

# American Red Cross stays connected to disaster relief volunteers and staff using 15Five

15Five unleashes the democratic voice of staff to make organizational changes and to keep volunteer engaged.



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*15Five serves as a reality check on the entire organization, because, for the first time, I can see all sides of an issue from everyone's point of view.”*

Jono Anzalone  
Division Disaster Executive,  
American Red Cross

## LEVERAGING 15FIVE TO KEEP EVERYONE CONNECTED

Fostering open communication with staff and especially volunteers where attrition rates can be high, is critical to running non-profit initiatives. Managers don't always know about the challenges their employees face, nor about their successes and achievements.

Jono Anzalone, a Division Disaster Executive, needed a better way to communicate with his team. Team leads were not collecting feedback from front-line volunteers. With volunteer attrition rates running at 30% a year in non-profits, Red Cross is continually looking for ways to keep volunteers engaged.

Overseeing disaster relief and preparedness for 10 regional chapters in 11 Midwestern states, Anzalone needed a simple, systematized way to collect staff feedback from over 116 full-time staff and 5,700 volunteers.

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*We were wasting hours a month doing check-in conference calls, and when you're responding to disasters, you don't have time to waste” said Anzalone. “I needed a way to connect to dots between disparate teams that would take less time, not more”*



**American  
Red Cross**

### ABOUT

The American Red Cross is a non-profit humanitarian organization that prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The organization's workforce includes over 30,000 employees and more than 500,000 volunteers.

### INDUSTRY

Non-profit

### SIZE

250 + employees/volunteers

### BENEFITS

- Keeps employees, volunteers, and management connected
- Gives employees a voice to share feedback
- Taps into the idea and insights of the front-line staff

## GIVING EMPLOYEES A VOICE TO SHARE FEEDBACK AND A DIRECT LINE TO EXECUTIVE MANAGEMENT

Anzalone rolled out 15Five to his immediate team, simply inviting (but not requiring) his employees to answer a few questions about their jobs and share ideas each week. Employees loved being “given a voice” and organically adopted the platform.

Soon, other managers began asking to implement 15Five too. Two years after Anzalone’s experimental rollout, dozens of Red Cross managers now use the solution to communicate with hundreds of employees throughout the country.

“*I use the dashboard to drill down into 15Fives at the director, manager and employee levels. Before, directors and managers were far removed from volunteers on the front line. Now feedback gathered in 15Five shows what volunteers are seeing and feeling in the community.*”

Managers review their employees’ 15Five each week. They pass up reports to Anzalone and flag any issues to senior leadership for unfiltered and prompt review.

## TAPPING INTO THE IDEAS AND INSIGHTS OF THE PEOPLE CLOSEST TO THE ACTION

At the American Red Cross, 15Five has directly led to high-level organizational changes. For example, employees who directly interact with volunteers and clients often come up with ideas of how to administer programs and allocate funds to clients more effectively.

“*15Five has unleashed the democratic voice of our staff, directly impacting how we serve clients. Because of suggestions we received in 15Five, we now get money into the hands of clients faster in fire disasters, and respond to 70,000 fires a year, so this is a big change.*”

Some of the questions managers ask their team members include:

- What is preventing you from being successful in your job this week?
- What can we do this week to help volunteers make a difference?
- If you were in charge of the American Red Cross, what changes would you make?
- What moments were you proud of this week and why?

“*Quite simply, 15Five gives employees a solution to share what matters to them, and that helps managers keep on top of everything. With 15Five, I find out what I didn’t know, I didn’t know.*”

- Jono Anzalone

## ABOUT 15FIVE

15Five is a fundamentally new way for businesses to maximize their talent by creating a culture of feedback. Through a lightweight weekly check-in, 15Five delivers a full suite of integrated solutions - including continuous employee feedback, objective tracking (OKRs), pulse surveys, 1-on-1 meeting agendas, and peer recognition.

To learn more, visit [www.15Five.com](http://www.15Five.com) or contact [sales@15Five.com](mailto:sales@15Five.com)