

You're considering taking the 1% Pledge, but haven't decided which parts (equity, profit, time, product) you wish to pledge.

Take action with this guide.

USE THIS GUIDE TO

- Develop your corporate philanthropy direction
- Work out which elements of the Pledge are right for your team

cont. of STEP 3

Finally, don't forget:

Our Pledge commitments:

_____ will:
(add team - probably Founder/CEO)

go to the "Pledge Now" section of Pledge 1% website and formally take the pledge on behalf of our business.

by _____
(add date)

_____ will:
(add team)

(Check one or more and allocate a name to each)

- Share our decision with all team members
- Organize a celebratory event
- Post on social media
- Discuss our plans with our investor(s)
- Arrange a follow-up Pledge session
- Other _____

by _____
(add date)

Pledge 1% pre-guide planning

Transform your pledge into real-world action

STEP 1

Gather the people who need to be involved in deciding which elements of the Pledge are right for you. We suggest Founder(s), potential Pledge 1% champion(s), and HR leaders.

STEP 2

Find your focus

Work through the four pledge areas in the Pledge 1% Focus Action Plan and decide what it is that you're prepared to commit to at this stage.

It can be one, two, three or all four elements. There might be some pledges you would like to take, but aren't quite ready for yet.

Remember, this isn't about getting into the details of setting up the pledges – it's just about deciding which ones to commit to.

Pledge 1% focus action plan

(See opposite page)

Pledge 1% focus action plan

Do you want to pledge 1% of Equity?

Yes No Not yet

This could be either company equity or personal equity as a founder.

Pro-tip

Additional guidance regarding equity pledges is available from the Pledge 1% team.

You may publicly pledge now and obtain financial or legal advice before moving forward.

Do you want to pledge 1% of Time?

Yes No Not yet

Things to consider:

- The way you bring this to life will be different for every company.
- You may donate your product or service (e.g. free licenses to your software) or you could provide a discount for nonprofits to purchase your product.

Pro-tip

Would your product or service be of benefit to community organisations? Most products / services are

What hard costs you have may help you decide whether to provide donations or discounts

Do you want to pledge 1% of Profit?

Yes No Not yet

Things to consider:

There are a few different ways to donate profit. If you don't have profits yet, you could instead consider donating a portion of revenue.

Pro-tip

If you don't feel like 1% is the right amount for you, then give whatever feels right to you.

STEP 3

Agree next steps

Which Pledges did you answer Yes to? If there are more than one, now is the time to prioritise what your first focus area will be.

Before you leave this session, be sure to commit to a follow-up Pledge session (probably a Pledge 1% Time or Product session) to keep momentum rolling on this!

You can come back to any Pledges you answered 'Not yet' to when you're ready.

Be sure your Founder or CEO goes to the "Pledge Now" section of Pledge 1% website and formally takes the pledge on behalf of your business.

Decide the 'who' and 'when' for these key things:

- Communicate your decisions to the rest of your team
- Celebrate with the team the decision to join the Pledge 1% movement
- Post about joining the Pledge 1% movement on social media
- Share your plans with your investor(s)
- Let your customers know you've joined the Pledge 1% movement
- Identify who will be the Pledge Champion (the team member who drives your pledge activity)?