

Innovation for Good

Paul Deschenes
AdvoLogix



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About Me

Paul Deschenes, CTO



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Paul originated the idea for a cloud-first legal matter management solution back in 2005 and founded AdvoLogix in 2006. Paul is a seasoned cloud technology strategist and business architect with a wide array of experience in process optimization and realization of business technology investment returns. His focus has been on streamlining operations and creating efficiencies throughout the legal after service lifecycle on the Salesforce platform.

Workshop Abstract

A discussion around using our skills in technology and business to lead and enable charitable organizations and causes with technology. How to get involved, success stories, and the types of technology enablement that can help small to mid-sized charities better achieve their goals.



My Story – Where I Was

- Career focused
- Success focused
- Family focused

Participated in charitable giving
PASSIVELY

Driven by my personality and desire to
personally achieve



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My Story – Change

- Developed more compassion and empathy
- Feeling unfulfilled I sought to change
- Feeling that there must be more.....



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Roberta's Legacy



Purpose Statement

- To nurture personal relationships with those living with breast cancer, providing individualized care and resources through a community of donors and partners.

www.Roberta'sLegacy.org



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Gratitude & Karma

- Be thankful
- Family and Friends
- Health
- Prosperity
- Give without expectation
- Happiness
- Receiving gratitude
- Unexpected relationships
- Unexpected Opportunities



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All of us and our skills are needed

The Gap in small and mid-sized charities...

- Running their operations
- Growing and being technically relevant to:
 - Volunteer Management
 - Fundraising
 - Donor Management



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The elements of a giving program at your organization

- Financial Giving
- Time
- Product - Digital Transformation



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Hike2 Compass Program

Welcome to Hike2 Compass



The purpose of COMPASS is to not only talk the talk but to walk the walk.



We are enabling a culture of respect, empathy, and understanding by taking actionable steps to "Hike2" awareness.



We are committed to evolving and adapting to the ever-changing needs of our people and culture.



Collaborative We work in teams and structure our camps to promote equality within ourselves and within our community.

Open-minded We strive to have diverse perspectives, which lead to more innovative practices.

Meaningful We have open, transparent and purposeful conversations about diversity, equity and inclusion.

People-First We are committed to the wellness of our team members and giving back to our communities.

Accepting We value everyone's voice regardless of race, religion, gender identity, disability or sexual orientation.

Safe We encourage open expression and promote self identity without fear of retaliation.

Sincere We train our team members to recognize bias while continuously seeking ways to challenge them.



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How to get involved in your organization

- Understand and know if your organization currently has a charitable giving program
- Starting a charitable giving program at your organization



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Salesforce Power of Us (1-1-1) Program

The 1/1/1 Model

As a company, Salesforce give...

1% Profit



1% People



1% Product



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Salesforce Volunteer Program Information

[Pro Bono Program](#) (link)

[Pro Bono for Non-Profits Trailhead](#) (link)

[Power of Us Program](#)

To apply to become a volunteer, please email probono@salesforce.com



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Salesforce's custom cloud for NGO/Non-Profits

Salesforce Volunteers Can Help

For organizations like yours, achieving what's possible with Salesforce means improving more lives and doing more good. But resource constraints often limit what you can do with tech. Through the Pro Bono Program, you can access the digital expertise of Salesforce employees on short-term projects - at no cost.



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Q&A

Thank you!



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