**Higher Purpose Project Example -**

**Bank A Participation in Million Dreams Campaign**

**Proposed by Linda Braasch 3/10/2012**

**Higher Purpose Project**: Bank A participates in the Million Dreams Campaign (MDC) by encouraging employees to post one personal and one professional dream on the MDC website combined with benefits of peer support and social networking.

**Why**: According to Marcia Wieder, Founder of Million Dreams Campaign. “In challenging times, the ability to dream is more important than ever”. Focusing our attention on dreams for a brighter future shifts our focus to what is possible and desirable. Employees who have dreams are much more likely to be innovative and engaged in the workplace. This would be a low cost method, using an existing platform, to bring a sense of inspiration and unity to all stakeholders with an end result of increased engagement.

**How**: Senior leaders introduce the Million Dreams Campaign to employees and encourage them to post one personal and one professional dream on the corporate section of the MDC website. The kick-off would convey the message that the company supports the whole person, their dreams and the quality of their lives. It could be combined with a message about how written dreams/ goals are much more likely to be achieved.

Senior leaders would be the first to post their dreams. Employees could communicate with others on the Bank A sub-section of the website (potentially on a corporate version of the site).. Employees, and occasionally the senior leaders, could assist with resources for the achievement of partner’s dreams.

An impact study, conducted by a local University, would analyze the link between a company’s support of their employee’s dreams and the levels of employee engagement. Results of this study could be shared with existing clients with an invitation to participate in the Campaign.

A connection with United Way would provide a way to involve the community. One goal of the United 2020 program is helping 50,000 more at-risk kids graduate from high school by targeting them in middle school with mentoring and other services. Bank A employees could participate in mentoring, or coaching, these students. The kids in the United 2020 program could potentially post their dreams (if a kid-focused part of the web-site were to be developed) to receive additional community support and encouragement.

**Employees provide**:

* Two dreams posted on the Million Dreams Campaign website
* Participation on a (potential) Bank A section of the corporate web-site
* Support for their co-workers dreams

Benefit to Employees:

* Organizational support of their dreams and encouragement to grow in all areas
* Integration of personal and professional life leads to greater ability to innovate
* Peer and other support to achieve their dreams
* Inspirational and educational content available on web-site and through MDC

**Company provides**:

* Communication to employees to inspire participation in MDC
* Potential investment in Keynote speaker, Marcia Wieder, to kick off the campaign
* Posting company leader’s dreams, personal and professional, on the site
* Funding/sponsorship to help develop the corporate section of MDC web-site

Benefit to company:

* A method for engaging employees and inspiring a focus on what’s possible (i.e. innovation)
* Beneficial publicity from sponsoring the MDC
* A fresh way to create employee awareness of United Way.
* Opportunities for media coverage or articles in business publications based on University study findings related to engagement.
* Leading the financial industry in integrity and long term results for all stakeholders

**Million Dreams Campaign provides**:

* Existing MDC platform and partnership in developing the corporate section of the website
* A sub-group specific to Bank A
* An inspirational message to employees from Marcia Wieder about the benefits of having dreams and staying in action on them
* Additional training, keynote address and inspirational resources are available based on level of sponsorship in the Campaign.

Benefits to MDC:

* Large numbers of dreams posted to help meet campaign goals
* Exposure for other Dream U services and programs
* University Study on the impact supporting employees’ dreams has on engagement, which would encourage other companies to participate.

Potential Benefits to Bank A:

1. Increase employee engagement at BankA
2. Conduct a University study to measure the impact that supporting the whole person in the work place (by supporting and encouraging their personal and professional dreams) has on engagement.
3. Create publicity, possibly in the Harvard Business Review and Management Innovation Exchange, which would highlight Bank A’s social responsibility and desirability as an innovative, cutting edge employer.
4. Attract even more innovative, positive minded professionals who are looking for a supportive, cutting edge, socially responsible place to work and who have a desire to be part of a larger mission.
5. Provide greater exposure and participation in United Way and assist with successful completion of the goals of United 2020, particularly helping 50,000 at-risk kids graduate from high school.
6. Strategically partner with the Million Dreams Campaign and help lead an effort that will bring hope for a brighter future back to corporate leaders and millions of their employees.
7. Creates a compelling story of corporate leadership in a mission designed to restore hope, and provide tools for dream achievement to millions.
8. Partner with other companies, (Bank A’s clients and potential clients), in joining us on this mission which will create opportunities for new business connections and increased revenues.