Engage 4 Good

Guide for purpose-driven organisations

Contents

ENGAGE 4 GOOD CONNECTS ATLASSIANS WITH PURPOSE-DRIVEN ORGANISATIONS TO COLLABORATE ON **SKILLED PROJECTS** SO THAT YOU CAN FOCUS RESOURCES ON WHAT MATTERS, YOUR COMMUNITIES.

WHY PURPOSE-DRIVEN ORGANISATIONS?

**Purpose-driven organisations do a lot of good without a lot of resources.
What if they had access to the skills and knowledge that other sectors do?**

WHY ATLASSIAN?

Atlassians have 5 days of leave each year to volunteer in the community. With a wide range of skills, and a lot of passion, Atlassians are ready to take on your challenges with you.

What types of skilled projects are there?

These project types require a light commitment while aiming for sustained impact through skill and knowledge transfer.

Workshops

Two-way learning between Atlassians and purpose-driven organisations
1-2 hours

Mentoring

Transferring knowledge and skills from Atlassians to for-purpose organisations through 1 on 1 mentoring
8-12 hours

Up-skilling the Next Gen

Up-skilling the next generation in STEM, Entrepreneurship and business skills
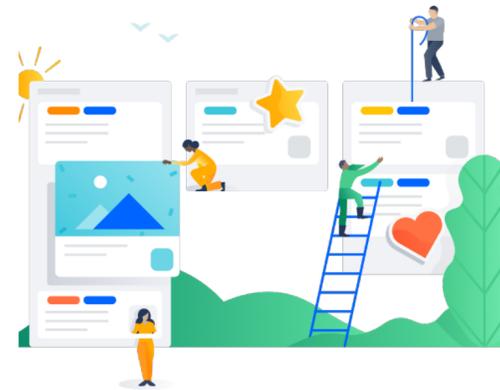**8-12 hours**

What types of skilled projects are there?

Designed to solve specific problems, these project types require a defined scope and greater commitment from both organisations and Atlassians.

Advisory

Solving problems and collaborating on ways forward with for-purpose organisations.
8-12 hours

Jira, Trello, Confluence

Leverage Atlassian products to better manage projects and work as a TEAM.
20-30 hours

Bespoke & Technical

Dysfunctional websites? Need new content? Define the problem and collaborate on building a solution.
30-40 hours

What limits your potential impact?

Server issues
Migrate to cloud and avoid outages and storage issues

Managing projects in spreadsheets
Set up a project workflow in Jira or Trello and deliver impact more effectively

Dull campaigns
Develop an exciting marketing or fundraising campaign with some new perspectives

A lousy website
Improve the functionality of part of your website to increase community and donor engagement

Disorganised documentation
Create pages in Confluence that contain everything your teams need to know to deliver impact

Databases that don't communicate
Share your database issues with our teams and improve integration and utility

Fear of data breaches
Get advice on how to ensure your data and systems are secure

You tell us
What are the tech or general problems you have that limit your potential to create impact?

Setting up for impactful projects

These tips are particularly relevant for *Advisory, Product-related* and *Bespoke & Technical* projects.

Begin with the end in mind

Be clear on the project scope. Who will learn skills to sustain the project? Will you need to change the way your team works?

Balance execution and aspiration

Focus on projects which can be completed in an 8-week period or break the project into phases.

Understand the problem, deeply

Take the time to understand the root cause of the problem. Who needs to be in the room? Who is your end user?

Assign a project manager

Who will coordinate with Atlassians to deliver on milestones and review progress?

Getting started

Understand the problem, deeply

Get together with your team to understand the problem you are hoping to solve. Why do you need Atlassian volunteers? How will solving this problem enable you to make more impact?

Complete the form

We've made it nice and simple for you. Contact details, project description, skills required and any useful attachments. Focus on telling us the problem as our teams can develop the solution. Keep in mind that Atlassians have 5 days Foundation time each per year.

Get matched with volunteers

Your application will create a ticket in Jira. We will match Atlassians with your projects based on skills, timezones, project categories and causes. Atlassians will get in touch with you to kick off the project.

Experience Engage 4 Good

Workshops

Mentoring

Upskilling the Next-Gen

Projects

Plan with the Partnership Manager

A volunteer will take on the role of partnership manager and can liaise with the other volunteers. Meet with them to discuss objectives for the workshop, target audience, format and content. Remember workshops can be beneficial for your employees and Atlassian volunteers who can learn about your cause.

Deliver the workshop

Virtual workshops should be no longer than 2 hours and don't forget breaks! Ensure they are as interactive as possible with breakout rooms and clear objectives communicated to the audience. At the end of the workshop, define any next steps including sharing learnings or providing further opportunities for engagement with Atlassian volunteers.

Use Atlassian Plays

Atlassian Plays are activities to help you define problems, brainstorm solutions, manage change and reflect on collaboration. Could you use them for a workshop?
Find them at atlassian.com/team-playbook

Experience Engage 4 Good

Workshops

Mentoring

Upskilling the Next-Gen

Projects

Complete the form individually

To get matched with an Atlassian, please complete forms individually. More than one person from each organisation can apply. Find out who you have been matched with on your Jira ticket! Plan to do the mentoring in 8 weeks.

Drive the relationship

Agree on how often you would like to meet and how to communicate. Come prepared with questions or projects that you need help with - even better if you can share them with your mentor ahead of meetings. Share feedback with each other on how to improve the relationship.

Run Atlassian Plays

Atlassian Plays are activities to help you define problems, brainstorm solutions, manage change and reflect on collaboration. Run them with your mentor for something different! Find them at atlassian.com/team-playbook

Experience Engage 4 Good

Workshops

Mentoring

Upskilling the Next-Gen

Projects

Plan with the Partnership Manager

A volunteer will take on the role of partnership manager and can liaise with the other volunteers. Meet with them to share your objectives, provide details about the engagement opportunities and agree on how to communicate.

Train volunteers

We know that engaging the Next Generation isn't always easy. Arrange a training session via videoconference and provide the relevant resources for training in their own time.

Engage, 4 Good

Keep our volunteers engaged by providing feedback from students or facilitators on what went well, and how to improve for next time. Share the impact the program has made and the contribution that Atlassians have made through a video or written reflection.

Experience Engage 4 Good

Workshops

Mentoring

Upskilling the Next-Gen

Projects

Project kick-off

Take this opportunity to meet your volunteer team, share your organisation's objectives and the challenges you are facing. You may like to use this Atlassian Project Poster to build consensus on objectives, scope, timing, and decision ownership. Plan to complete the project in 8 weeks.

Play, as a team

An Atlassian value, collaborate with volunteers to complete the project, running retrospectives at the end of each milestone to reflect on what is and isn't working. Buddy up your people with Atlassians to ensure knowledge and skills are transferred for sustained impact.

Evaluate the impact

What has this project meant for your organisation? Have you saved time and money? Reached more communities? Let us know through a short video or written reflection so that we can inspire more Atlassians to Engage 4 Good.

FAQs / **Application**

Is my organisation eligible to participate?

Atlassians can volunteer with non-profits, social enterprises, schools or purpose-driven organisations. If you are unsure if you are eligible please contact foundation@atlassian.com.

How do I submit a project?

Go to atlassianfoundation.org/blog/ and complete the short form. Please submit separate applications for different projects.

What is the deadline for applications?

1 February 2020. There may be subsequent rounds of applications during the year.

What is the criteria for judging submissions?

Projects will be selected based on feasibility, scope, potential impact and availability of volunteers with suitable skills.

How do I know who I have been matched with?

Once volunteers have been matched, an assigned project manager will contact you to kick-off the project and meet the volunteers.

How do I communicate with my volunteers?

At Atlassian, we communicate using Jira comments and Slack channels. Chat to your volunteers about preferred communication channels for the project.

What if the project requirements change?

At the beginning of the project, you will have the opportunity to discuss the project objectives, scope, requirements and timing. Communicate with your volunteer team if any of these requirements change during the project.

Who can I contact for help?

If you have been unsuccessful contacting your Atlassian team, reach out to foundation@atlassian.com with the subject 'Engage 4 Good'.

Can I ask volunteers to sign a non-disclosure agreement (NDA)?

Please avoid sharing sensitive information with volunteers. We prefer that you do not ask volunteers to sign non-disclosure agreements. If you are unable to complete the project without an NDA, please contact foundation@atlassian.com to discuss how to proceed with the Engage 4 Good program.

Does Atlassian or the Atlassian Foundation guarantee specific outcomes?

Purpose-driven organisations receiving skilled volunteering support are responsible for determining the scope of the project and doing their own due diligence before acting on any input from volunteers. Neither Atlassian nor AFIL guarantees or accepts any responsibility for any specific outcomes as a result of support provided.

Express interest

Find out more and apply at
atlassianfoundation.org/blog
Applications close 1 February 2020