

# Showcasing Success



CLIMATE CORPS



**EDF Climate Corps** is a first-of-its-kind fellowship program that brings together an arsenal of top talent, resources and expertise in a variety of subject matters and industries to help organizations meet their climate and energy goals.

Since its foundation in 2008 more than 950 graduate students have been placed in over 450 organizations around the world - like McDonalds, Amazon and Google - to help tackle energy-related challenges and opportunities. To date, over \$1.6 billion in energy saving projects have been identified, thanks to this fellowship.



## Teaming Up with Graduway

The organization launched their Graduway-powered platform one and a half years ago, following ongoing requests from fellowship alumni for a designated platform through which to remain connected to EDF Climate Corps and network amongst themselves without the involvement of a third party.

The platform has been immediately well received, and EDF Climate Corps' Network Manager, Yesh Pavlik Slenk, was devoted to maintaining momentum to keep the more than 650 alumni interested and coming back, and to encourage others to sign up.

"I was taking a huge shot in the dark about what our alums actually care about and want to see, read and experience. I took a step back and tried to see how to put the platform in their hands and make it about them," said Yesh.

"About 6 months into the launch, I reached out to 12 alums and asked for them to commit to 3 months as a platform ambassador. The commitment involves 4 postings, per person, per month."

Even without being a major time commitment for each ambassador, the impact has been felt all round. There are varied active voices on the platform, and these peer voices signal to other alumni that it is worthwhile for them to also contribute. This has led to a domino effect of increased login rates.

# The Power of Engagement

Another important job for the platform ambassadors has been to encourage their fellow alums to create profiles. Yesh explains, “we assigned each platform ambassador his/her own cohort and asked them to reach out to their cohorts with a personal message to encourage their classmates to join.”

Once a month EDF Climate Corps sends out a cheerleading email to pump up the ambassadors and to remind them of their commitment which keeps the enthusiasm high with some of the ambassadors even choosing to continue on past their three month commitment.

“The platform is made up of different alums, at different points in their careers. This type of arrangement works for them at different points. It’s low commitment, high impact,” says Yesh.

As a platform admin, Yesh notes that this is a win-win solution. “It’s a small lift on their end and small lift on mine to improve platform engagement.” For her, the management of the ambassador’s program has been minimal, with only a calendar reminder to send out the monthly cheerleading email. The rest takes care of itself.

## Getting the Most Out of Graduway

EDF Climate Corps uses all of the platform features to optimize value to its alumni and that they particularly enjoy the jobs board, posting upwards of 20 jobs each week. “Our alumni say that our board offers the best jobs in the field. It’s an easy way for us to support them and provide tangible value.”, Yesh notes.

“Through the events feature, travelling alumni manage to catch up with other alumni in the areas while they’re on the road, and in some cases, alumni have taken it upon themselves to host EDF Climate Corps events.”

The marketing team at EDF Climate Corps aims to send a bi-monthly newsletter through the digest - mainly to promote events and related news.

“It’s one central hub that inspires so much activity. It’s been a great addition to the EDF Climate Corps system and we’re looking forward to growing the ambassadors program and the platform, says Yesh.”

