

*English Speaking Countries*

**Immediate Action Plan**

**For Managers**

*Presented by Montlake Consulting Group*

**Introduction**

Starbucks V2V connects partners with a way of reaching our Starbuck’s Shared Planet’s goal of one million volunteer hours. The successful launch of Starbucks V2V in your region will be dependent upon the awareness and excitement level of volunteering amongst your partners. Fostering a *need* in your partners for a way to share and communicate their volunteering work and opportunities with other partners will build a *want* for the Starbucks V2V platform before it is launched into your region. This simple plan will prepare your partners for the introduction of Starbucks V2V and will ease adoption of this new volunteering platform.

**Implementation Tactics**

**Step 1: Develop Need**

*Marketing/Communications Manager*

**What: Create awareness around Bold Goal**

People have a *need* to be connected and Starbucks V2V fulfills this need. Promoting connection drives awareness and integrates Starbucks as a cornerstone of the community.

**How:** **Internal marketing campaign**

Provide partners with more information about the Starbucks’ Shared Planet goal of one million hours of volunteer work. Stress the importance of partners’ dedication to giving back and provide examples of how other partners are giving back.

* Send “x” internal communication reminding partners of the Shared Planet goal,
* Gather examples of volunteering performed by partners and forward to others in the region

*Operations Manager*

**Step 2: Create Excitement**

**What: Create healthy competitive environment**

Social media is also more than just reading someone’s post. It engages multiple senses through videos, music, colors, pictures, graphs, as well as the written word. And its sole purpose is to enhance the fundamental human desire for community. There is a natural *want* to participate.

**How:** **Provide a ranking of top hours**

Allow partners in your region to view how many hours other partners from different stores are volunteering,

* Encourage stores to create goals for themselves and provide examples of high goals set by other stores,
* Provides stories to partners of the difference other partners have made in the community,
* Contact Anali for reports of volunteer reports from other regions

**Step 3: Provide Action**

*Marketing/Communication Manager*

**What: Encourage adoption through participation**

Provide a way for partners to practice their *need* and *want* to volunteer in order to keep an active interest while awaiting the V2V launch.

**How:** **Allow partners to track their hours**

By tracking their volunteer hours, partners will better be able to reach their goals and watch the progress of their volunteering. This will create a want for partners to find new ways to achieve more hours.

* Send internal communication to partners with a link to the Starbucks ‘Action Log’

*Marketing/Communication Manager*

**Step 4: Prepare for Introduction of V2V**

**What: Build anticipation for V2V**

Stirring excitement for the launch of V2V will build anticipation for the launch and get partners ready to volunteer.

**How:** **Notify partners of volunteer platform launch**

Create awareness in the region that a new Starbucks volunteering platform is going to be launched.

* Send internal communication that expresses a want from partners to make it easier to find ways to volunteer,
* Shortly before the launch of Starbucks V2V, send an internal communication to partners with the anticipated launch date