



POINTS  
OF LIGHT

# CASE STUDY



FAMILY VOLUNTEERING  
REWARD PROGRAM





# MAGIC IN THE MAKING

Points of Light Helps Disney Parks, Experiences and Products Create a Powerful, Impactful Volunteer Service Program



**POINTS  
OF LIGHT**

**Together, we  
turned something  
transactional into  
something  
transformative.**

For years, Disney Parks, Experiences and Products operated a successful ticket donation program. Participating organizations could receive up to five tickets per year to a Disney Park of their choosing, essentially, by just asking.

But Disney wanted its ticket program to have a bigger impact.

The company turned to Points of Light to help make that happen – and then some. Points of Light collaborated with Disney to design an entirely new program that invited nonprofits and schools to organize and report on family-friendly volunteer projects and, in exchange, earn Disney Parks tickets each year.

This approach moved the legacy ticket program from a transactional model to an incentives-based one. Nonprofits could receive park tickets in exchange for service – with the threefold effect of promoting good in communities, encouraging people to think differently about the act of volunteering and sharing magical Disney experiences with even more youth.

Together, we turned something transactional into something transformative.

Points of Light shaped the development of the program and drew upon our expertise to provide the guidance, tools, resources and positioning necessary

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to create an increasingly visible leadership position for Disney as a champion for getting youth, adults and children **volunteering together**. We leveraged our global network of social impact organizations, businesses and individuals, social media platforms and signature events like our annual conference to expand the program’s visibility. Today, the Disney Family Volunteering Reward Program demonstrates the company’s commitment to volunteer service and its belief in the value of families performing service together.

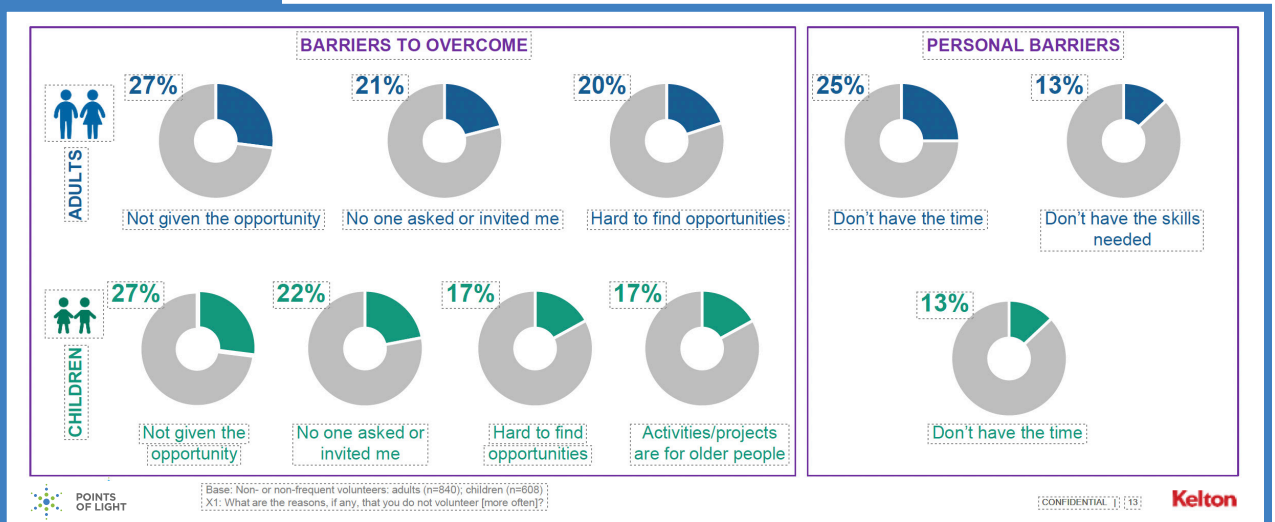
Here’s how we did it:

### CONNECT THE CAUSE TO THE BRAND

A first step in the process involved choosing family volunteering as the focus for the program. Disney, as an organization, is all about families, togetherness and experiences. Disney knew that the experience of volunteering as a family could be powerful and could plant a seed for a lifelong commitment to service.

And it stands to reason. Research shows that volunteering early in life can instill empathy and a sense of community in children that pays dividends for generations.

However, our own Points of Light research also shows that a major barrier to family volunteering is a lack of family-based volunteer programs in schools and nonprofits. Additionally, performing service as a family unit comes with other barriers such as the lack of age-appropriate based opportunities to a lack of childcare.



Points of Light’s research illuminated how Disney was perfectly positioned to address these barriers and to use its influence to help create more opportunities for family volunteering. After all, its customers are families. Disney is in the business of providing unique and memorable experiences. Storytelling is in the Disney DNA. Who better than Disney to promote family volunteering, create incentives for doing more of it and showcase its impact on the world?

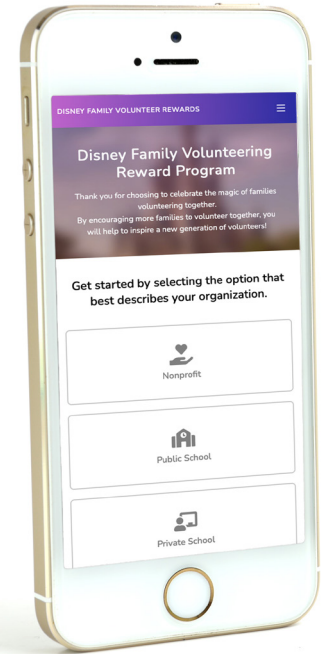
Points of Light applied our expertise to build, launch and support the new Disney Family Volunteering Reward Program.

Points of Light helped couple this expression of Disney’s values with the existing Disney ticket program, ensuring the program was authentic — and aligned not only with the Disney ethos, but with its business and brand as well.

## DEVELOP THE PROGRAM & ITS TECHNOLOGY

Once family volunteering was selected as the focus for the reimagined ticket program, Points of Light applied our expertise to build, launch and support the new Disney Family Volunteering Reward Program.

The Points of Light team worked closely with the Disney team to skillfully communicate about what was changing and why. We developed **clear and concise messaging** for participating families and organizations about how to get involved, meet eligibility requirements and report their service activities.



## KEY DELIVERABLES



CUSTOM TECHNOLOGY PLATFORM



ANALYTICS & REPORTING



CUSTOMER CARE



IMPACT MEASUREMENT STRATEGY



PROJECT MANAGEMENT

Points of Light drew upon our in-house technical team’s expertise to develop an **interactive, digital experience** for users. We created an engaging online tool with an intuitive user interface and simple workflows. We incorporated messaging and storytelling on the tool in a way that “felt like Disney.”

On the back end, we implemented our proprietary organization-verification technology to better ensure adherence to Disney’s eligibility guidelines and to prevent the duplication of records. We also applied our decades of experience in volunteer impact to design a data model for the program that enabled rich analytics and reporting capabilities, including an audit trail for ticket fulfillment.

This piece was important, because with clear reporting, Disney could have

confidence in the information it had about partners and tickets as well as about the impact of the program overall. Together, the program teams from Points of Light and from Disney could track things like the numbers of volunteers, organizations and hours logged easily and in real-time – and also test hypotheses about the program that could answer business questions. This level of transparency and discovery allowed Points of Light to be a true



“Every ticket donated through this program tells a story.”

PHOTOS: Family volunteering in action. A participant in CA shared, “The most successful part of the approach was being able to bring families together while bringing social awareness to an ongoing issue we have as a society.”

thought partner and collaborator with Disney on every element of the project, and it allowed our partners at Disney to make a data-driven business case for the program and its evolution.

Points of Light provided **customer care service**, which is a big component of the program’s success. Throughout the project, Points of Light led bi-weekly meetings with the Disney team to review certain customer care issues or questions that came up in emails and phone calls. This allowed the joint team to adjust how it communicated and to understand how people were using the tool. As examples, we developed anticipatory communications tools like Frequently Asked Questions documents to serve as resources for participants and we made small changes to the tool itself, such as pre-populating past users’ data so that it was easier for long-time participants to continue to utilize the ticket program.

**This close and constant working relationship enabled Points of Light to continually and proactively evaluate and enhance the tool and its features to best serve volunteer families and to serve Disney as well.**

## CREATE UNIQUE INCENTIVES

As Disney puts it, “every ticket donated through this program tells a story.” And that story is one of service and reward – both the volunteer participants’ reward of having done good in their communities and the reward of a free visit to a Disney theme park.

Every organization knows its “surprise and delight” levers, and for Disney, tickets are an obvious reward. But beyond tickets, Disney also created once-in-a-lifetime, not-available-anywhere-else experiences as rewards to



“Working with Points of Light means making magic. At Disney, we believe the world’s a better place with some magic in it. We’re excited about the future and our partnership with this organization. As leaders in the volunteer space, Points of Light have been terrific partners as we strive to make magic through the power of giving back.”

— ALANNAH HALL-SMITH,  
SENIOR VICE PRESIDENT,  
COMMUNICATIONS AND  
PUBLIC AFFAIRS, DISNEY  
PARKS, EXPERIENCES  
AND PRODUCTS

motivate program participation. The Disney and Points of Light Volunteer Family of the Year program is an example of this.

Further, by selecting its Disney and Points of Light Volunteer Family of the Year, as discussed below, Disney signaled its commitment to the program and the importance of family volunteering as whole. This recognition element of the program also drove participation in the program overall and created incredible opportunities for storytelling and external promotion and visibility.

## BUILD AWARENESS & CAPACITY THROUGH RECOGNITION

A critical element of the Disney Family Volunteering Reward Program is recognition, and alongside it, capacity-building for nonprofit organizations. By selecting a Volunteer Family of the Year and, later, by hosting Family Volunteer Day at its parks, Disney was able to promote and encourage family volunteering in a way that only Disney could.

Points of Light leveraged our experience in creating engaging and equitable recognition programs and aided Disney at every step of the process. We understand the elements of successful recognition programs, such as eligibility, judging, equitable application requirements, background screening.

The Points of Light team worked with Disney to create the Volunteer Family of the Year recognition program and collaborated throughout the selection process. This included everything from creating the eligibility requirements to judging family volunteer candidates. We managed the entire process from end-to-end, consulting with Disney throughout.

PHOTOS: Points of Light and Disney share a commitment to volunteer service and believe in the value of families experiencing service together.





By incorporating recognition into the program – for families and for organizations – we improved the capacity of nonprofits and schools to effectively engage youth and families in volunteer service.

Points of Light created the messaging about the program, shared it with participants via the online tool, and reviewed nominations as they came in. We narrowed the field of incredible candidates from 80 to 40 to 30 to five, communicating with Disney at every stage. Our toughest conversations were about deciding the winners, and we ultimately ended up recognizing all top five amazing families and their incredible volunteer organizations.

Good Morning America was able to add national television exposure to the program and to the families and volunteer organizations selected as winners. These families were featured on Good Morning America, given VIP experiences at Disney parks, and earned grants of up to \$10,000 for each of the organizations they volunteered with. The grant made this a volunteer recognition program and a non-profit capacity building program at the same time.

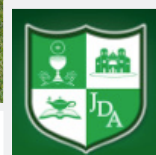
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### DRIVE IMPACT, DRIVE CHANGE

Two years after reimagining its ticket program, the Disney Family Volunteer Reward Program evolved with astounding impact.



PHOTOS: Good Morning America announced the Aguirre Family from McAllen, Texas as the Disney and Points of Light Volunteer Family of the Year. Emily's Means and Juan Diego Academy each received a \$10,000 grant.



# ▶ THE IMPACT



**927,000**  
VOLUNTEER  
PARTICIPANTS



ACROSS ALL  
**50 states**



**10,000+**  
SCHOOLS AND  
NON-PROFITS



**168,000**  
FAMILIES



**18,000**  
UNIQUE PROJECTS



**4M+**  
HOURS OF VOLUNTEER  
SERVICE PERFORMED

## WORK WITH US!

Just as we did for Disney, Points of Light can apply our proven expertise and infrastructure to transform your organization's volunteer service endeavors. We have the customizable assets and the committed team ready to accelerate and dimensionalize your efforts to use the capacity of your enterprise for good.

To learn more about working with [Points of Light](#) or to establish a similar program partnership, please contact: Paul Hollahan, Chief Development Officer at [phollahan@pointsoflight.org](mailto:phollahan@pointsoflight.org).

PHOTO: The Jeevanayagam family making hygiene packets at the 2019 Family Volunteer Day event at Walt Disney World.

