

The Climate Reality Project Case Study

Fostering Conversations & Collaborations Between Volunteers Around the Globe

Founded in 2006, The Climate Reality Project's mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society. Climate Reality's flagship program, the Climate Reality Leadership Corps, empowers everyday people to become activists equipped with the tools, training, and network to fight for solutions and drive planet-wide change. In the 13 years since its founding, Climate Reality has trained more than 19,000 Climate Reality Leaders in over 150 countries around the world.

Climate Reality Leaders commit to completing Acts of Leadership, which are actions that spread awareness, drive action and support solutions for climate change. Volunteers report back on activities such as organizing or speaking at events, writing articles, participating in campaigns and delivering presentations in their community. These Acts of Leadership are a key metric of the success and overall impact of the Climate Reality Leadership Corps.



CHALLENGE:

Connecting a Critical Mass of Global Volunteers

With more than 19,000 Climate Reality Leaders in 152 countries and 10 international branches across the world, The Climate Reality Project has a large and highly diverse base. "While our previous website offered basic features for hosting presentations and reporting back on Acts of Leadership, there was no centralized place for Leaders to connect with one another or stay informed about our initiatives," says Rachael Somerville, the community manager at The Climate Reality Project. "We needed something more robust to truly keep Leaders engaged."

SOLUTION:

Creating an Exchange of Ideas and Inspiring Action

The Climate Reality Project team knew they needed a space where Leaders could exchange ideas, plan and promote local events, stay informed about campaign initiatives and communicate with staff. They also needed a way to keep Leaders committed and motivated to complete their Acts of Leadership.

270%

growth for Annual Acts of Leadership, from about 11,000 in 2016 to 30,000 in 2018, since Reality Hub's Launch



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RACHAEL SOMERVILLE
Community Manager,
The Climate Reality Project

In 2015, The Climate Reality Project began working with Personify Community to create a one-stop-shop for that purpose. Later that year, the organization launched Reality Hub, a space where trained Climate Reality Leaders can easily access information, work together within their localized chapters and connect with other Leaders around the world.

With access to in-depth analytics and reporting, organization staff has clear insight into volunteer usage, engagement and key metrics. Using custom pages function, the organization has created a highly-specific community that empowers Leaders to claim presentation requests, attend events hosted by their peers, track their own Acts of Leadership as well as collective progress toward annual Act of Leadership goals. Additionally, volunteers can earn badges by completing different Acts of Leadership, serving as a mentor or chapter leadership member and winning awards from the organization.

Reality Hub utilizes a location-based workflow to streamline community presentations. If someone interested in learning about the climate change crisis requests a presentation, Reality Hub notifies all Climate Reality Leaders within a nearby radius.

RESULTS:

A Fast-Growing and Thriving Community

Today, the Reality Hub is woven throughout the Climate Reality Leader training, with many Leaders activating their account before they even return home — and the activation rate continues to rise. With blogs, forums and groups providing the innumerable points of connection, Leaders easily organize their own campaign events, chapter meetings, presentations and more.

Since Reality Hub's launch, annual Acts of Leadership have grown by an astonishing **270 percent from about 11,000 in 2016 to 30,000 in 2018**. This increase is due to higher engagement rates as well as the influx of newly-trained Climate Reality Leaders.

Most importantly, because Reality Hub is built on a mobile responsive template, it's accessible to volunteers who live in parts of the world where desktop computers are not as prevalent.

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Moving forward in 2019, Reality Hub will be rolling out a tour feature to help acclimate new users, including those who are not as technologically advanced, to ensure all Climate Reality Leaders can leverage the community's power.

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