



## DIGITAL ENGAGEMENT & CORPORATE VOLUNTEERING WITH THE ADLER PLANETARIUM

### Corporate Volunteers: The Adler's Zooniverse Needs You!

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Companies are keen to find meaningful ways to engage their employees in accessible volunteer experiences. The Adler's *Zooniverse* provides a unique solution: facilitating over 80 online citizen science projects that connect volunteers with researchers who need their help classifying, tagging, and transcribing data to answer crucial research questions.

As a pioneer in engaging the public in real science, the Adler knows not all discovery happens in a lab. That's why, in 2009, we co-founded the *Zooniverse*. With over 2 million participants worldwide, the Adler's *Zooniverse* is the world's largest platform for online citizen science and a great way for your employees to participate directly in scientific research. Each *Zooniverse* project offers easy-to-learn opportunities for volunteers to contribute to real discovery in dozens of academic fields, from environmental stewardship to medical research, astronomy, and the humanities. There are only two requirements: internet access and a laptop, tablet, or smartphone.

With over 350 scientific publications to date, your staff's efforts will have a tremendous impact on the cutting-edge research made possible by the *Zooniverse*—unlocking vast data sets, tracking migration patterns, discovering planets around distant stars, fighting resistance to antibiotics, and much more.

### *Zooniverse* Projects

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Volunteers do not need specialized training or expertise to participate. We make it easy for people of all ages to contribute to real academic research, on their own computer, at their own convenience. Each *Zooniverse* project has a brief tutorial, plus additional help provided throughout the site. In addition, each project has a dedicated discussion forum where other volunteers, moderators, and research team members respond to questions and engage in dialogue. Projects include:

- [Galaxy Zoo](#): by classifying galaxies, help astronomers understand how galaxies formed and evolve over time
- [Penguin Watch](#): tag penguins in drone images from Antarctica to help understand how they are being affected by climate change and fisheries
- [Tag along with Adler](#): assist the Adler Planetarium's collections team in identifying constellations in beautiful historic celestial maps and tagging historic photographs
- [Snapshot Safari](#): help researchers across African wildlife reserves identify animals and behaviors in camera trap images
- [Scribes of the Cairo Geniza](#): help unlock the secrets of one of the greatest archives of the middle ages by transcribing these medieval texts

Project lists can be curated specifically for your company and your employees' interests. We will work with you to determine the best volunteering fit for your mission, your geographic focus, your staff's preferences, and your goals for community engagement. For a full list of the currently active projects, visit <https://www.zooniverse.org/projects>.

## Your Impact

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The *Zooniverse* platform can support any number of volunteering "events," with dozens to 10,000 participants, at any given time. Below are a few potential partnership models; we'd be happy to explore the best fit for you and your organization:

- **Neutron Star Level:** Annual \$15K partnership where we provide curated lists of projects that fit your organization's goals, as well as quarterly impact reports detailing your contributions, with data on the total number of staff participating and the total number of hours and classifications.
- **Red Giant Level:** This level represents the Neutron Star Level (\$15K/year) supplemented by \$1K/hour for an Adler *Zooniverse* team member to lead 'live' virtual event(s) showcasing your company's impact on real research and engaging participants directly in *Zooniverse* projects.
- **Supernova Level:** The Neutron Star Level (\$15K/year) supplemented by \$35K/project for your organization to have exclusive participation in that specific *Zooniverse* project for six months.

We've really enjoyed hearing the feedback from employees who have participated in Adler *Zooniverse* Corporate Volunteer opportunities:

- "This was an awesome networking event where we met different team members and also participated in a wonderful volunteer experience. I had so much fun!"
- "This activity is perfectly fitted to provide remote/virtual support. You can easily review photos from anywhere. Let's do this again!"
- "Spotting the animals was fun; a nice stress reliever!"

The impact of these partnerships on employees and on *Zooniverse* has been tremendous. For example, in 2021 alone, 10,000+ Verizon employees contributed over a million classifications across dozens of *Zooniverse* projects. With companies small to large incorporating *Zooniverse* into their volunteer efforts, this new stream of classifications has been a tremendous boon for helping propel *Zooniverse* projects towards completion and into the analysis and dissemination phases of their efforts. And the feedback from employees has been wonderful — participants across the board express their appreciation for having a meaningful way to engage in real research through their company's volunteer efforts.

**Your support makes our mission, and the *Zooniverse* platform, possible. To learn more about this opportunity for your organization, please contact:**

**ANN KORA**  
**Senior Director, Development**  
**Pronouns: She/Her/Hers**

**Email: [akora@adlerplanetarium.org](mailto:akora@adlerplanetarium.org)**

**Phone: 312.294.0361**