



# THINKSGIVING™

A DAY OF COLLABORATION FOR A LIFETIME OF IMPACT.

## FOR-PROFIT INNOVATION PARTNER PARTICIPATION GUIDE

**Thinksgiving** connects St. Louis area nonprofits with innovative teams from smart companies for a day of creative problem-solving focused on the future.

**It happens on November 4, 2021.**

# WHY THINKSGIVING MATTERS

## STEPHEN WURTH, NESTLE PURINA

**“It's minimal time investment with an incredible feeling of community pride and self accomplishment. It is a great way to leverage the strengths of our top companies to give back to the community, it needs to grow beyond STL!”**

## ROSEMARY BRITTS, SICKLE CELL ASSOCIATION

**“Thanksgiving allows nonprofits to get assistance that they may not otherwise have access to, while allowing corporations to give back in ways other than financial. I love the idea and am excited to see the impact that it makes.”**

## TIMO BILLMANN, UNCOMN

**“Thanksgiving allowed us to create a collaborative environment between a non-profit and our consulting organization, leading to a great solution.”**

## BRET HEINRICH, WINGS OF HOPE

**“At a time when the world needs to be lifted up, Thanksgiving was the perfect catalyst to bring together the energy, collaborative nature and can do attitude of our Ameren and Wings of Hope team to tackle real challenges. I know the same is true for the other teams. Thanksgiving helped all of us soar to new heights.”**

## JENNY HOELZER, COMMERCE BANK

**“Thanksgiving was such a fun experience for our team! In a short amount of time, we generated great ideas together and are confident the recommendations offer realistic solutions.”**

## MARY KITLEY, ST. LOUIS AREA FOODBANK

**“Thanksgiving is the perfect opportunity to give energy to something that has been on your mind...something you know could be done better. The project has encouraged deeper internal conversations related to building relationships in a virtual world. I am excited to leave the conversation with new, actionable ideas. It has been well-organized and collaborative.”**

**These are just a few of the testimonials from past participants. You can find more [here](#).**



# THINKSGIVING AT A GLANCE

## HOW DOES THINKSGIVING WORK?

Thinksgiving connects deserving nonprofits with innovation and strategy teams from local for-profit companies through a unique blind Challenge Draft (where each for-profit must select a challenge that aligns with their team's expertise). On November 4th, each Innovation Partner will host their Mission Advocate for a day of strategizing and creative problem-solving. On November 18th, all participants will join for a party to celebrate the connections made and the work that was done. Finally, Filament will host each Mission Advocate for an Implementation Retreat in early 2022 to help turn their ideas into action. Learn more specifics by [signing up here to join one of our Information Sessions](#).

## WHO CAN PARTICIPATE?

Companies, consultancies, creative agencies, professional service firms, and innovation-focused organizations can participate as Innovation Partners by entering a team. [Here are some of the organizations who participated in 2020](#).

## HOW DO WE APPLY?

You must apply to be an Innovation Partner and commit to fielding a team, drafting a challenge, and hosting a nonprofit for a day. Here's a [complete list of Innovation Partner responsibilities](#). To apply, begin by [completing this form](#).

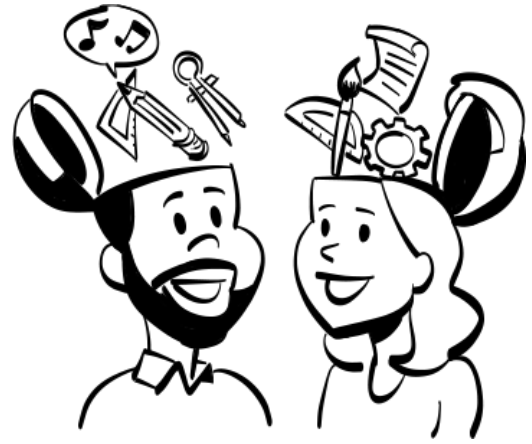
## WHAT DOES IT COST?

Nonprofit Mission Advocates participate for free in Thinksgiving. The cost to for-profits to enter one Innovation Partner team is \$7,500, with additional teams costing \$5,000. Each organization may enter up to three teams.

## HOW DO INNOVATION PARTNERS BENEFIT?

There are many benefits to participating in Thinksgiving as an Innovation Partner, including connecting with under-the-radar nonprofits doing great work, building relationships with other local innovators and strategists, learning new innovation best practices from peers, building better-performing internal teams, re-energizing team members, sharing the results in social media channels for positive PR, and making our community a better place to live and work. You can [find more details about the benefits of Thinksgiving here](#).

# WHY BE AN INNOVATION PARTNER IN THINKSGIVING?



## ❖ **CROSS POLLINATION OF STRATEGY AND INNOVATION TECHNIQUES**

Share and learn innovative best practices with peers in neighboring industries. Insight to new techniques will add to the “professional tool kit” of your team who can, in turn, share with other departments in your company. The relationships built during Thinksgiving with other local innovators and strategists has ongoing professional growth potential.



## ❖ **PROFESSIONAL DEVELOPMENT FOR INDIVIDUALS AND TEAMS**

Not only will your organization receive professional benefits from [Filament](#) through the sharing of our own tools and techniques, Thinksgiving is a wonderful opportunity for individuals to flex strengths, talents, personal interests, and leadership skills that may go untapped during their typical workday. Inside this unique arena, team members have opportunity to see one another through a new lens and integrate these unforeseen talents, building more effective working relationships.



## ❖ **IMPROVE YOUR PUBLIC STANDING THROUGH UNIQUE CSR**

Undoubtedly, our nonprofit community needs our financial contributions, but there’s no more valuable [CSR](#) than the depth and longevity of your innovative thought partnership and strategic support. Consequently, sharing these investments in social media channels for positive PR uplifts company moral and makes your organization more attractive to both future customers and talented job seekers. All this while making our community a better place to live and work!



## ❖ **EXPAND AND NURTURE CORPORATE & COMMUNITY TIES**

Finding a pathway to meaningful community contribution is sometimes tricky. Thinksgiving is a conduit for your teams’ strengths and skill sets to make a tangible difference to a local nonprofit and the people they serve. It also builds bridges for long-term partnerships and elevates some under-the-radar nonprofits doing powerful work in our city.



## ❖ **EMPLOYEE WELLNESS**

Studies show that our personal well-being improves when we give of ourselves through volunteerism. Thinksgiving is an inspired way to support a culture of giving and demonstrate your company values while re-energizing your team and [proactively committing to employee wellness](#).

# INNOVATION PARTNER COMMITMENTS

## 1 BUILD A TEAM

Because each Mission Advocate team will consist of at least four members (a senior executive, staff member, board representative, and someone they serve), Innovation Partners must form a similarly-sized team of innovation-focused problem-solvers (though more participants are welcome).

## 2 ATTEND THE DRAFT

You can send as many representatives as you like to the Challenge Draft on October 4th, but you've got to send at least one. The Draft proved to be one of the most fun parts of Thinksgiving 2020, and we promise it will be even better this year.

## 3 PREPARE YOUR TEAM

In the Best Practices Workshop on October 14th, you'll receive Filament's Thinksgiving Toolkit and learn from last year's Innovation Partners what worked best.

## 4 STAY ENGAGED

There are a lot of moving parts in Thinksgiving, so we'll need a responsive point-of-contact for each team to make sure everyone has a great experience. We'll also launch a Thinksgiving Intranet so your entire team can stay on the same page.

## 5 COLLABORATE TO INNOVATE

On Thinksgiving Day, welcome your Mission Advocate team (in-person or virtually) to your offices and work with them to develop creative solutions to their challenge.

## 6 SPREAD THE WORD

We'll make it easy to for you to share your Thinksgiving journey with your organization and your social media followers, and we'd appreciate any help you can give to get the word out as well.

## 7 DOCUMENT YOUR SUCCESS

We're asking each paired Thinksgiving team to complete a brief summary of strategy outcomes and share photos taken during your process so we can celebrate the work of everyone at the Solutions Showcase on November 18th.

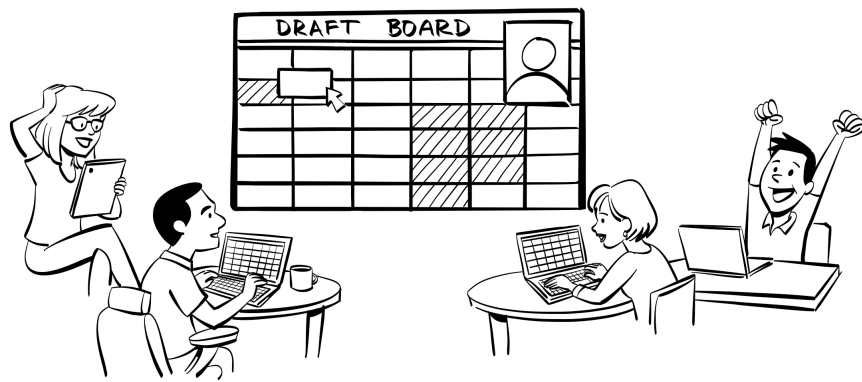


# THINKSGIVING DATES & DETAILS



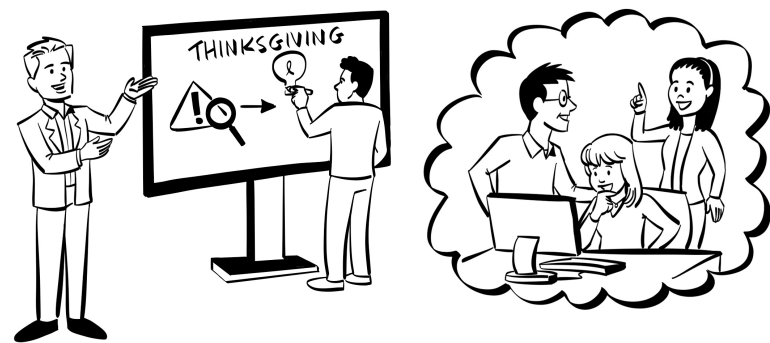
## SEPTEMBER 15-23: MISSION ADVOCATES EXPLORE CHALLENGES

To get the most out of Thinksgiving, we'll invite each Nonprofit Mission Advocate teams to a two hour Challenge Workshop designed to help them identify a thorny (non-financial) challenge that significantly impacts the work they do in the communities they serve.



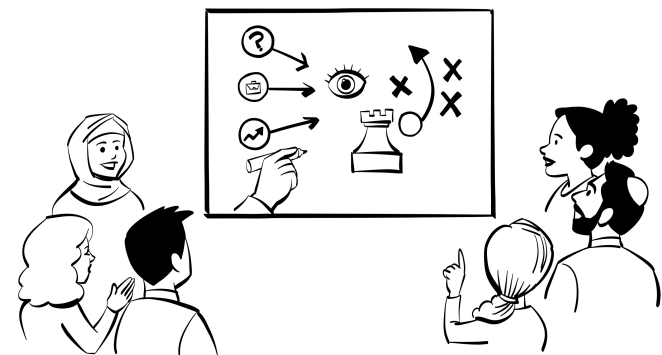
## OCTOBER 5: MATCH THE TEAMS ON THINKSGIVING DRAFT DAY

On Draft Day, Innovation Partners will select one of the nonprofit challenges (without knowing who it belongs to) that best fits their team's skillset and expertise. We'll reveal each partner once the selections are made and pair the teams to begin their Thinksgiving preparations.



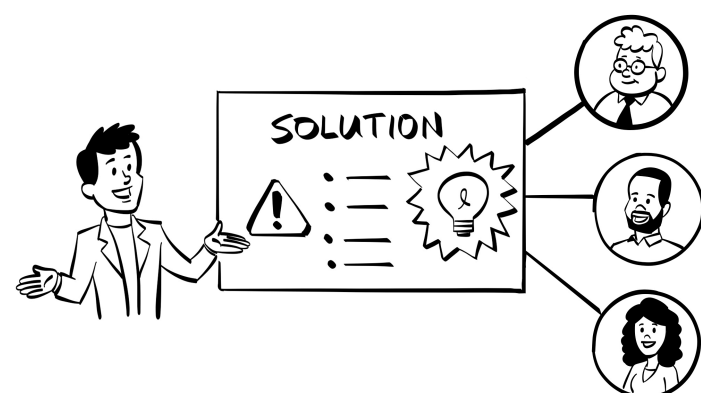
## OCTOBER 14: CONNECT WITH PEERS IN BEST PRACTICES WORKSHOP

Innovation Partners explore new innovation approaches, learn from Filament and organizations who've participated before, and take away some new tools and tricks during a Best Practices Workshop, where we'll share what's worked, what hasn't, and how to best approach your Thinksgiving Day.



## NOVEMBER 4: THINKSGIVING DAY

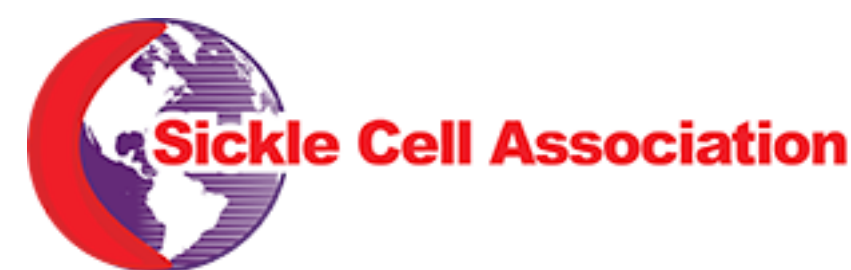
Innovation Partners host Mission Advocate Teams for a day of collaboration, strategic thinking, and problem-solving.



## NOVEMBER 18: CELEBRATE AND SHARE IN THE SOLUTIONS SHOWCASE

Once Thinksgiving is over, we'll invite Innovation Partners, Mission Advocate Teams, and Volunteers to celebrate their work and share their best ideas as we take over Venture Cafe.

# 2020 NONPROFIT MISSION ADVOCATE PARTICIPANTS





# 2020 FOR-PROFIT INNOVATION PARTNERS

