Did you know Microsoft will match FTE donations?
 Microsoft matches donations of \$25 or more through our Giving Programs. Microsoft will match employee contributions of time and money to eligible non-profit organizations. Time is matched at \$17 per hour (4 hour minimum threshold per agency). Monetary donations will be matched at 100% both your time and monetary matched. Matches to organizations that meet the eligibility requirements.
[Learn more here](#)

Get the GIVE app!
 To install the GIVE app on your phone, go to <http://aka.ms/mimgive>

Donation C
 For more detailed info and record your time on the page.

New H
 Microsoft's innovative design is what makes it so easy to use. If you're a designer, you'll love it.

United Way

GIRL RISING

HSI

WARPC

Microsoft

Poker Tournament – Northern Nevada Children's Cancer Foundation (NNCCF)
Thursday, October 23 5:30 p.m. – 10:00 p.m. **Peppermill Casino Resort**
 Help raise money for children fighting cancer! This is a formal world-class poker tournament that you won't want to miss! To register, go to http://nnccfchildrenscancer.org/community_events/. \$150 player registration! \$75 non-player guests. Live entertainment, cocktails and hors d'oeuvres, raffle drawings and fantastic prizes! The winning FTE is flown to Seattle (all expenses paid) to play in the Microsoft Final Poker Tournament on Oct. 29! Contact [Kristen Martyla](#) or [Josh Bartella](#) for more info.



Blood Drive
Monday, October 27 8:00 a.m. – 2:00 p.m. **Bldg. C Parking lot**
 Inaugural neighborhood blood drive **competition** between Microsoft, Inland and NV Energy. To schedule your appointment, log on to www.BloodItems.com, click "donate to blood" and use sponsor code: MSReno. Contact [Lucas Thomas](#) or [Dave Hartman](#) for more info.



SLT Event: Minute to Win It – Food Bank of Northern Nevada (FBNN)
Monday, October 27 2:00 p.m. – 4:00 p.m. **MS Café**
 Imagine how you feel when you are "starving" for lunch. Now imagine that empty feeling going on for days. In N. Nevada alone, one in four children don't know where their next meal is coming from. Our fearless leaders will compete and entertain the masses by playing a variety of games in a "Minute To Win It" style game show benefitting the FBNN. Come be a part of this great event and contribute to a great cause! Contact [Adrian Bucher](#) for more info.



Final Note – it's not too late... if you've given time or money to nonprofits earlier this year and have not entered it into the tool, please do so, as Microsoft will match it even though the original donation was not made in the tool.



Yammer
 Help us build up the buzz with Yammer. If you are excited about a new charity, or want to challenge your boss to the Xtreme Obstacle Course...Let's go to Yammering!

501(c)3 identifiers

United Way of Northern Nevada and the Sierra	Use Auction Site
Veterans Guest House	94-3160109
High Sierra Industries Northern Nevada	88-0139145
Children's Cancer Foundation	20-8523503
Food Bank of Northern Nevada	94-2924979

We sent a total of 22 campaign-specific emails, plus 10 mentions in the Yammer Top 5/MSLink Update weekly email, and an Outlook calendar invite for each event, for a total of 38 items sent via email.

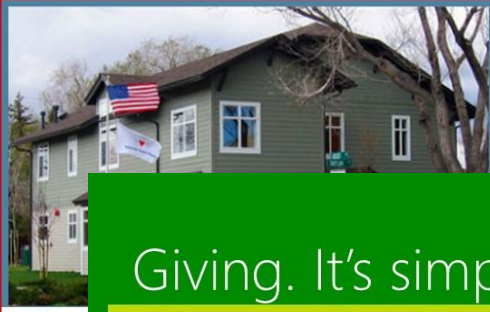
Giving. It's simple.

Calendar invites sent 9/18/14

Giving. It's simple.



A Salute to our Veterans



October 14, 2 p.m. In the Café

The Veterans Guest House provides United States military service veterans and their families overnight accommodations when receiving treatment at a medical facility in the Reno-Sparks area. It is owned and operated

Giving. It's simple.



Feeding the hungry, one minute at a time



Site Leadership Team event benefitting **Food Bank of Northern Nevada**
Monday, October 27 from 2 TO 4 p.m., MS Café – Watch for updates with Live Streaming information!

Imagine how you feel when you are "starving" for lunch. Now imagine that empty feeling going on for days not just until your next meeting is over and you can pop over to the Café to grab a burger. In Northern Nevada alone, **one in four children** don't know where their next meal is coming from...that empty feeling is a daily occurrence. **Picture being a child and trying to learn all day when you don't have enough fuel for your brain.** Or as a "hungry" adult, being trained for a new job, remaining competitive in the workforce or care for your family in an effective way. Hunger gets in the way of so many functions! BUT we can help! Don't have time you say...that's just what we are banking on!! It only takes a minute!



Giving. It's simple.



X-Treme Abilities Challenge benefitting High Sierra Industries

High Sierra Industries



Please join us for a fun-filled afternoon of sharing, caring and bragging rights for an ENTIRE YEAR!

- **When?** Friday, October 17 from 11 a.m.-2 p.m. Prizes awarded for best time and most money raised at the awards ceremony following the event.
- **What?** Spend a day in a life of people with disabilities by taking part in a relay style race to perform tasks that HSI employees perform every day. Teams of 8 compete for the best time in the X-Treme Abilities Challenge.
- **Where?** MS Café. Lunch will also be available for purchase (all proceeds go back to HSI).
- **Who?** High Sierra Industries. For more information, visit hsireno.com/.
- **How much?** Entry fee is \$500 for a team of 8. Increase your chance to win by paying to practice the course prior to the event, or by nominating others to do an obstacle in your place. More details to follow.
- **Details?** Watch the video [here!](#)

//give

Giving. It's simple.



Pancake Breakfast Giving Campaign Kick Off!



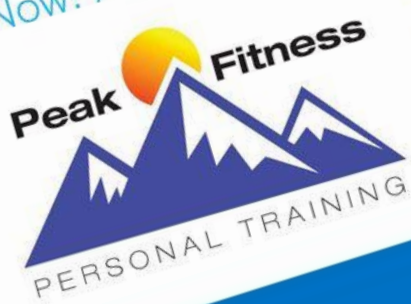
Wednesday, October 1
7:30 a.m. – 10:30 a.m. MS Café

\$5 per person. All proceeds will be divided among our chosen charitable organizations! Food donated by Guckenheimer.

Our traditional Giving Campaign Pancake Breakfast! Leadership will be serving, and all are welcome – MS employees, family, vendors and non-MS employees!

//give

Give Giving. It's Simple.
Bid Now! Auction ends in 3.5 Hours
Silent Auction Count Down!



There are still 3 items left without bids as we near the end of the FY15 Silent Auction.
 Now is the time to jump on this great deal of **3 month pass to Anytime Fitness, along with 3 Personal Training Sessions** with Kyle Shade of Peak Fitness. What a great opportunity to develop a new fitness plan, or learn some new tips tricks from a licensed trainer.

Quick Links
 Remember, all funds from items purchased by Reno are donated to **May**. Click

Microsoft Citizenship

Giving. It's simple

The Giving Campaign committee would like to thank everyone for a fa of Giving.

This is a friendly reminder that the October campaign closes today. any donations that you have already pledged or planned to give, t day to put them in the //give tool. It is also the last day to set up deduction.

Once again, thank you for the great participation from each of share final results for the month in the next few weeks.



Event	Number of Emails	Yammer/MSLink Emails	Outlook Calendar Invites
Auction	4		1
Auction, SLT, FLL		1	
General Campaign (all events)	10	4	
High Sierra Industries	2		1
Pancake Breakfast		1	1
Poker Tournament	3	1	1
SLT Event	2	1	1
Veterans House	1		1
Veterans, Poker, SLT		1	
Total Emails	22	10	6

//give



Gummy bears and FAQs

We created the campaign FAQs flier that was distributed with gummy bears provided by corporate to all FTEs.

Operations Giving. It's simple.

Giving Campaign Tips & Tricks

How to Donate Money Through the Give Tool:

1. Go to //Give or click on the Give app on your phone
2. If it is an organization you've donated to in the last 6 months, please see your Giving History. Click "Add to Cart"
3. Click Continue
4. Enter the details of your donation, being careful to select Gift Already Made or Make a New Gift Now or Payroll Deduction
5. If it is an organization you've not donated to in the past year, please enter the name in the search box. You can expand your search by clicking on "More Search Options"
6. Click Search
7. Click on the organization you are seeking
8. Set up your donation just as in step 3

How you can log your volunteer hours:

1. Go to //Give
2. Click "Give Time"
3. If prompted, login with domain\alias and word
4. Click on "Don't forget to RECORD HOURS"
5. Under #1: Select Organization, search for desired organization using its name, location, or Tax ID
6. When the results are returned, hover over the desired organization and click "Select"
7. Input the start and end date of your volunteer work as well as a description of your activity
8. Click "Continue"
9. Review the details and submit

How to Put the Give App on Your Windows Phone (use steps 7 through 10 only if you already have the Company Portal on your phone):

1. Go to Settings
2. Click Workplace (also seen as Company App)
3. Click Add Account
4. Enter your Microsoft email address and submit
5. If it asks you to reroute to another server click "Continue"
6. At the corporate login site, enter Microsoft email address and password
7. Go to your start screen on your phone
8. Swipe to apps
9. Click on "Company Portal" in your list of apps
10. Search for "MS Give" app and install. Also available is the "MS Auction" app.

FAQs – about giving at Microsoft:

1. Microsoft will match every dollar you donate up to \$25 or more
2. Each employee is allotted up to **\$15,000** in matching funds per calendar year (encompassing your time and monetary matches). Interest is \$1000.
3. In the Give tool you can donate through payroll deductions or via credit card or just record it as "already made" when you have given to a nonprofit already.
4. If you wish to repeat what you gave last year, you can go to //Give and quickly reauthorize your donations to happen again this year. It's that easy.
5. Microsoft will donate \$17 per hour to the nonprofit where you volunteer, after your first 4 hours of volunteer time with that nonprofit.
6. It's not too late to record...If you've donated or money to a nonprofit at any time during the past year, you should go to //Give, enter the details, and submit.

Operations Giving. It's simple.

Important Information

New Hire Info

Microsoft has introduced a new hire Give Incentive program, giving new hires the ability to designate a \$50 Microsoft donation on their behalf, to eligible organizations of their choice. If you were hired within the last 12 months, click on the New Hire Credit icon at //give.

Ensure your charitable organization is eligible

When you log your volunteer hours in the tool, Volunteer Manager will tell you whether the organization is registered and eligible. If your chosen organization is not eligible, send an email to give@microsoft.com with the org's contact name and email address to contact them and give them the information on how to register. Then they can approve your logged hours.

Please note: your organization must be registered to receive both monetary donations and volunteer hours!

For all questions and inquiries:
 Website: //give OR Email: give@microsoft.com

MS Auction site for AOC's Silent Auction Activities

Look for local based items to donate to our AOC Giving Campaign goals and to make sure that your local United Way receives the donations.

Yammer

Help us build up the buzz with Yammer. If you are excited about a new charity, or want to challenge your boss to the X-Treme Obstacle Course... let's get to Yammering!

501(c)3 identifiers

United Way of Northern Nevada and the Sierra	Use Auction Site
Veterans Guest House	94-3160109
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Northern Nevada Children's Cancer Foundation	20-8623503
Food Bank of Northern Nevada	94-2924979

Event Guide

Foundations	Event	Details
	Silent Auction—Bid on scores of services provided by your co-workers and leadership team. Don't be left out—auction items can be added at any time!	Monday, October 13—Friday, October 24
	Honor our veterans by attending this speaking engagement and hear how this organization has impacted their lives.	Tuesday, October 14, 2 pm.—3 p.m. in the MS Café. Enjoy the ice cream sundae bar. Free to attend, donations are welcome.
	X-Treme Abilities Challenge—spend a day in the shoes of HSI's clients and navigate the obstacle course. Teams of eight will compete.	Friday, October 17 11 a.m.—2 p.m. in the MS Café. Refreshments will be served. Entry fee is \$500 for a team of eight.
	Poker Tournament—you're either a card shark or a novice, and all are welcome to play. Sign up at http://nvchildrenscancer.org/community-events/ .	Thursday, October 23 5:30 p.m.—10:00 p.m. at the Peppermill Casino Resort
	Blood Drive—no money, just your blood. Sign up for your appointment at www.BloodHero.com	Monday, October 27 8 a.m.—2 p.m. in the Bloodmobile in the parking lot of Bldg. C

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Display Artwork

Ten plasma TVs are scattered throughout the campus. We used these plasmas as billboards for the campaign.

Microsoft
Citizenship

More bellies are full with Microsoft Giving

Jennifer Dearden, Operations Account Manager, helps kids stay fed and focused by volunteering with Hopelink. And because Microsoft Giving matches her donation dollar for dollar, lunch gets served to twice as many kids in need.

Get your donation matched
[//give](#)



DOWNLOAD
THE GIVE APP

Plasmas displayed 9/22/14

Microsoft's 7th Annual
 "All-In For Childhood Cancer" Poker
 Tournament

Giving. It's simple.

A Salute to our Veterans



October 14, 2 p.m. In the Café

The Veterans Guest House provides United States military

Giving. It's simple.

X-Treme Abilities Challenge benefitting High Sierra Industries

High Sierra Industries



A place to live.

A place to learn.

A place to work.

Please join us for a fun-filled afternoon of sharing, caring and bragging rights for an ENTIRE YEAR!

- **When?** Friday, October 17 from 11 a.m.-2 p.m. Prizes awarded for best time and most money raised at the awards ceremony following the event.
- **What?** Spend a day in a life of people with disabilities by taking part in a relay style race to perform tasks that HSI employees perform every day. Teams of 8 compete for the best time in the X-Treme Abilities Challenge.
- **Where?** MS Café. Lunch will also be available for purchase (all proceeds go back to HSI).
- **Who?** High Sierra Industries. For more information, visit hsireno.com/.
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//give

Giving. It's simple.



Feeding the hungry, one minute at a time



Site Leadership Team event benefitting **Food Bank of Northern Nevada**
 Monday, October 27 from 2 TO 4 p.m., MS Café – Watch for updates with Live Streaming information!

Imagine how you feel when you are "starving" for lunch. Now imagine that empty feeling going on for days not just until your next meeting is over and you can pop over to the Café to grab a burger. In Northern Nevada alone, **one in four children** don't know where their don't care just



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Pancake Breakfast Giving Campaign Kick Off!



Wednesday, October 1
 7:30 a.m. – 10:30 a.m. MS Café

\$5 per person. All proceeds will be divided among our chosen charitable organizations! Food donated by Guckenheimer.

Our traditional Giving Campaign Pancake Breakfast! Leadership will be serving, and all are welcome – MS employees, family, vendors and non-MS employees!

//give

Plasmas updated periodically

All-In for Childhood Cancer Poker Tournament

Supporting the Northern Nevada Children's Cancer Foundation

Donate to see your Leadership Team compete!



Monday, October 24 2 p.m.
MS Café



One out of four Nevada children are hungry. How will you help?

Pledge here:
msliweb/community/Pages/SLT



Salute our Veterans at the Veteran's Guest House Event

Tuesday, October 14
2 p.m. MS Café

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Take the X-Treme Abilities Challenge benefitting High Sierra Industries



Friday, October 17 11 a.m. – 2 p.m. MS Café

Giving. It's simple.



Plasmas updated for SLT Pledging



Every day or every other day leading up to the actual event.

Auction Item Plasma Slides displayed 10/13 – 10/24 during auction

Custom Seasonal Fresh Baked Pie from Lyndsey Kemper

Unicycle Lesson with Justin Fletcher

Round of Golf with Josh Bartella & Justin Fletcher



Golf for up to 2 guests at Wolf Run GC. Date to be mutually agreed

If you beat JoshB on outright score, lunch is included.

Starting Bid = \$20
Item #: 9438

Horseback Riding with DiAnna Huntsman

Wake Surfing Lessons with Tasha Lowell

Afternoon Bike Ride & Beer with Eric Moberg

Mani & Pedi with Owen Roberts & Stephanie Peterson



Great day for relaxation, fun and needed grooming.

Starting Bid = \$50
Item #: 10538

Give Stories

This is my GIVE story: Anna Lemus



How/Where I "Give"?

I give to those organizations that are close to the issues at hand. Those that get to know the people they are supporting. I believe that the human element of any cause is what will drive a change.

Why I choose to "Give"?

Growing up in poverty has made me acutely aware of social & economic plight and BS. I Give to help those that are trying to help themselves, through education & drive...not through a handout.

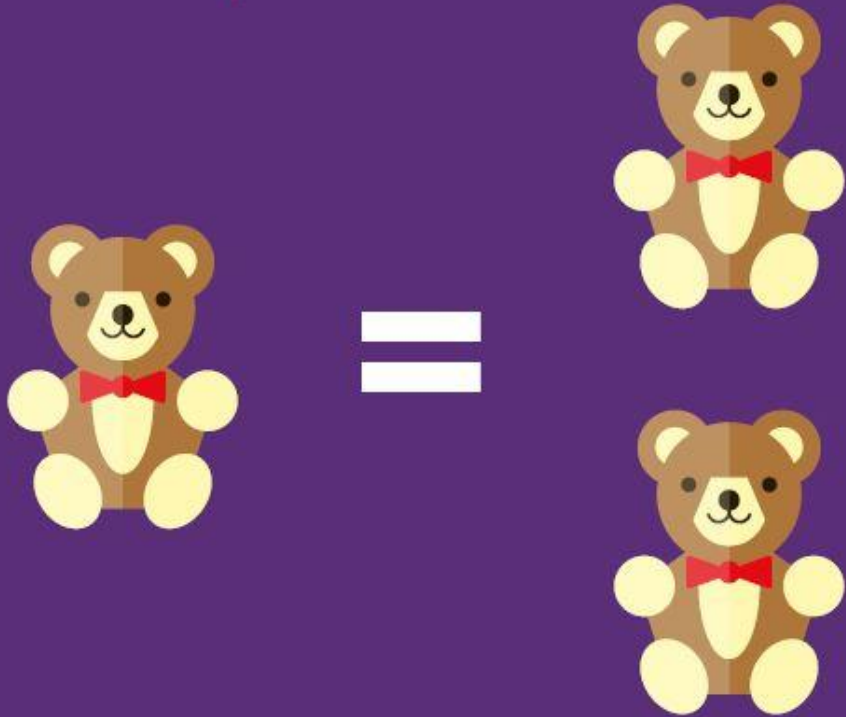
How can you "Give" ?

Do your research and get to know the charity you are supporting, especially through volunteer work. Once you believe in them, become a part of their cause. Donate...spread the word...and find others to join as well. Help make that difference. Someone did for me.

Learn more at <http://give>.

Corporate guidelines called for less email, specifically discouraging publishing dollar amounts and percentages. Instead, they wanted to focus on give stories. We put out a request to 20 people to write their give stories using this corporate template. We received four, and featured them on the plasmas.

Giving.
It's simple.



Posters

Created by Corporate and hung
strategically around Buildings B and C

Microsoft
Citizenship

More kids are smiling with Microsoft Giving

Caitlin Kehoe, Program Manager, volunteered over 60 hours at Children's Hospital last year, which not only makes her a floor favorite with the kids, it also makes her a Leadership Giver. And since volunteer time is matched at \$17 an hour with Microsoft Giving, there are even more warm fuzzies to go around.

Log your volunteer hours
[//give](#)



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Microsoft Citizenship

More furry friends have families with Microsoft Giving
 Jenae Hollister, MSIT Search Manager, helps dogs get healthy and ready for adoption by volunteering at the Humane Society. And since volunteer time is matched at \$17 an hour with Microsoft Giving, even those pets are finding safe and loving homes.

Log your volunteer hours //give

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Giving. It's simple.

Microsoft Citizenship

More lives are sweetened with Microsoft Giving
 Denise Clark, CPE Lead, helped women in Kenya build a sustainable bee keeping business by donating to Free the Children. And because Microsoft Giving matches her donation dollar for dollar, twice as many women will break free from the cycle of poverty.

Get your donation matched //give

DOWNLOAD THE GIVE APP

Giving. It's simple.

Microsoft Citizenship

More communities are shining with Day of Caring
 Whether cleaning up parks or fixing up schools, 6000+ Microsoft volunteers help transform their communities by connecting with local non-profits in need of extra hands. And as a key sponsor in United Way's Day of Caring, Microsoft's impact helps paint an even brighter future.

Join Day of Caring on September 19 //give

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Microsoft Citizenship

More tech careers start with Microsoft Giving
 Jeff Lyon, Software Engineer, helps high school students get actively engaged with computer science by volunteering with TEALS (Technology Education and Literacy in Schools). And since volunteer time is matched at \$17 an hour with Microsoft Giving, even more kids get on a path to careers in programming.

Find the cause you care about //give

DOWNLOAD THE GIVE APP

Giving. It's simple.

Microsoft Citizenship

More bellies are full with Microsoft Giving
 Jennifer Daerden, Operations Account Manager, helps kids stay fed and focused by volunteering with HopLink. And because Microsoft Giving matches her donation dollar for dollar, lunch gets served to twice as many kids in need.

Get your donation matched //give

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Giving. It's simple.

Microsoft Citizenship

More villages are thriving with Microsoft Giving
 Grace Carlson, Paralegal, helped an African family break the cycle of poverty and welfare by funding a cow through Heifer International. And because Microsoft Giving matches her donation dollar for dollar, one cow turned into two, doubling her impact.

Get your donation matched //give

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Giving. It's simple.

Microsoft Citizenship

More kids are smiling with Microsoft Giving
 Caitlin Kibbe, Program Manager, volunteered over 60 hours at Children's Hospital last year, which not only makes her a floor favorite with the kids, it also makes her a Leadership Give. And since volunteer time is matched at \$17 an hour with Microsoft Giving, there are even more warm fuzzies to go around.

Log your volunteer hours //give

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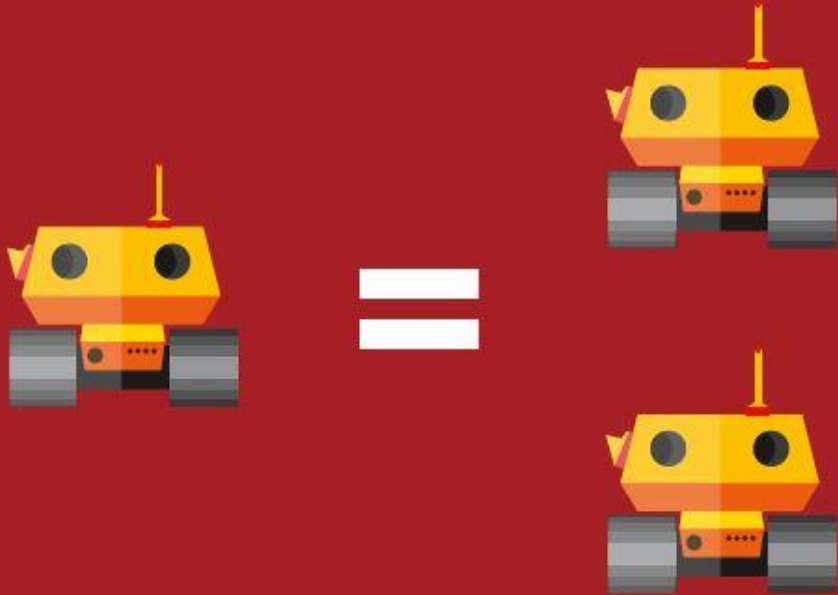
Microsoft Citizenship

More minds are super-charged with Microsoft Giving
 John Gilber, SDET II, helps under-served youth get actively engaged with STEM by volunteering with iMobi Robotics. And since volunteer time is matched at \$17 an hour with Microsoft Giving, even more kids are pursuing their life's passion in motion.

Find the cause you care about //give

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Giving.
It's simple.



MSSLink Blog Posts

The MSSLink blog is rarely read....insert stats here, but is used as a place to post important information we can link to in our weekly social media update newsletter.

Microsoft
Citizenship

More minds are super-charged with Microsoft Giving

John Gilber, SDET II, helps under-served youth get actively engaged with STEM by volunteering with Xbot Robotics. And since volunteer time is matched at \$17 an hour with Microsoft Giving, even more kids are putting their hi-tech future in motion.

Find the cause *you* care about
[//give](#)



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The first of six blog posts debuted on August 19, 2014

Welcome to the Leaner and Meaner FY15 Giving Campaign

Tuesday, August 19, 2014

October is coming soon, so it's time to start planning for the FY15 Giving Campaign! Last year was a phenomenal success due to your incredible generosity. **Let's do it again this year!**

I will be leading AOC's FY15 giving campaign along with our executive sponsor, Justin Fletcher, and with your help it will be another **huge success**.



We heard your feedback, so this year we are looking to host fewer—but bigger—events. We need to determine the charities/nonprofits we wish to support with our campaign events. **This is where we need your help:**

We'll continue with a few of our "signature events":

We will continue to have an "SLT" event benefitting the Food Bank of Northern Nevada, our 2nd Annual "All in for Childhood Cancer" Poker Tournament benefitting the

Northern Nevada Children's Cancer Foundation, as well as a Silent Auction to benefit United Way and a Blood Drive for United Blood Services (a competition this year against our neighbor, Intuit).

What additional charities should we consider for our FY15 campaign?

We are now looking for your input for 2-3 additional charities/nonprofits that we can consider for support during the month of October. Nonprofits we've supported in the past include [Step2](#), Children's Cabinet, Wounded Warrior, Awaken, Inc., [Susan G Komen](#), Juvenile Diabetes Research Association and Nevada Humane Society and many more.

ACTION: Please send your input on which charities/nonprofits we should consider for FY15 to jomiller@microsoft.com. Suggestions will be considered until COB, Monday, August 25th. We need the following information:

- Charity Name
- Organization's mission
- Evidence they are a 501(C)(3) organization
- A description of how the funds would be used if we supported them for this year's campaign

Thank you for your interest in the campaign. We really look forward to another amazing year of giving for AOC!

Josh Miller

FY15 Project Manager

jomiller@microsoft.com

Justin Fletcher

FY15 Executive Sponsor

jfletcher@microsoft.com

Fort Lauderdale Gives With Laughter

Tuesday, October 14, 2014



On October 13th, our Microsoft Ft. Lauderdale Treatment Club held the

It only takes a Minute to Give it!

Thursday, October 9, 2014

It only takes a mir

I actually got up in apple, the homer bumbled and I sw

I did not have time starving or so I th out and forage fo home I wanted to

to the wir Venezuel speaker.

So far, th will be dc educator the simpl uniting gi full poten

Submitte

by Kathie Experience 0 commen



by Juliet Moore at 1

0 comments | @ 2 Unlike Email a link ...

Salute our Veterans Tuesday October 14

Friday, October 10, 2014

As part of the Giving Campaign, we have our site's first event on Tuesday Oct 14th at 2pm.

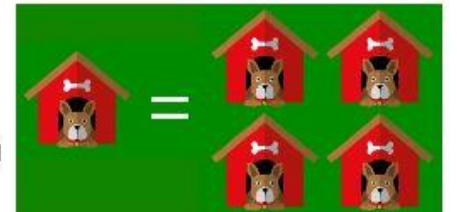


Come down for a quick event with our very own Microsoft guest speaker as well as Veterans who have benefited from this tremendous charity! It will be a short event, no bells and whistles, but come show up, be present, donate and enjoy an ice cream sundae!

If we raise \$4000 and Microsoft matches that, the Veteran's Guest House has secured a local grant that will match the \$8000. Let's do this for them!

Contact Sandy Wall with questions.

Submitted by Sandy Wall

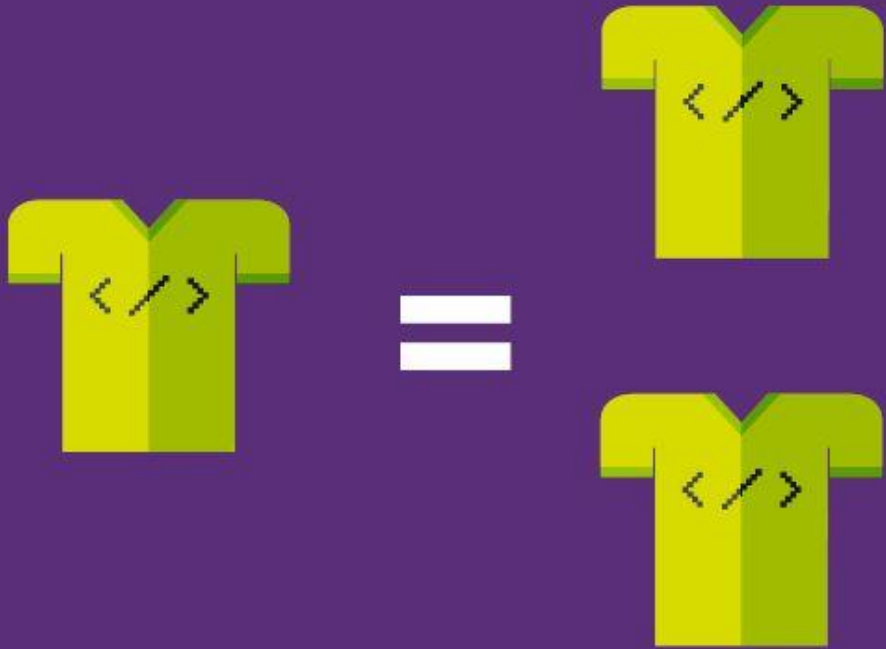


<sandraw>.

by Kathie Taylor (Wimmer Solutions Corporation) at 1:44 PM in [Citizenship/Outreach](#)

0 comments | Like Email a link ...

Giving.
It's simple.



Microsoft
Citizenship

More tech careers start with Microsoft Giving

Jeff Tyson, Software Engineer, helps high school students get actively engaged with computer science by volunteering with TEALS (Technology Education and Literacy in Schools). And since volunteer time is matched at \$17 an hour with Microsoft Giving, even more kids get on a path to careers in programming.

Find the cause *you* care about
[//give](#)



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THE GIVE APP

Yammer

Yammer is a budding enterprise social network at AOC. Usage is spotty, but we were not limited to the number of Yammer posts we could do, so we encouraged the event PMs to use it. Some did, and some did not, even when the post was written for them! The auction and Poker Tournament saw the most play on Yammer.

Yammer Posts

Event	Date Posted	Posted by	Engagement
Campaign	9/17/2014	Anna Lemus	1 like
Campaign	9/19/2014	Anna Lemus	1 share
Pancake Breakfast	9/30/2014	Anna Lemus	1 like, 1 share, 1 reply with 1 like
Poker	9/30/2014	Kathie Taylor	3 likes, 2 replies
Poker	9/30/2014	Kathie Taylor	
Pancake Breakfast	10/3/2014	Kathie Taylor	4 likes, 4 replies
H.S.I.	10/8/2014	Ilene Evans	4 likes, 2 shares, 12 replies
H.S.I.	10/9/2014	Josh Miller	1 like
Poker	10/9/2014	Josh Bartella	3 likes, 2 replies
SLT	10/9/2014	Juliet Moore	7 likes, 21 replies
SLT	10/9/2014	Dave Hollan	
Veterans	10/9/2014	Anna Lemus	5 likes, 5 replies
Auction	10/13/2014	Brian Hanshew	1 like, 1 reply with 1 like
Veterans	10/14/2014	Anna Lemus	1 like, 3 replies - with 2 likes
H.S.I.	10/15/2014	Ilene Evans	1 like
Auction	10/16/2014	Josh Bartella	1 like, 2 replies
Auction	10/16/2014	Brian Hanshew	5 replies
Auction	10/17/2014	Brian Hanshew	2 likes
Poker	10/22/2014	Kerri Garcia	3 likes
Auction	10/23/2014	Kelsie Lewis	2 likes
Auction	10/23/2014	Brian Hanshew	
Poker	10/23/2014	Kerri Garcia	1 like, 1 share, 1 reply with 1 like
Campaign	10/28/2014	N/A	
Campaign	10/31/2014	N/A	7 likes, 1 reply with 4 likes

 **Brian Hanshew**
To Americas Operations Center (AOC)
[Follow](#)

Reno Silent Auction - Item of the Day!

Wake Surfing Lessons with Tasha Lowell - Starting Bid \$125

Wake surfing lessons for you and your family or you and a few friends with a beautiful 4 hour session on Lake Tahoe. Come join us for a morning or afternoon session and learn to wake surf. We have a beautiful 2012 Air Nautique with a state of the art surf system. Life jackets, surf boards, a cooler full of adult beverages and a whole lotta fun all included. We guarantee you will have a blast and you will be surfing.



<https://msauction.blob.core.windows.net/auctionphoto/AuctionPicture/9434-Large.jpg>
msauction.blob.core.windows.net



[LIKE](#) [REPLY](#) [SHARE](#) *** October 16 at 9:58am

 **Josh Miller (MSLI)**

Hi Brian! It looks very exciting. If I'd like to bid on this item or any of the other exciting items in the Silent Auction, which link should I go to? :)

[LIKE](#) [REPLY](#) *** October 16 at 7:34pm

 **Brian Hanshew**

That's a great question Josh! I guess I should probably share the link so you can find this awesome item and more...

<https://msauction.microsoft.com/auction?category=127>

 **Kathie Taylor**
To AOC Commercial and Mike Wehinger

Congratulations [Mike Wehinger](#) on your winning hand at today's poker play-off! You've won your seat at the Giving Campaign Poker Tournament at the Peppermill on October 23. Let's hope your luck keeps rolling!

Register for the tournament at

<http://nvchildrenscancer.org/fundraisers/poker-tournament/>

[Poker Tournament](#)
nvchildrenscancer.org



 Phil Edry, Anna Lemus, Steph Peterson and Marie Wiere like this.

[LIKE](#) [REPLY](#) [SHARE](#) *** September 30 at 12:29pm

 **Mike Wehinger**

Ha ha – those poker skills will indeed be on display again at the Giving Campaign tournament! Get signed up and see if you can beat me!


 Yuki Kiyo Figueroa likes this.

[LIKE](#) [REPLY](#) *** September 30 at 2:20pm

 **justin fletcher**

Watch out Mike, I'm signed up, and am bringing my mirrored sunglasses

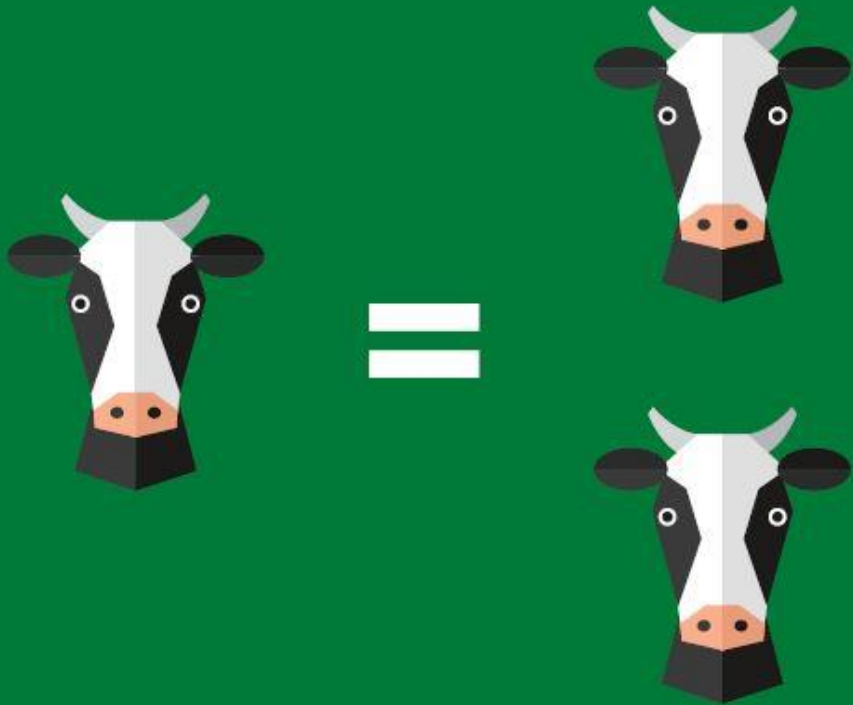
[LIKE](#) [REPLY](#) *** October 17 at 9:55am

 Write a reply...

Giving.
It's simple.



Yammer Top 5 and MSLink Update Weekly Email



This weekly update email was intended to drive Yammer usage. MSLink had slowly started to die, but was resurrected as another channel of communications and a place to post longer versions of important events or information posted on Yammer. Research shows that our engagement with Yammer increases following the weekly digest email

Microsoft
Citizenship

More villages are thriving with Microsoft Giving

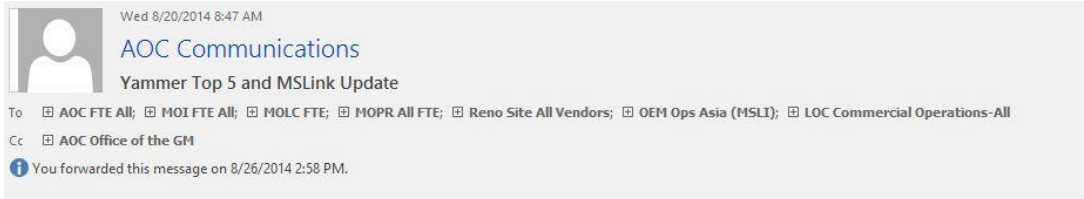
Gracie Carlson, Paralegal, helped an African family break the cycle of poverty and welfare by funding a cow through Heifer International. And because Microsoft Giving matches her donation dollar for dollar, one cow turned into two--doubling her impact.

Get your donation matched
[//give](#)

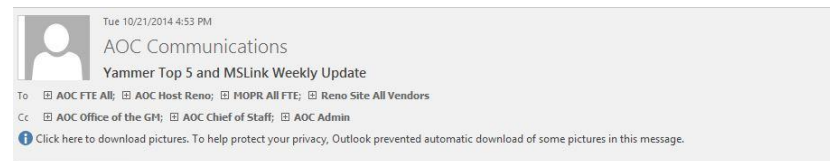


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The first mention of the Giving Campaign appeared in the August 20, 2014 edition of the Yammer Top 5 & MSLink Update weekly email



All in all, the Giving Campaign was featured in nine weekly Yammer Top 5 & MSLink Updates from August 20 through November 4, 2014.



Top 5 Yammer posts

Week ending 8/15/2014



CHAMPION

Sarah Milligan on AOC Group – [LOC weeklong kick-off event aligns priorities for first connect.](#)



Mark O'Connor on AOC Group – [Still looking for team members for the Microsoft Reno indoor soccer team!](#)



Jenna Poinier on AOC Commercial group – [Plan your vacation now – check out HR Web's Vacation Balance Estimator!](#)



Anna Lemus on AOC Commercial Group – [Change Management Core Competency training offered by HR](#)



Gene Purschwitz on AOC Commercial Group – [Microsoft Operations Puerto Rico featured in Industry Week Magazine!](#)

MSLink Posts

Week ending 8/15/2014

Welcome to the Leaner & Meaner FY15 Giving Campaign!

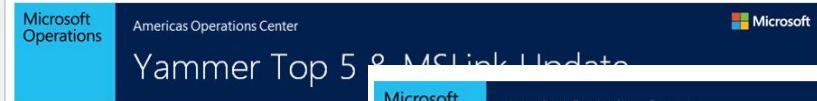


FY15 Giving Campaign – who should benefit? We heard your feedback, so this year we are looking to host fewer—but bigger—events. Which charities/nonprofits do

you want to support with our campaign events? Please send your input to jomiller@microsoft.com. Suggestions will be considered until **COB, Monday, August 25th.**

Previous MSLink Posts

[Project Sandstone Transition to Microsoft Corp Complete 8/17!](#)
[Helpdesk is now located in the Café Annex of Building C](#)
[Easy how-to tips for Yammer and MSLink](#)



Top Yammer posts

Week ending 10/20/2014



Brian Hanshew on Americas Operations Center group – [Silent Auction item of the day – surfing lessons with Tasha Lowell!](#) Also see – [dinner and a baseball game with Josh Bartella and Sara Darsky!](#)



Marie Wiere on Americas Operations Center group – [Sign up today for the Reno Halloween pumpkin carving contest Tuesday, October 28!](#)



Gene Purschwitz on AOC Commercial group – [Employee of the year celebration in Puerto Rico! Congratulations Carmen Cintron-Burgos and Ismael Rios!](#)



Steph Peterson on AOC Commercial group – [Change is synonymous with "new opportunity." Six keys to leading positive change TEDx video.](#)



Michael Tedrow on Americas Operations Center group – [Preparing for emergencies – looking back at the Loma Prieta earthquake.](#)



Josh Reimer on AOC Commercial group – [Bloomberg says Apple's Next Hit Will Be a](#)

Microsoft Operations

Americas Operations Center

Yammer Top 5 & MSLink Update

Top 5 Yammer posts

Week ending 9/12/2014



Brandi Benavidez on Americas Operations Center group – [Living Well Health Center Weight Management pilot program](#)



Erin Krug on AOC Commercial group – [Great article on embracing failure that leads to success](#)



Emily Bell on 3rd Annual AOC Softball Tournament group – [Representing US Enterprise services!](#)



Anna Lemus on AOC Commercial group – [Apple Watch Parody for a giggle](#)



Sarah Milligan on Americas Operations Center group – [Lync error message explained](#)

MSLink Posts

Week ending 9/12/2014

Giving Campaign Update – Two New Non-Profits Sponsored!

Thank you to everyone who nominated a nonprofit organization to be considered for sponsorship as part of this year's Giving Campaign. The campaign committee voted to sponsor High Sierra Industries and the Veterans Guest House from the list of worthy organizations submitted. There will be a Giving Campaign event in October to benefit each of these organizations in addition to those we have sponsored in the past.



Giving.
It's simple.



FY15 AOC Giving Campaign Results

Microsoft
Citizenship

More lives are sweetened with Microsoft Giving

Denise Clarke, CPE Lead, helped women in Kenya build a sustainable bee-keeping business by donating to Free the Children. And because Microsoft Giving matches her donation dollar for dollar, twice as many women will break free from the cycle of poverty.

Get your donation matched
[//give](#)



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THE GIVE APP

Events included in the AOC marketing campaign

- 5 main events (down from 10 last year)
- Small team events took place around the site that were not included in the overall marketing campaign



Site Leadership Team Minute to Win It Tournament
Raised \$34K



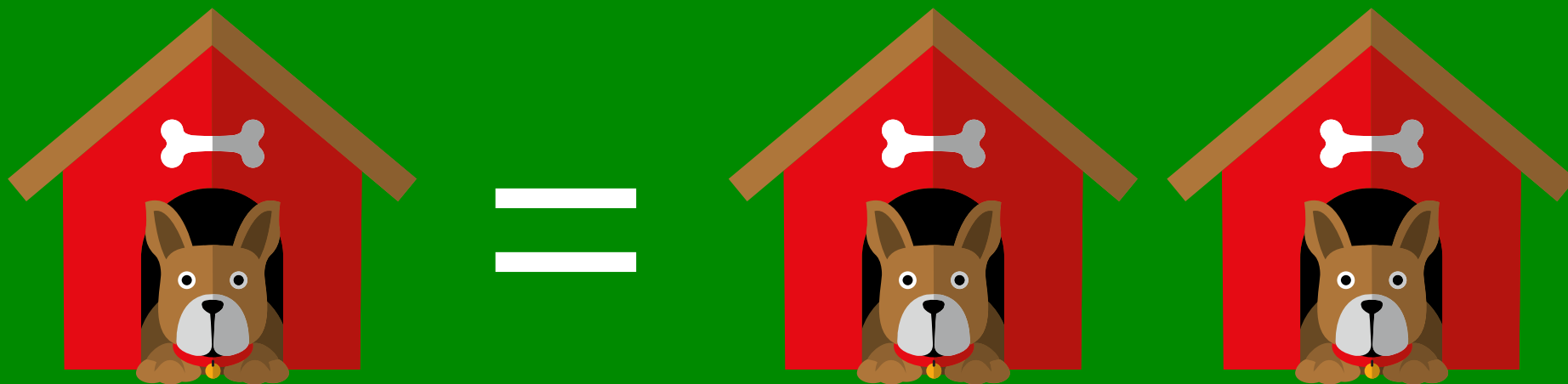
Put the GM in a Cubicle for a Month
Raised \$2K

This event was repeated by other site leaders but were not included in the overall marketing campaign

FY15 Microsoft Giving Campaign by the Numbers

- The company-wide goal for the 2014 Giving Campaign is \$115M and 66% participation across the company, with an emphasis on engaging New Hires.
- More than 19,000 nonprofits receive funds from Microsoft each year.
- 16% reduction (54 FTEs) in the number of people in AOC due to integration with Microsoft Corporation, as well as attrition and layoffs from last year
- Record giving amount per person of \$1,222 with match from Microsoft, 12% year over year growth
- \$203k raised in October, exceeding our goal of \$200k
- \$40k in October from Microsoft Operations Puerto Rico, exceeding their goal of \$30k
- \$338k in year to date giving as of the end of October against a goal of \$400k
- 69% participation against a goal of 66%, an increase of 1.4% year over year
- 58% of all donations in October 2014 were from individuals to organizations of their choice

Appendix



Communications Calendar for October 2014

Day	29	30	1	2	3	4	5
	Artwork: Poker tourney plasma/calendar		Artwork: Halloween plasma	Email: Know your Numbers/Flu shots			
	MSSLink: Giving Campaign	Yammer: Giving Campaign preview	#2 Email: Giving Campaign CORP	MSSLink: flu shots	MSLLink: Giving campaign u		
		email: Yammer Top 5 / MSSLink weekly	#3 Email: Giving Campaign MES	Yammer: flu shots	Yammer: giving campaign chatter		
			Yammer: giving campaign chatter				
	6	7	8	9	10	11	12
	Yammer: Halloween Chatter	email: Yammer Top 5 / MSSLink weekly	Yammer: giving campaign chatter	Field: October Key Dates & Services	MSLLink: Giving campaign u		
	Yammer: giving campaign chatter	Yammer: giving campaign chatter		Yammer: giving campaign chatter	Yammer: giving campaign chatter		
	13	14	15	16	17	18	19
	Field: Quarterly post close summary	email: Yammer Top 5 / MSSLink weekly	Yammer: blood drive	Yammer: poker chatter	MSLLink: Giving campaign u		
	Yammer: poker chatter	Yammer: Halloween Chatter	Yammer: giving campaign chatter		#4 Email: Giving Campaign MS OPS		
					Yammer: giving campaign chatter		
	20	21	22	23	24	25	26
	Yammer: SLT Event	email: Yammer Top 5 / MSSLink weekly	Yammer: blood drive	HR Know Your Numbers EVENT			
		Yammer: poker chatter	Yammer: SLT Event	Yammer: poker chatter	MSLLink: Giving campaign u		
					Yammer: giving campaign chatter		
	27	28	29	30	31	1	2
	Yammer: blood drive	email: Yammer Top 5 / MSSLink weekly	Yammer: Halloween Chatter	Yammer: Halloween Chatter	Halloween		
	#5 Email: Giving Campaign CORP	Yammer: SLT Event	Yammer: Giving wraps up	Yammer: Giving wraps up	Yammer: Giving wraps up		
	Email	Artwork	MSSLink Post	Email - Regularly sched	Video	Yammer - Giving	
	Regularly scheduled er	OneNote	Proposed/Scheduled	Email - CORP/MES	Event	MSLLink: Giving campaign	

Communications Summary for FY15 Giving Campaign

Count of Deliverable	Column Labels							
Row Labels	Artwork	Document	Email	MSLink	Yammer	Yammer Email	Poster	Grand Total
Auction	1		4		6			11
Auction, SLT, FLL						1		1
Campaign	4	2	10	2	2	4	6	30
FLL				1				1
H.S.I.	1		2		3			6
Owen cubicle			1					1
Pancake Breakfast	1				2	1		4
Poker	1		3		5	1		10
SLT	2		2	2	2	1		9
Veterans	2		1	1	2			6
Veterans, Poker, SLT						1		1
Grand Total	12	2	23	6	22	9	6	80