ENGAGE 4 GOOD
Guide for purpose-driven organisations

ATLASSIAN Foundation
Engage 4 Good is an Atlassian Foundation program connecting employees with purpose-driven organisations to collaborate on skilled projects, increase their capacity and capability, and leverage digital technologies.
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Purpose-driven organisations

Our mission is to help unleash the potential of every purpose-driven team.

Eligible purpose-driven organisations include:

- Registered charities that are non-government, non-commercial, non-political. Charities with religious affiliations must serve the broader community to be eligible.
- Certified social enterprises e.g. B Corps
- Not-for-profit or for-profit organisations that have a clearly articulated social or environmental purpose that is their core business
- Education or academic institutions

Engage 4 Good is open to organisations of all sizes, across all geographies, addressing all causes.

Organisations do not need to be an Atlassian customer, nor do projects need to relate to our products.

If you are unsure your eligibility, please contact engage4good@atlassian.com.
“Atlassians”

We are a technology company with over 8,000 employees globally with a wide range of skillsets and experiences.

As well as brilliant engineers and developers, we have large functional teams such as marketing and people, and many teams dedicated to customer experience and strategy.

MOST COMMON TECH SKILLS

1. Agile methodology
2. Back-end software development
3. Software design
4. Continuous integration / continuous deployment
5. Product management
6. Full-stack software development
7. Systems design and implementation
8. Website development
9. Continuous process improvement
10. Data analysis
11. Front-end software development
12. App development
13. IT strategy
14. Automation
15. Product development
16. IT support
17. DevOps
18. Reporting Dashboards
19. Content design
20. Website design

MOST COMMON BUSINESS SKILLS

1. Teamwork and collaboration
2. Project management
3. Design thinking
4. Documentation
5. Communications
6. Program management
7. Operations
8. Strategic planning
9. Customer service
10. Business Planning
11. Event management
12. Business Development
13. Copywriting
14. Customer Research
15. Marketing
16. Remote Ways of Working
17. Workplace culture
18. Customer Relationship Management
19. Stakeholder engagement
20. Social media
What problem will we tackle together?
Common problems

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

Dull campaigns
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?
Project examples (12-week)

Watch videos of past projects.

Tech roadmaps
- Discovering pain points
- Assessing current solutions
- Creating a plan for 1-3 years

Automating a process
- Mapping a current process
- Designing an improved process
- Developing algorithms
- Implementation and integration

Bug fixes
- Diagnosing problems with existing platforms or applications
- Recommending solutions
- Supporting implementation

Design
- Understanding requirements
- Creating designs
- Suggestions for development
Unleash the potential of teams with our products

Learn about Trello, Confluence, Jira Work Management, Jira Software, and Jira Service Management to see if they could be useful tools for your organisation.

Engage 4 Good partners do not need to be an Atlassian customer, nor do projects need to relate to our products.
Get 75% off with community licenses

Registered charitable non-profit organizations* are eligible for discounted community cloud licenses at 75% off the list price for the following products:

• Trello
• Confluence
• Jira Work Management
• Jira Software
• Jira Service Management

Free cloud licenses allow 10 Users (or 10 boards for Trello), 2GB of storage, and Community Support.

*Organisations must be non-government, non-academic, non-commercial in nature, non-political, and have no religious affiliation
See how we helped Black Duck Foods
Save time and money

On average, each Engage 4 Good project in FY21 saved organisations $5,000 on skilled resources*.

Organisations increased efficiency by leveraging the most suitable digital technologies and implementing more effective processes and systems.

“Thank you so much for allowing us to be a part of the Engage 4 Good program. We have already made more sales through the new website than we had made in the first fourth months of this year.”

Sally Hetherington OAM, Founder, Human and Hope Association

*The Taproot Foundation estimates the average value of pro bono or skilled volunteering to be $195 per hour.
The Engage4Good program was a game-changer for us. We were floundering around with creating task workflows for our neurodiverse staff and the Atlassian team helped us understand Confluence and co-design an awesome workflow portal. We involved some of our autistic analysts in the co-design.

Now we can train the team quicker, do Quality Assurance better and show off our modified workflows to our clients. Camillo, Sarah and Danny are not only guns*, but very sweet people.

Geoff Smith
General Manager, Australian Spatial Analytics

*"Guns"- Australian slang for highly skilled / competent people
We estimate that 120 employees from purpose-driven organisations were up-skilled in technology and business skills in Engage 4 Good FY21.

Increasing the capacity and capability of teams is at the core of this program. Other outcomes include better collaboration, new ways of working and engagement in digital transformation projects.

“As the CEO, I have a greater degree of confidence that we have a more objective framework in place to ensure a more consistent approach to people management.”

Lisa Grinham, CEO, Good2Give
Increase reach and impact

95% of organisations who completed projects agreed that Engage 4 Good had a meaningful impact.

While skilled volunteering projects rarely work directly with the communities that organisations serve, we hope that the project outcomes help you better achieve your mission and fulfil your purpose.

“Growth in our member numbers and engagement of members will mean we engage more kids in action-based sustainability education, changing attitudes, behaviours and preparedness to take action on issues kids care about.”

Naomi Nicholas, Partnership Manager, Cool Australia
How to apply
Consider the program timeline

Organisation submit projects
10 Jan - 30 Jan

Volunteers join projects and contact organisation
7 Feb - 28 Feb

Foundation assesses and prioritises projects
31 Jan - 4 Feb

Unsuccessful applicants notified

Project delivery
28 Feb - 20 May

Project kick-off meetings
28 Feb - 10 Mar

23 May - 23 June

Project showcase and evaluation
Define your problem

The application is designed to show us how well you understand your problem, how big the problem is, how ready you are to collaborate on a project and how solving this problem will unleash the potential of your teams.

Prioritise.
Choose ONE important problem to solve. Run this Prioritisation Play with your team to identify the most important problems.

Understand the problem.
You will need a concise problem statement for your application. Run this Problem Framing Play as a team to deeply understand your problem. Is the actual problem what you originally thought? Is it a technology problem, a business problem, or a people problem?

Break it down.
We have 12 weeks to collaborate on a solution. Realistically, each volunteer can commit between 1 and 4 hours a week alongside their day job. For example, we may not be able to build you a new system but could we analyse existing systems, and plan out a technology roadmap for the next year?
Whether you have a technology or a business problem, identifying the right problem to solve is just as important as designing the right solution.

Different Atlassian teams are skilled to support you in different phases, so understanding where your organisation is at will help us to assess the project’s feasibility and find the right volunteers. We believe that supporting you with defining problems and exploring solutions is just as valuable as implementing them.

**Understand where you are now**

**Problem space**
- Discover
- Define

**Solution space**
- Develop
- Deliver

**You may be in this phase if you:**
- Are yet to gather information about the problem
- Have information but are unsure on the right problem to solve
- Know the problem but are unsure on how to solve it
- Have ideas but are unsure on the right solution
Discover
How might we better understand the community you serve and their problems? We have a whole team dedicated to research and insights.

Define
How might we narrow down on the problems to focus on? Could this inform a technology or business strategy?

Develop
How might we ideate solutions to a well-defined problem? Could volunteers design a new experience or support development of a new or existing platform?

Deliver
How might we gather data on an existing solution and make recommendations for improvements? What tools could be useful to measure impact?
Read the collaboration agreement

Letter of engagement and Terms and Conditions

This agreement describes the arrangement between the Atlassian Foundation, you and the Volunteer(s) in relation to the skilled volunteering projects and our joint commitment to make this a positive and rewarding experience for everyone.

Please read it before applying. A copy will be sent to successful organisations for signature.
Manage expectations

Applications will be assessed on potential impact, problem clarity, feasibility and skill suitability.

If the Foundation requires more information about your application, we may set up a casual interview to find out more.

Once your project is accepted, it will be made available to Atlassian volunteers to join. Please note, we can’t guarantee that all projects will be taken on by volunteers.

We will notify all organisations with the outcome of their application.

Know an Atlassian?

If you already are connected with an Atlassian who has the skills to help you with your problem, you are welcome to request support directly. Those projects can receive the same experience as other Engage 4 Good projects.

However, there are a number of reasons they may decline the opportunity - please respect their decision.
Prepare your application

Applications close 11.59pm
Sunday 30 January 2022 Pacific Daylight Time (4.49pm 31 January AEDT).

Each organisation can only submit ONE application per round.

Copy this Google Doc template to draft your application.
Questions?

engage4good@atlassian.com