



# ICCA Association Success Story

IEEE



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# IEEE HARNESSES THE POWER OF EVENTS THROUGH MICRO-GIVING

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IEEE is a global leader in fostering the exchange of scientific and technical knowledge and driving technological innovation. Through its extensive network of conferences, publications, technology standards, and professional and educational initiatives, IEEE remains steadfast in its commitment to advancing technological innovation. Hosting over 2,000 conferences every year in more than 110 countries, the IEEE engages with over 500,000 individuals annually, enhancing its online *Xplore*® Digital Library and promoting knowledge sharing. IEEE is, at its core, a mission-based organization dedicated to advancing technology for humanity.

The IEEE Conferences, Events, and Experiences (CEE) team inaugurated an initiative to connect events to IEEE's mission through a micro-giving social impact program. The objective was to create a paradigm that integrated a social initiative into event registration and live activations, demonstrating its feasibility as a model for conference organizers. The team sought to select a cause that resonated with event participants while also making a meaningful impact in the community.

## SELECTING A WORTHWHILE CAUSE

In collaboration with the IEEE Foundation, the team selected the IEEE Mobile Outreach Volunteer Engagement (MOVE) Disaster Relief and Outreach program. IEEE MOVE, an initiative powered by public donations, provides emergency relief to victims of natural disasters, offering short-term communications, computers, and power solutions in partnership with organizations like the Red Cross and FEMA. Outside disaster relief efforts, MOVE volunteers engage in community outreach and STEM (Science, Technology, Engineering, and Math) learning opportunities for students and the broader public. This strategic alignment ensured that the adoption of our social impact program was not only feasible but also impactful in addressing real community needs.



## MODELING THE APPROACH

To drive this initiative, our annual IEEE Convene event provided the ideal environment to beta-test and introduce this model to IEEE conference leaders. The execution involved seamlessly integrating a donation feature into the attendee event registration process, providing attendees with the opportunity to support the IEEE MOVE program. This streamlined approach allowed attendees to contribute through a single payment mechanism. This not only boosts registrant participation but also fosters a sense of collective responsibility among attendees. Additionally, the team collaborated with stakeholders to establish compliant methods for individual and corporate donations to the IEEE MOVE program. With relevant stakeholders on board, outreach to existing and prospective exhibitors and sponsors showed their interest in supporting the initiative.

During the event, the CEE team held sessions to discuss the initiative's objectives and implementation strategies, with the goal of organizers adopting them for future conferences to create a greater social impact. The team led "MOVE Moments" (dance and donate sessions!) during the program to engage the audience during fun, interactive breaks while emphasizing the impact of their donations and encouraging participants to donate in real time. Through various outreach channels, CEE engaged participants, speakers, and sponsors, giving directly to support this important IEEE initiative.

## MAKING AN IMPACT

With an average donation of \$74.54, the effort exceeded the initial target of \$10 per donor. With over 2,000 IEEE conferences, efforts to reach individual donors can collectively have a great impact!

In addition, our amazing exhibitors and sponsors not only contributed directly to the cause but also provided incentives to donate throughout the program. By promoting, educating, and honoring the charity's mission, the team created a deeper connection with participants, inspiring them to get involved. This approach also rewarded them with the knowledge that they were truly making a difference in the world. This process taught our team valuable lessons, making it easier to scale the program in the future. Through leveraging existing resources, we demonstrated how to engage event communities and encourage audience involvement in a shared cause, maintaining engagement before, during, and after the event.



### SCALING FOR SUCCESS

The increased impact of our 2023 event and its continued influence have also garnered new opportunities for our MOVE initiative by increasing awareness and fostering continued engagement with its humanitarian cause. This has enabled the IEEE MOVE program to extend its impact to the global community, encouraging broader participation. Recently, IEEE announced the expansion of this award-winning program to offer relief and outreach internationally. Phase two of the deployment will encompass regions like India and the Caribbean, which are often affected by severe storms. To cater to specific preferences and requirements within regions, the program may adopt the use of smaller vehicles or a modular "MOVE in a box" approach.

The program's overall success exemplifies the power of collaborative micro-giving, technology, and community engagement in driving meaningful change. It highlights IEEE's commitment to leveraging its platform for social good and hopefully inspires others to follow suit and make a positive impact on a global scale. To donate to MOVE and learn more about the program, [visit their website](#).



### 2023 IEEE CONVENE HIGHLIGHT REEL:





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