Projects with Purpose - Designing a Community Day of Service that Inspires Action

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PMI Culture Value: Together We Can

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- This presentation is for registered attendees of North America LIM 2026.

Learning Objectives

At the conclusion of this session, attendees will be able to:

Initiate Social Impact

Understand Social Impact at PMI – PMIEF & PMWB.

Create repeatable event designs - Day of Service event.

Pair PM professionals with nonprofit leaders.

Facilitate results

Use practical tools for nonprofits.

Structure collaboration quickly.

Produce actionable outcomes and measure value for NGO/nonprofit partners.

Prove the impact

Execute from concept to close.

Understand practical next steps.

Build confidence to launch!

Introductions



Pamela Hartsell, PMP, CPD

Great Lakes Chapter | Director Community Day of Service/Social Impact Coordinator



Rebecca McWhorter

PMI Social Impact | Volunteer Administrator



Ashley Forsyth, EdD, PMP

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Agenda

1. What is social impact at PMI
2. Great Lakes Day of Service
   - The service model
   - Event-day delivery
   - Measuring impact
   - Tools
3. Next steps

PMIs Strategic Definition of Social Impact

Social impact means using our project management skills to make a difference.

By partnering with not-for-profits and driving targeted initiatives, we aim to create sustainable, long-lasting improvements in communities across the globe.

Our efforts align with the United Nations Sustainable Development Goals (UNSDGs), focusing on areas like education, health, sustainability, and economic stability. Through strategic volunteerism and Project Management expertise, we empower communities and transform lives.

Social Impact vs. Social Good

What is Social Impact?

Social Impact at PMI specifically means leveraging project management to empower individuals and transform communities. These include:

- Youth Education in project management to foster life and career success.
- Supporting youth-serving nonprofits by helping them integrate PM into programs.
- Providing pro bono project management support to nonprofits and NGOs.
- Consulting on community projects that require planning, coordination, and stakeholder management.
- Building NGO capacity and scaling efforts to support youth.

Social Good refers to general actions that benefit society, like beach clean-ups or food drives.

- Traditional, hands-on volunteering
- Short-term direct service
- Addressing immediate needs

While traditional volunteer activities contribute to social good, the PMI focus for social impact is specifically on leveraging the unique professional skills of its members through social impact volunteering to create deeper, systemic improvements within non-profit organizations.

PMIEF and PMWB Serve as PMI's Anchor Social Impact Programs

We maximize project success to elevate our world.

Project Management Institute. Educational Foundation

PMI Educational Foundation enables **youth** to realize their potential and transform lives through project management.

Youth Focused (Ages 14-24)
Working with Youth Serving Nonprofits on Social Impact programs.

Project Managers Without Borders

PMWB partners Project Managers with extraordinary non-profits and NGOs to move missions forward.

Skills based project management working with Nonprofits at an organizational level towards the UN's Sustainable Development Goals

Social Impact Programs Team



Ashley Forsyth
Director, Social Impact Programs



Andrew Whitmire
Manager, PMIEF



Aisha Beverly
Administrator, PMIEF



Amber Buschmann
Global Partnerships Manager, PMIEF



Tim Swain
Partnerships Specialist, PMIEF



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Social Impact Programs Volunteers Administrator



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Chapter Support Specialist, PMWB



Alison Tidwell
Chapter Support Specialist, PMWB

Great Lakes Chapter Day of Service

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PMI Great Lakes Executive Committee



Synthia Adams
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VP Outreach



Michele Patera
VP Administration



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Working Session Roadmap

From concept to community impact



Recruit → Align → Match → Facilitate → Deliver → Measure

The Service Model at a Glance

Six moves that make the day work

1 Recruit
PM volunteers and nonprofit partners

2 Align
Purpose, stakeholders, outcomes

3 Match
Needs, skills, readiness

4 Facilitate
Structured planning session

5 Deliver
Charters, timelines, next steps

6 Measure
Feedback, outcomes, learning

Step 1 - Recruit: Onboarding Nonprofits

Developing strong partnerships is the key to establishing a pipeline

Set expectations

Provide a clear outline:
Time and effort required
Deliverables they will receive.

Define the value

Explain what project management is an how it can benefit their organization.

Build trust

Embrace the mission of the nonprofit and express your excitement and commitment to help.

Step 1 - Recruit: Onboarding PM Volunteers

Volunteer readiness matters as much as enthusiasm

Set expectations

Frame the day around service, listening, and practical outputs.

Equip the team

Provide agenda, roles, templates, facilitation tips, and background info on NPOs

Build confidence

Use a pre-brief so volunteers arrive ready to guide, not dominate.

Step 2 - Align: Stakeholders on Purpose and Scope

Define the process before planning begins

Review the guiding purpose

Community need; value for nonprofit partners; value for PM volunteers

Clarify operating boundaries

Time allotted, resources available, roles; decision rights; in and out of scope

Agree on success measures

Smooth experience; useful outputs; sustained partnership potential

Step 3 – Match: Capture Nonprofit Needs Before the Event

The stronger the intake, the more productive the day

Intake questions

What challenge needs project structure?
What decision or plan is needed now?
Who must participate?
What constraints could block progress?

Readiness signals

Clear owner
Manageable scope
Specific desired outcome
Appropriate data or context

Match criteria

PM skill fit (SME)
Mission fit
Complexity level
Facilitation style needed

Step 3 - Match: Pair People and Projects Intentionally

Use matching guardrails to start fast and finish with a usable plan

Nonprofit need → **PM strengths** → **Facilitation fit** → **Actionable output**

Matching guardrails

Avoid ambiguous scopes
Keep workload realistic
Assign Team Lead and Scribe

Prep artifacts

Partner brief
Participant roster
Template packet
Output expectations

Quality check

Is each group ready to start fast and finish with a usable plan?

Step 4 - Facilitate



Run the day with structure, pace, tools and space for collaboration

Step 4 - Facilitate: Key Moves for a Compressed Timeframe

Make the time productive without taking over

Listen first

Start with the nonprofit leader’s context before offering structure.

Make tradeoffs visible

Use scope, time, impact, and constraints to focus decisions.

Convert discussion into decisions

Capture owners, dates, dependencies, and open questions.

Close with momentum

Reserve time for commitments and a clean handoff.

Step 5 - Deliver: A Planning Session That Produces Outputs

Discover, define, design, and commit

Discover - Clarify context, need, constraints

Define - Agree on problem statement and outcome

Design - Use charter to build task list, timeline, responsibilities

Commit - Confirm next steps, owners, follow-up

Step 5 - Deliver: Tangible - Leave With Something Usable

Outputs that help nonprofit partners keep moving

Charter

Purpose, goals, stakeholders, scope, assumptions

Timeline

Milestones, dependencies, decision points

Role clarity

Owner, contributors, approvers, nonprofit lead

Action plan

Next steps, dates, risks, follow-up cadence

Step 6 - Measure: What Mattered

Track event success and lasting value

Experience metrics

Was the day organized, useful, and energizing?

Output metrics

Did each nonprofit leave with clear planning artifacts?

Outcome metrics

What progress, partnerships, or follow-up continued after the event?

Event-Day Flow

Structure without stifling collaboration

Welcome - Purpose, norms, roles

Working Session 1 - Clarify and scope

Sharing Session 1 – Insights and Intentions for the Afternoon

Working Session 2 - Plan and commit

Sharing Sesson 2 - Outputs and next steps

Common Pitfalls to Avoid

Four predictable risks you can design around

Too broad

Narrow the challenge to one planning sprint.

Too much advice

Facilitators guide the process; nonprofit leaders own the decisions.

No clear output

Define the deliverable before the working session begins.

No follow-up

Plan the post-event handoff before the day closes.

From One Event to a Repeatable Program

Build the system so the service model can scale

Standardize

Reuse agendas, templates, forms, schedules

Coach

Build a facilitator bench

Partner

Sustain nonprofit relationships

Improve

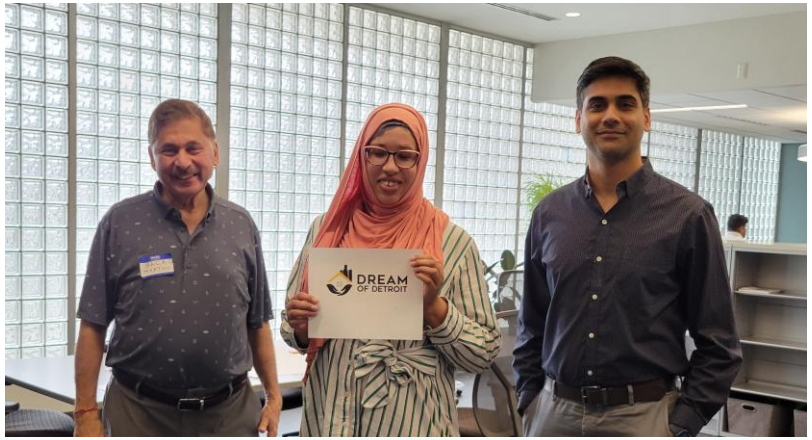
Capture lessons learned and refine













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Key Takeaways

Three ideas to carry forward

Purpose first

Anchor every design choice in meaningful community value.

Structure for service

Use templates, facilitation, and clear roles to create usable outputs.

Impact continues

Measure outcomes, sustain partnerships, and keep improving the playbook.

Social Impact Programs

How to start?
Who can help?

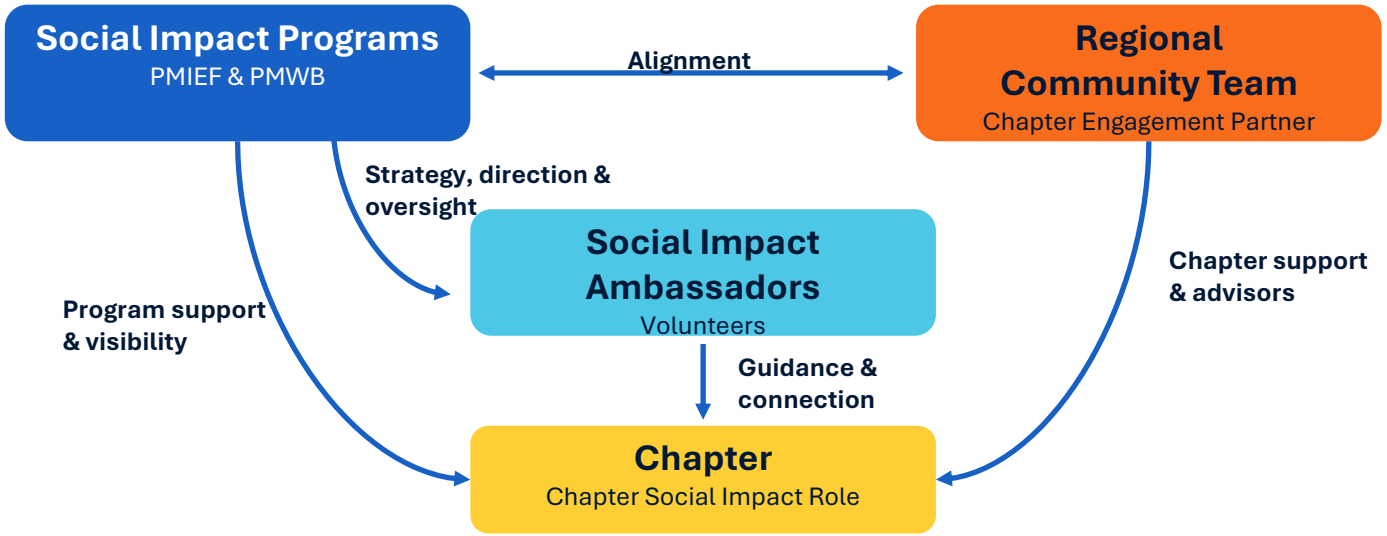
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Social Impact Ambassadors

Connecting Chapters to Support

What is a Social Impact Ambassador

- Extends Social Impact reach through educating, coaching, and connecting chapters with resources, while strengthening alignment between chapters Social Impact Programs, and regional teams.
- Ambassadors do not replace the relationship chapters have with regional teams or PMI team members. They are additional chapter-facing support.



Explore, Launch, Report

Quick Audience Check:
Name that Social Impact Program

Connect at every stage of your chapter's Social Impact work

Social Impact Activities Form

Explore or report Social Impact work

- Exploring an idea
- Requesting guidance
- PMIEF/youth-focused work – report outcomes
- Other Social Impact activites – report outcomes (exclusive of PMWB projects)

PMWB Project Initiation Form

Start a PMWB project

- Nonprofit/NGO capacity building
- Structured time-bound project with nonprofit/NGO
- Training nonprofit/NGO staff on project management
- Project launch

PMWB Project Closeout Form

Report PMWB story

- Project completion reporting
- Report project outcomes
- Share lessons learned and impact

Not Sure? Start with the Social Impact Activities Form. We'll help route you.

Chapter Social Impact

Three Actions that Connect your Chapter to Support

1 Name It

Identify the person

Identify the chapter leader that will serve in the Chapter Social Impact Role.

Chapter System

Add this person to the Chapter System and include “Social Impact as part of their title. This helps us connect them to communications, orientation, and resources.

2 Plan It

Annual Plan

Build Social Impact into your chapter’s annual plan so goals, volunteers, budget, partnerships, and support needs are considered early.

Forms

Complete the right form when exploring, beginning, or completing Social Impact work.

3 Share It

- Report Impact
- Report outcomes so PMI and the region can recognize and elevate the work.
- Also post it to your social channels. PMIs Marketing Portal has resources for sharing your story which also help us to amplify your story.

Your Next Step

Make your chapter's work visible

NAME IT
Name your Chapter's Social Impact role
https://chapters.pmi.org

PLAN IT
Build it into your annual plan

SHARE IT
Report your impact and make it visible

Use the QR codes to take the next step

Social Impact Activities Form

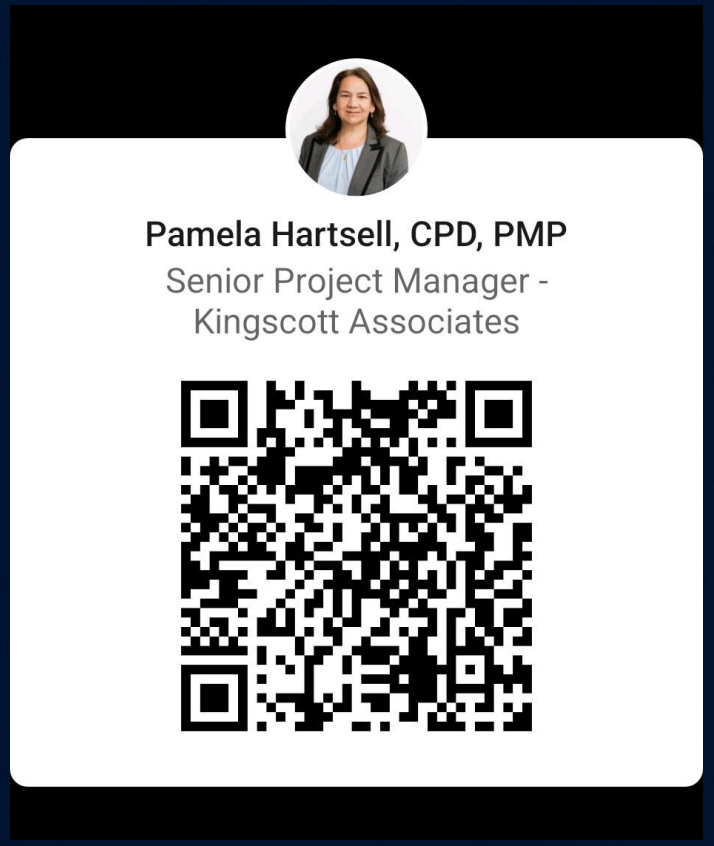
PMWB Project Initiation Form

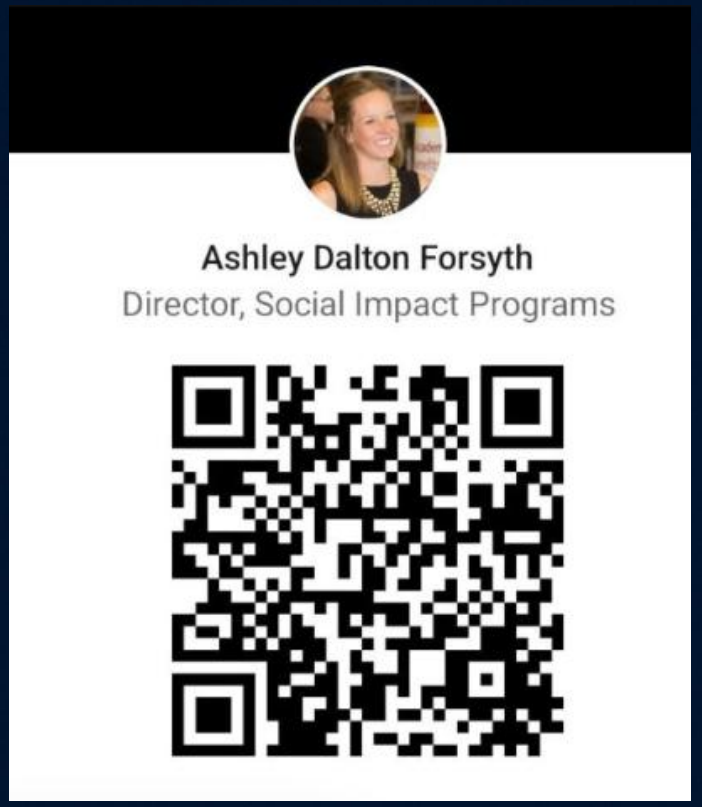
PMWB Closeout Form

Questions? PMIEF: pmief@pmi.org | PMWB: pmwb@pmi.org

Thank you!

Let’s continue the conversation!



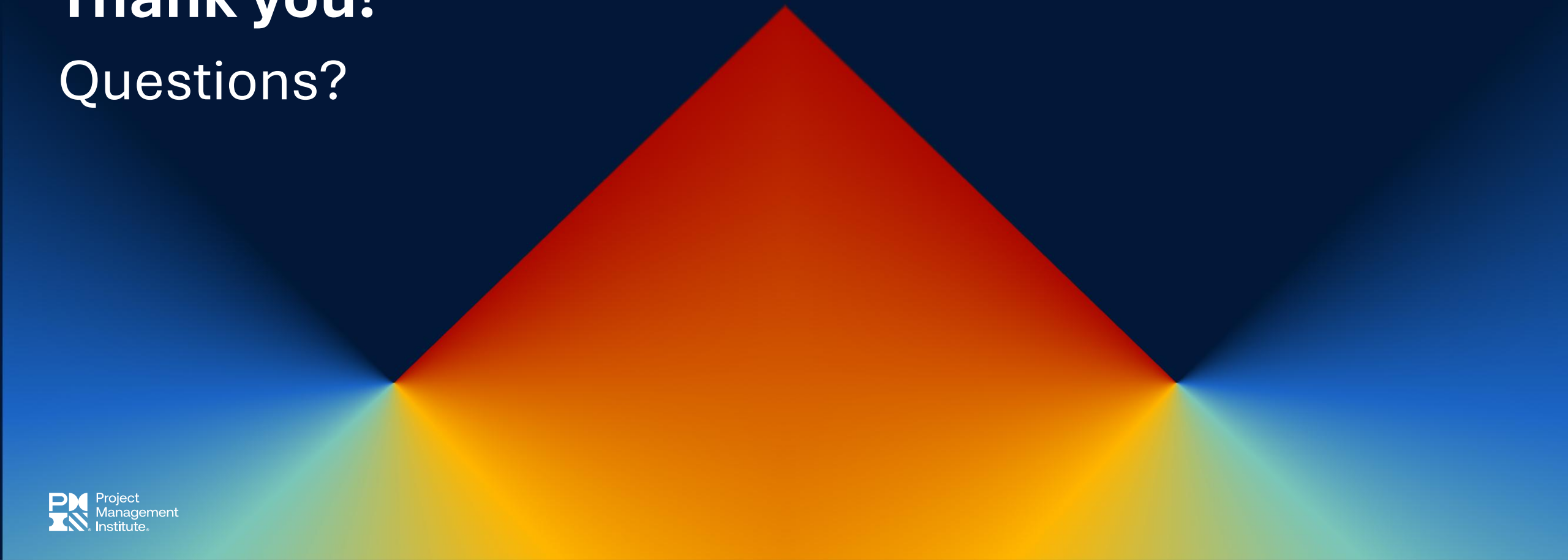


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Thank you!

Questions?



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