



e-book

3 Trends Shaping Today's Top CSR Programs

How to Lead the Charge in Doing Good



A Modern Approach to Corporate Purpose

Today's companies are thinking differently about how they approach their corporate giving programs, and it's shaking things up when it comes to employee engagement and social impact!

The traditional giving model where employees have been "voluntold" to give to a single charity, or where a company chooses the beneficiary cause for people's time and money, is now a thing of the past. Today, we have a very different social, technological and political landscape than we did just

a few years ago, let alone 10 or even 50 years ago, when these approaches first took hold, and the mindset around corporate giving is radically shifting.

Purpose is now a leading topic of conversation in boardrooms everywhere, as evidence of the connection between purpose and profit mounts. As Environmental, Social and Governance (ESG) fast becomes the lens through which investors, consumers, employees and other stakeholders view companies today, many executives see an opportunity for their CSR programs to be a key tool for leading with purpose, alongside other strategic initiatives.

This is rapidly transforming how corporations engage employees in giving back, and we're seeing three trends in how companies are fostering compelling, purpose-driven workplace cultures, all while maximizing their social impact.



The 3 Social Impact Trends

Among the hundreds of enterprise companies who are a part of Benevity's client community, we've seen countless examples of innovative strategies that really raise the bar when it comes to doing good. And what's especially interesting is that they're all incorporating at least one of three key social impact trends that are shaping how companies engage more people, maximize their impact and drive more purpose in the workplace.

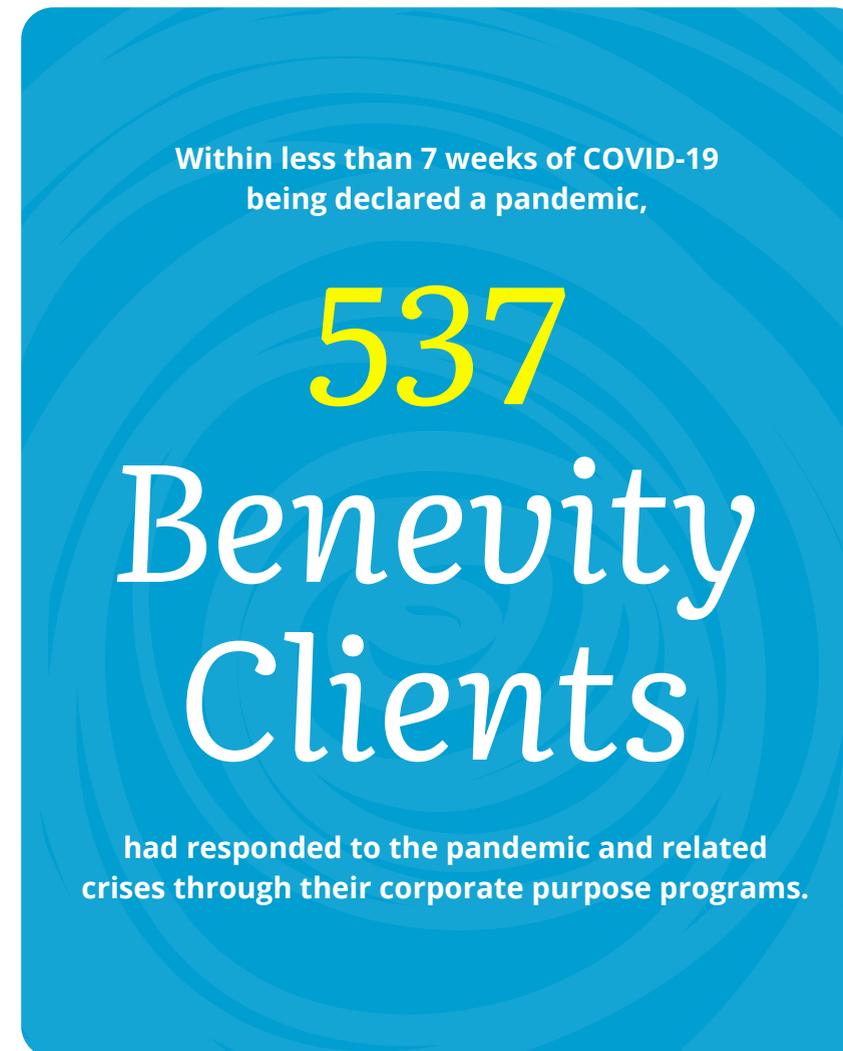
So, if you're wondering how to magnify your program's impact — and see some powerful transformations in your workplace culture along the way — start by exploring these three powerful social impact trends.

Trend #1

Corporate purpose programs are **RESPONSIVE**

Data from the 2020 Edelman Trust Barometer shows that people believe businesses are the most competent institution to make a positive difference in the world, and they're looking to companies to provide relief and support when disasters or social crises strike. This trend is all about being ready to act on the issues that matter to your people when it's needed most, and more and more companies are embracing a responsive approach.

From responding to natural disasters to providing relief during a global pandemic to taking action on social crises like racial injustice and inequity, companies are empowering their people to support the causes that matter to them in a timely way.



Plan your response strategy

A key part of being responsive means knowing what you're going to do when your communities need support. Are there specific areas where you want to focus your efforts, like the cities where you operate or where your employees, customers or suppliers are located. What is your communications plan, do you have budget for matching, and who are your nonprofit partners?

When the COVID-19 pandemic struck, 537 Benevity clients responded immediately, raising \$465 million for 70,500 in the first seven weeks. That's a lot of dollars for relief in a short amount of time, made possible by having resources, technology and a plan in place.

When it comes to being responsive, our client Visa is a shining example. They openly share their guidelines around disaster relief on their website and within their giving and volunteering program.

So, when Hurricane Harvey hit in 2017, Visa and their employees knew exactly how they were going to respond and were prepared to act when time was of the essence. Their campaign brought in significant support for communities in the affected areas of Texas, and in record time. Plus, a number of Visa's employees got involved in their program for the very first time, with an increase of almost 5% in first-time users.

Prudential people pride themselves on working for a principled company with a purpose. Through our program, Prudential CARES, the company provides a platform and encourages participation, but it's the people who show up in their own way to give and make a difference, how they choose and when they choose. We are incredibly proud of the generosity that our team demonstrates all year round.

Amy Sulzman,

Program Manager, Corporate & Community Engagement, Prudential Financial, Inc.

Encourage employees to co-create content

A whopping 67% more companies are empowering their people to create and publish giving and volunteering opportunities for the causes that matter most to them. This is the biggest shift we've seen in recent years, and the one that's likely to bring the most transformation to the CSR space by getting more of your people engaged in doing good. Why? Because 45% of first-time donors get involved through a specific giving opportunity or campaign, helping them make the leap from ambition to action. Plus, by letting your people co-create content for your program, they can start rallying their coworkers before you're even out of a meeting!

Workday is one of the leading software providers for human resource capital and financial management. As part of their program, they allow employees to create content and campaigns, which has proven a resonant way to engage more of their people in Goodness.

When Hurricane Harvey made landfall, one Workday employee was directly affected, and wanted to help her community right away. So, she set up a giving campaign for the hurricane and set a \$10,000 goal.

As Workday experienced, empowering your employees to co-create content has the potential for huge impact. Consider how you can use your program to help your people support the nonprofits that they want, in the way that they want, to make the greatest impact possible.



Did You Know?

Within just

10 minutes

of the Workday employee creating a giving campaign in response to Hurricane Harvey, donations started pouring in. In just a few days it climbed all the way up to

\$115,000

That's the power of a democratized program paired with the right technology partner.



Did You Know?

If you don't have a plan for your response strategy yet or want to enhance your existing one, consider questions like:

- Where are your employees located?
- What about their families?
- Where are your customers located?
- Will you match? And if so, what's your budget?
- Do you have charity partners who you can support all year round to be ready?

Amplify Purpose with matching

Many companies offer matching on their employees' donations to nonprofits that are responding to disasters and crises, making this type of response a core part of their programs. We're seeing companies matching employee donations 100%, 200% and even 300% within hours of these events happening because they're ready to publish appeals and use their unique resources to rally support on a moment's notice.

Qurate Retail Group (comprised of eight leading retail brands — QVC, HSN, zulily, Ballard Designs, Frontgate, Garnet Hill, Grandin Road, and Improvements), made both their Hurricane Harvey and COVID-19 giving campaigns public so that customers could take advantage of the company's match. The match cap of \$150,000 they set on the Hurricane Harvey campaign was

reached it just 48 hours! So when COVID-19 hit, they set a \$1 million match cap and again saw so much response that they doubled it to \$2 million.

Empower your employees to take a stand

Being responsive goes well beyond specific crisis events, and in many cases those events highlight underlying systemic problems, like mental health and racial inequity, that require longer-term action to solve. So, companies can also be responsive by providing their people with the ability to support any cause of their choosing in the face of societal issues and humanitarian crises. This is particularly powerful when these pressing issues personally impact your employees, their loved ones and their communities. When you empower employees to take stands on issues that matter to them, it communicates that the company cares about its people and the issues that affect their lives.

For instance, in response to a national crisis following the death of George Floyd (in the midst of the COVID-19 pandemic), Apple stepped up its support for a number of anti-racism groups, including the Equal Justice Initiative, and Tim Cook encouraged his employees to donate too, with a 2-to-1 match incentive for the month of June.

By developing a program that's more responsive, you'll be able to keep your people engaged in doing good in the face of unexpected events, disasters and crises that arise throughout the year.

Around the world, QVC prides itself on giving back to the communities where we do business, to the neighborhoods where we live and to those most in need. Our people, our vendors and our customers have responded generously in times of devastation, time and time again. And by providing them with a platform to take immediate action, they've shown up as a force for good.



Suzanne Quigley,
Director of Global Corporate Responsibility
at Qurate Retail Group

Trend #2

Corporate purpose programs are DEMOCRATIZED

Companies at the forefront of purpose are allowing employees to choose which nonprofits to support (versus only the ones that the company sponsors or supports), as well as when and how they support them. And the data shows that they're onto something: people are five times more likely to give their time, money and talents when they can choose the cause to support!

Prudential CARES, Prudential Financial's workplace giving and volunteering program for their more than 42,500 employees and retirees in the U.S., has dramatically shifted over the past few years from an annual day of service to a year-round approach to doing good. The key to making this shift has been giving employees more choice. In fact, Prudential's people can choose from hundreds of thousands of vetted and eligible nonprofits in the Benevity's Causes Portal to support at any time. And if a cause they care about isn't already listed, an individual can nominate that organization for inclusion. This really puts the power in the hands of their people.

Go grassroots to engage more people in doing good

The reality is that the workforce is changing more rapidly than ever before and it's operating in a totally new way. Decisions are made differently — we're no longer in an autocratic, top-down management model. Empowerment, collaboration and accountability are fast becoming the core tenets of work cultures today, so taking a more grassroots approach by providing the ability for your people to choose how they give, who they give to and when they give just makes sense.

Total Quality Logistics (TQL), a North American freight and logistics company, used to run an annual campaign that supported a single nonprofit partner. But they started hearing from their people that they wanted more choice in the nonprofits they could support. That's not surprising, because 90% of their workforce were socially-conscious millennials.

Realizing they needed technology to help them streamline their communications, report on their people's activity and use that data to create an engaging and relevant program, TQL launched a brand-new giving program that allowed their people to support the nonprofit of their choice (also known as an "open-choice" program) — with impressive results!



Did You Know?

By empowering employees to choose the causes they wanted to support, TQL saw a record 75% participation in their program and a 33% increase in donation dollars!



Trend #3

Corporate purpose programs are **INCLUSIVE**

Diversity and inclusion are top of mind for most companies, and it applies to your corporate purpose program too. An inclusive program helps everyone become better social citizens by providing more ways for all of your people to take part, regardless of location, ability, finances or time constraints. And the great news is that we're seeing more and more companies authentically embrace this critical issue by removing the barriers to participation that may have once limited people's ability to take part.

Companies are supporting inclusion and belonging in their workplaces (while generating greater social impact) by introducing multiple ways for their people to do good. Offering the ability to make donations to and volunteer with the nonprofits of their choice will likely help you appeal to more people, demonstrate that the company values what they value, and help your team members feel supported and included.

Try an innovative approach to engage employees globally

Companies who want to see program participation increase are offering more ways for people to get involved. That's why, in addition to giving, matching and volunteering, some are taking their program to the next level by offering their employees fun new ways to get involved in doing good — and they're seeing big things happen!

For example, companies like PayPal are engaging up to 80% of their remote workers and international employees by offering them small, positive actions to take part in (what we call "Missions"). These activities include everything from riding their bike to work to helping out a neighbor to learning about racial inequity. With a platform that allows them to track and even gamify these activities, companies are seeing unprecedented employee participation in their programs. Plus, they're building purpose-driven cultures and reaping the benefits of a more engaged and impassioned workforce in the process.

Today's employees are looking for a sense of meaning, purpose and belonging in their workplace that goes beyond their day-to-day roles. So, empowering them to be their authentic selves by allowing them to support the causes they're passionate about — however they want — is key.

This new approach can help your non-headquartered or remote employees feel a deeper sense of purpose that builds a bond between them and your company, much like what your headquarters employees have, which creates an authentic feeling of inclusion.

With employees all over the world, TripAdvisor knows what it takes to engage people in ways that are locally relevant and include everyone, while making a big impact towards a cause. As part of the effort to address the global refugee crisis,

TripAdvisor made a \$5 million commitment from the TripAdvisor Charitable Foundation and has inspired their traveler community to take part by matching donations through Benevity's Community Impact Portal. They launched a campaign to offer free tours, activities and experiences to help recently resettled refugees feel more comfortable in their new communities. They also mobilized their global employees to welcome refugees by hosting dinners and events for individuals who had recently resettled, and during their global volunteer month, employees in more than 30 worldwide locations supported refugees through giving and skills-based volunteering.

This is a protracted crisis that is not going away overnight. With the state of the issue, governments around the world need to do more to find and implement lasting solutions; however, it's incumbent upon the private sector to leverage our unique expertise, resources and capabilities in partnership with nonprofit organizations.



Steve Kaufer
CEO of TripAdvisor

Empower Employee Resource Groups to educate & engage

Yet another way to make your program even more inclusive is by empowering Employee Resource Groups (ERGs) — grassroots groups who are focused on building inclusive workplace cultures. Whether it's women's networks, LGBTQ alliances, expat groups or more, ERGs are becoming a popular way to help employees inform their company's initiatives in their respective areas, and educate and engage the entire company. But often, these groups don't have a platform to promote, track or measure their progress. By providing them with the ability to contribute content for your program's campaigns or initiatives — whether they're raising funds for their cause, setting up volunteer events or encouraging people to learn about and take action on key issues — your company can leverage the unique insights of ERGs to educate and engage your people in important causes and expand their social impact. Plus, it's another great way to support your employees' passions and encourage Goodness all year long!

Lead the Charge

As more people look to businesses to lead the way towards greater social impact, how will you make the most of your opportunity to help your company's corporate purpose program be even more effective, strategic and impactful? With a responsive, democratized and inclusive approach, you'll empower your people to do more good as part of a powerful, purpose-driven workplace culture that's poised to make a real difference.



Did You Know?

In 2018 alone, we saw a 35% increase in the number of companies engaging their employees around the globe by including international causes in their programs

Ready to embrace these trends?

Having the right technology partner will help you get there. Learn how Benevity can help you drive more purpose and impact through your corporate purpose program.



Benevity, Inc., a certified B Corporation, is the global leader in corporate social responsibility and employee engagement software, including online giving, matching, volunteering, community investment and purpose-driven actions. Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate "Goodness" programs that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them. With software that is available in 20 languages, to an employee base of 12 million users around the world, Benevity has processed more than \$4.6 billion in donations and 23 million hours of volunteering time and awarded 974,000 grants to 251,000 nonprofits worldwide.

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e-book

Today's Guide to *Workplace* *Giving Success*

6 Strategies to Get Your People More Engaged



It's about engagement

Here at [Benevity](#), we get to talk to a lot of purpose-driven companies and see a wide variety of employee [giving](#) and [volunteering](#) initiatives. One of the most common themes in the last few years is the adoption of a different “why” behind program strategy, design and execution. Corporate social responsibility and community investment leaders, HR folks and even the C-Suite are recognizing that workplace and corporate giving programs are no longer just about fundraising; they are becoming an increasingly relevant component of a company's broader culture, employee engagement and human capital management strategy.

And it makes sense. With five generations and more millennials than ever in the workforce, the demographic is diverse and dynamic. The importance of social issues is changing how employees and consumers expect to engage with businesses, where deriving meaning, purpose and impact drive more and more decisions. The opportunity to connect emotively to employees around issues that resonate with them goes a long way toward attracting, retaining and engaging today's workers, and that has both business and social impact.

So it's not surprising that the conventional, once-a-year arm-twisting exercise in raising funds for a single nonprofit or small group of nonprofits via paper or digital “pledge forms” is declining in popularity. Today's employees have high expectations for accountability, transparency, interactivity and technology, which the conventional campaign model struggles to deliver.

Looking at real data from our Fortune 1000 clients, we've noted six practices that drive measurable results in workplace giving participation and engagement, all year round. These efforts will help you re-energize employees to do good and help prove that your programs can deliver real impact and engagement...and your company bring its corporate purpose to life.

Disengagement is expensive

Research conducted by [Gallup in 2019](#) indicates **52% of employees report being “not engaged” and 13% say they are “actively disengaged.”** [Forbes did the math](#), and employee complacency costs a small 250-person business more than

**\$3 million
per year**

Our senior management has always seen fundraising as the goal of our workplace giving program. By turning charitable giving from a chore into an experience, you've helped us to look at our programs as opportunities to build our culture.

— Fortune 1000
transportation company client

57% of companies offer open matching programs that allow employees to choose any cause they want.*

Strategy #1

Make giving personal

We live in a “bottom-up” world, largely powered by democratized, user-centered technology, where people have expectations of self-service, choice and personal preferences. There is clearly no one-size-fits-all cause for today’s diverse and multi-generational workforce. When employees have the option to choose the nonprofit they give money to via a few clicks through their workplace giving program, they are **five times more likely to participate** than when the company restricts it to one or a short list of organizations. By opening up the program with more options that fit people’s passions, employees will feel heard and included, and be more likely to take part. It may seem obvious, but it’s part of delivering purpose and meaning to your people; it needs to resonate at a personal level.



More choice can help make it much more personal

Many of Benevity’s clients open up giving to all of the nonprofits in our database, which means nearly 2 million opportunities to make a personal connection at the click of a button. Some people need help with those choices, so don’t be afraid to both empower choice and provide guidance on pillars or causes that have strategic relevance or proven impact.

Employees in open-choice programs are

5x

more likely to participate than in restrictive programs.



So far I've set up two recurring payroll donations for the ASPCA and American Diabetes Association, which I can edit at any time. I can even choose to pay directly using a credit card or PayPal, or upload funds into my Giving Account to disburse to my chosen charities as I see fit. It really couldn't be easier.

— Spark User

Strategy #2

Make giving easy

Overall research into charitable giving indicates that “convenience” and “being asked” are the two most important drivers of donation activity. As evidence, Benevity clients who offer the convenience of payroll donations see **69% more participation and 66% higher average annual donation amounts** compared to companies who do not offer it.

Besides making automatic deductions possible, enabling payroll also encourages micro-donations throughout the year. That's attractive to a much broader segment of your employee base (rather than just those who want to and can afford to make donations using their credit cards). Having both options will amp up employee participation, leading to greater impact for the causes they love and a key connection to the employer as facilitator. When you enable these automatic deductions, nonprofits receive a steady stream of funding throughout the year to sustain their good work.

Enabling payroll giving increases donation participation by more than

4x



Easy peasy

When payroll is enabled, Benevity users who have never donated through their workplace giving programs are more likely to give by payroll than any other method, with 87% of their total donation amount done via payroll. Donors who gave with credit card or PayPal before payroll was enabled switch to using payroll 74% of the time.



Strategy #3

Make it a perfect match

Employees are **twice as likely to donate** when their companies offer donation matching, where the company will match employee dollars up to a stated cap or budget. When companies put “skin in the game,” they show an authentic commitment to helping employees give back to causes that matter to them, and improve the success of the effort.

Among Benevity clients, 85% offer matching, and those who do see 80% higher donation participation compared to those who don't. Many get creative and offer “super matches” for specific campaigns or donations made to the company's cause pillars.

Another strategy involves being thoughtful about the match cap — the annual maximum amount that a company will match. Here, evidence shows that programs with higher individual caps generate higher average donations. In fact, every \$1 increase in the match cap yields another \$0.25 in individual donations. Optimizing your approach to match caps enables you to manage budget for maximum engagement impact.



Get strategic with your matching

With Benevity's employee engagement solution, companies can choose how much of their employees' contributions they want to match, and then it happens automatically in the software. That allows them to choose the right level of matching for their given budget, and to decide how much of an incentive is needed to influence employee action. It also avoids the need for cumbersome match request approvals, since both the donation and the match occur in real time.

**Choice is important here, as well...
people in open matching programs are**

2x more

likely to donate.

The directions are clear and I was able to get my donations matched 2:1 easily. I have to say that the process is EASY and FAST. It's also easier on the charities.

— Benevity User

Strategy #4

Kick-start participation with incentives

To help boost participation and give employees a kick-start for giving back, many companies offer donation currency as incentives through the program beyond just matching gifts. For example, a company may “seed” employee Giving Accounts with a small donation amount for new employees, or give charitable gift cards as a reward for meeting sales goals or other targeted behavior. When companies offer incentives to participate, they attract **169% more participants** in their programs overall, while reinforcing a purpose-driven culture. What’s more, programs that offer incentives enjoy a 33% increase in account activations over those that don’t.

A little incentive can yield huge dividends for the program and your people’s level of engagement.

Companies who engage their people in both giving and volunteering see an average of

57% less

employee turnover.

Since we launched Spark last year, our employee participation rates have more than doubled. I’m getting more leverage on my budget and the CEO recently gave me a shout-out in front of the entire management team!



— Fortune 500 energy client administrator

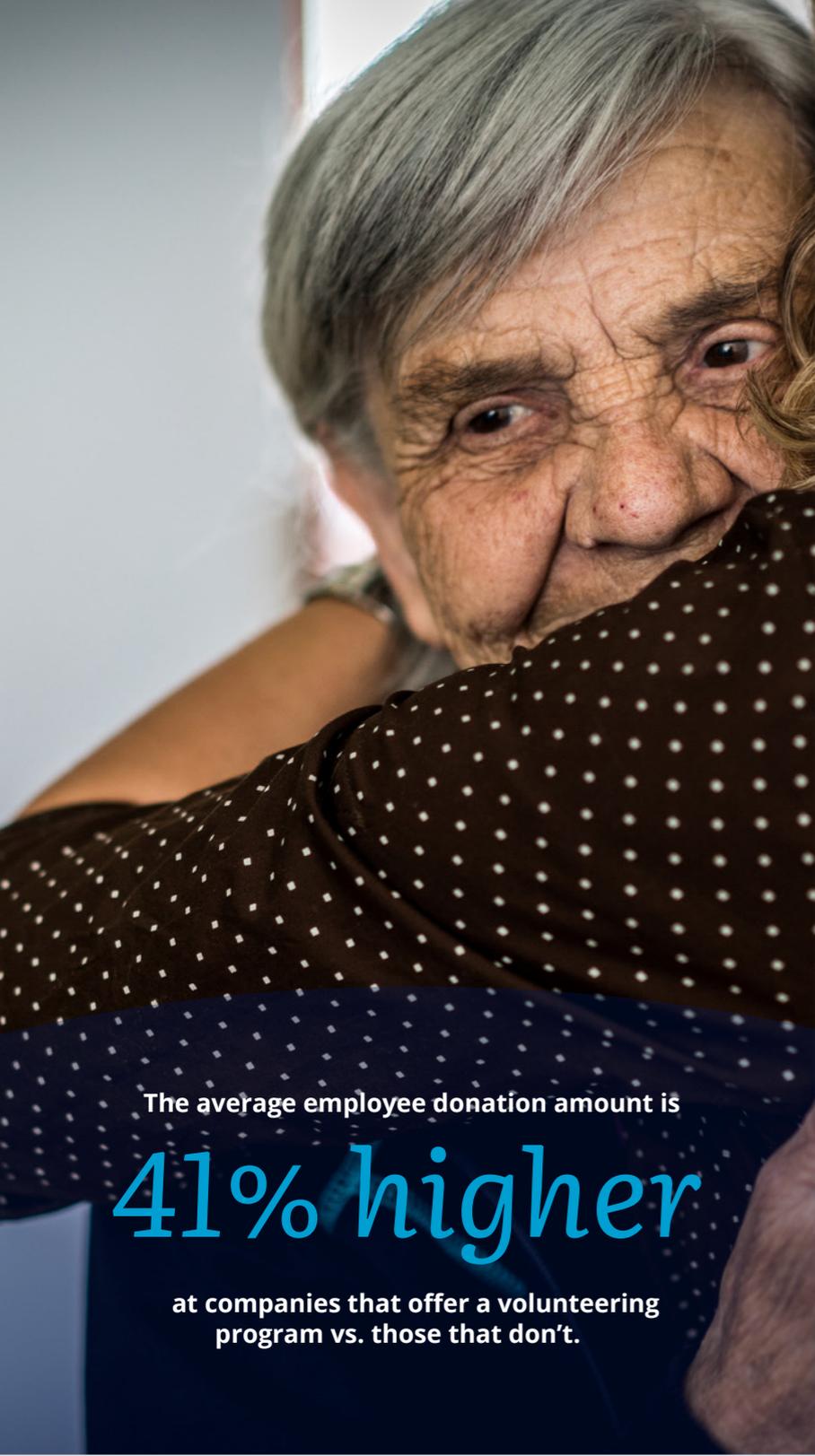
A good seed indeed

Benevity’s employee engagement solution allows companies to easily seed their employees’ accounts with donation currency and to issue charitable gift cards. It’s a great way to create more impact with your existing budget while encouraging more people to do good.

Programs that included donation incentives attract

169%

more participants!



Strategy #5 Unite giving and volunteering

When companies have an integrated employee giving and volunteering program, givers volunteer more and volunteers give more. The two — volunteering and giving — feed off each other. This shows that the more engaged employees feel with causes that matter to them, the more likely they are to contribute to increase the impact of the giving program. Adding volunteer rewards as part of the program only improves that picture!

According to the 2019 CECP Giving in Numbers report, paid release time and flexible scheduling are the most common volunteer programs, with 66% and 63% of companies respectively offering these programs. And they're also the fastest-growing programs internationally. Pro-bono service is the fastest growing domestic volunteer program, with 62% of companies reporting that they provide opportunities for skills-based volunteer service. Virtual volunteering is less common, with 36% of companies offering this program, but we're seeing more companies making the shift to virtual volunteering since COVID-19 struck, as a way to keep their employees engaged and connected.

Why the emphasis on volunteering? It's a proven way to boost employee participation and engagement and reduce turnover. Data from 118 enterprise companies shows that companies who engage their people in both giving and volunteering see an average of 57% less employee turnover.

The average employee donation amount is
41% higher
at companies that offer a volunteering program vs. those that don't.

A show of hands

Volunteer management is easily enabled within the Benevity solution, which allows employees to track their time, employers to attach matching gifts, donation currency or other rewards, and administrators to measure and drive participation, among its many features.

Our previous vendor's volunteer time tracking was so difficult to use that NONE of our 6,000 employees used it, and we had no data. Tracking volunteer time is super easy through Benevity!"



— Fortune 500 energy client administrator

The experience should be the same no matter where you are in the world... it's challenging, but I think the best way to go about it is to create global frameworks that can be localized and implemented on the ground, as appropriate by culture, and for language or for the NGO sector in those countries where your people are.



— Diane Solinger,
Google, [GooglersGive Lead]

Strategy #6

Internationalize your program

International giving and volunteering are on the rise. In fact, our international solution, Benevity OneWorld™, was our fastest-growing feature in 2018, with 85% year-over-year growth. With such a global and diverse workforce, it's not surprising that companies want to offer everyone an engaging experience, no matter where they are in the world. And participation numbers are encouraging. Companies with Benevity OneWorld enabled have an average donation participation of 22% while those without have an average participation of 18%.

But it's important to create a localized experience that has a truly global impact. Outsourcing to a collection of unaffiliated third-party providers leads to a fragmented experience that increases administrative costs and decreases the potential social impact.

Your international solution needs to connect employees across borders and across cultures by providing a single, cohesive and consistent user experience that unifies your corporate culture around purpose. That means choosing a partner capable of simplifying the complexities of international giving, granting and volunteering by vetting nonprofits, localizing languages and currencies, and disbursing to international organizations — leaving you breathing a sigh of relief.

Benevity OneWorld was our fastest growing feature in 2018, with

85% YOY growth



Think global and local

Offering your employees all over the world an equally engaging experience with a truly local impact is possible with Benevity OneWorld. It's the most global solution on the market, connecting people to nearly 2 million vetted nonprofits in nearly every country and 20 languages.

Put it all together

The days of top-down fundraising with pledge forms are mostly behind us. Today's employees are empowered by technology and democratization in most things that they do, and purpose is more top of mind than ever. Any of the strategies in this e-book will deliver measurable results for your workplace giving program when done in the right way. And better yet, when you apply several, you may just find yourself transforming a stagnant program into a pillar of your employee engagement strategy and unifying element of your corporate culture.

More than halfway there?

In a recent survey, 60% of respondents indicate that they volunteer through employee volunteering programs, and nearly 50% report that they donate through employee giving programs.¹

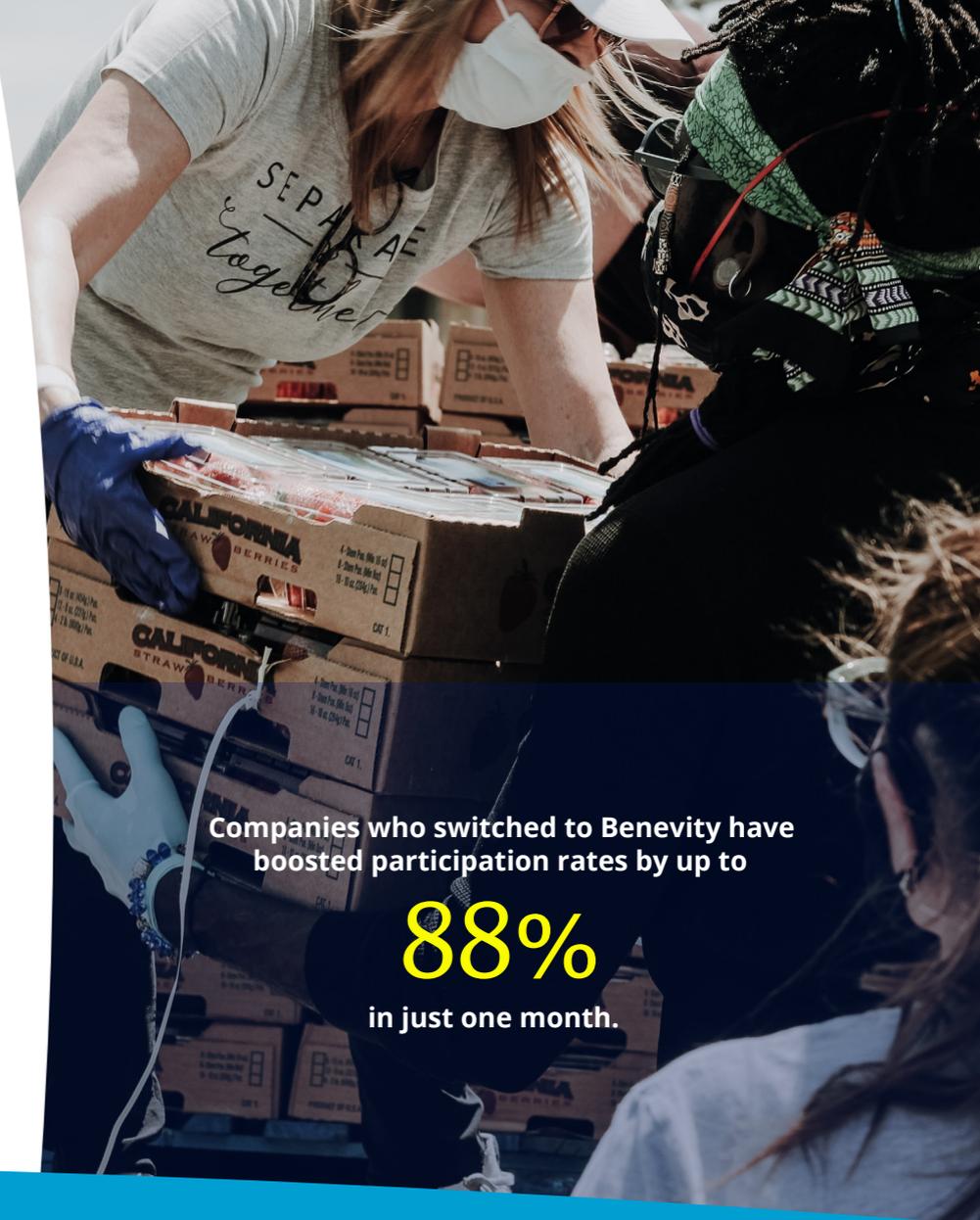
The business value of doing good

Data shows that employees want to work for companies that reinforce their personal values. More than 70% of respondents said it was imperative or very important to work for an employer where mission and values align.

If increased purpose-based participation is essential to your organization, you owe it to your people to deliver the best giving, matching and volunteering program possible. And remember the larger payoff: a workforce that is genuinely and impactfully engaged.

How we help

Talk to us about how we can help you build a corporate purpose program using these best practices and [Spark](#), our industry-leading employee engagement solution.



Companies who switched to Benevity have boosted participation rates by up to

88%

in just one month.

You are helping the wealth of our company and its people to create positive change in the world. We see it in the faces of our employees. We see it at work in our communities. We see it in the smiling faces of children from Belgium to Brazil. Your work allows us to focus on impact and go farther than I ever could have imagined.

— Fortune 500 energy client administrator



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e-book

A Corporate Guide to Putting the *SDGs to Work*

7 Strategies to Create a Successful SDG Program



Tackling the world's *biggest issues*

While we've made unprecedented economic and social gains over the last few decades, that growth has come at a cost to our people and planet — and we've reached a tipping point where it's no longer sustainable. The UN Sustainable Development Goals (SDGs) promise action on 17 critical social and environmental issues — from ending poverty and homelessness to protecting the planet to fighting inequalities — by 2030.

While 193 world leaders have signed on to tackle the SDGs, governments can't achieve them alone. So the 17th goal is a call for businesses and citizens to step up — to collectively and systemically solve the world's biggest issues.

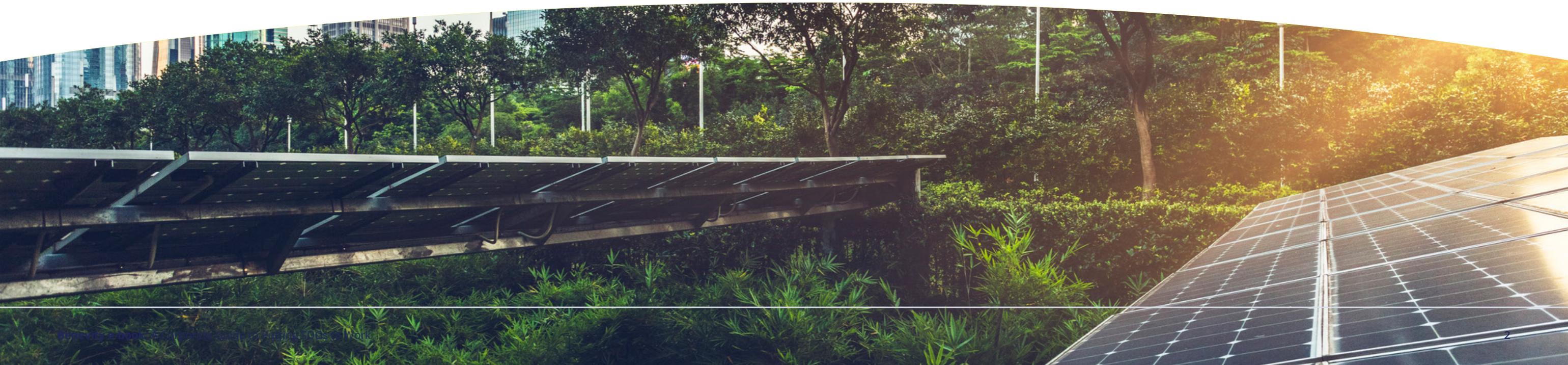
Taking the SDGs Beyond Business Practices

As the SDGs increasingly gain profile, many companies have already aligned their business practices to the Goals. While it's important for companies to lead with purpose, we need to remember that purpose is also personal — and the SDGs were designed to be tackled through the collective action of everyone.

Taking collective action on global issues has long-term business impacts too, as people's identities become more intertwined than ever with the companies they work for and buy from —

especially when it comes to Gen Z. The most recent data from Porter Novelli shows that 90% of Gen Z believe companies must take action to help solve social and environmental issues, and 83% of employees and 72% of consumers consider a company's purpose when deciding where to work or shop.

When we engage our people through purpose, it shows them we're all in this together. And, perhaps more importantly, it gives them a personal sense of efficacy that has the power to inspire a movement — with millions of people working together to solve our most pressing global challenges.



Cause Pillar and *SDG Alignment*

- | | |
|---|---|
| 1 No Poverty | 10 Reduced Inequalities |
| 2 Zero Hunger | 11 Sustainable Cities and Communities |
| 3 Good Health and Well-being | 12 Responsible Consumption and Production |
| 4 Quality Education | 13 Climate Action |
| 5 Gender Equality | 14 Life Below Water |
| 6 Clean Water and Sanitation | 15 Life on Land |
| 7 Affordable and Clean Energy | 16 Peace, Justice and Strong Institutions |
| 8 Decent Work and Economic Growth | 17 Partnerships for the Goals |
| 9 Industry, Innovation and Infrastructure | |

Health & Wellness: **3 & 6** Environment: **7, 11 - 15**
 Education & Innovation: **4, 8, 9 & 11**
 Community Improvement: **1, 2, 4, 6, 8 - 12**
 Hunger: **1, 2 & 6** Human Rights & Equality: **1, 2, 5, 10, 16**
 International Development: **1 - 6, 8 - 10**



A Powerful Engagement Tool

Think of the SDGs as an incredibly powerful employee engagement opportunity. By incorporating the Goals into your workplace giving and volunteering programs, at a grassroots level, you're creating a sense of shared purpose for your people that will connect them to your company, their communities and the world. And beyond social impact there are also tangible business benefits around attracting, retaining and engaging top talent who are looking for more

than just a paycheck from their employer. We know today's workforce cares about social and environmental issues: 81% of millennials said they expect businesses to act on the SDGs, in a 2016 Corporate Citizenship study, and the 2020 Edelman Trust Barometer shows that 73% of people expect their employers to provide opportunities to help shape the future of society. By combining a top-down approach of operational and sustainability practices with the power of your people, you'll be well positioned to have greater social and business impact.

7 Strategies to Create a Successful SDG Program

The 17 Sustainable Development Goals provide tons of opportunity for employee engagement, year round. Below are 7 strategies to help you incorporate them into your giving and volunteering programs and see measurable impact.

1 Identify the Goals you want to focus on

Individual Goals will resonate with different people, and some will align nicely with your company pillars and your people's passions. The key to engagement is offering choice. Do a poll or look at data you might already have to see what your people care about most. Then look at the Goals that align with your company pillars. You might be surprised to see some overlap.



Did You Know?

Among Benevity clients and their employees, Sustainable Cities and Communities was the most supported Goal in 2019, receiving 33% of total SDG-related donations and 34% of total volunteer hours, compared to other SDG categories.

2 Run SDG campaigns

Now that you've identified the Goals you want to support, tie the SDGs into your giving and volunteering initiatives or, better yet, run several mini-campaigns focused on different Goals to boost participation in your programs all year round. One Benevity client took their month of service campaign and organized volunteer opportunities around four SDG categories: Human Rights, Health, Human & Natural Environment and Economic Opportunity & Employment. They also created news items explaining each of the categories, to help their people understand each of the SDGs better.

3 Leverage important calendar dates

Are there any noteworthy days or events your company and people want to support (i.e. Earth Day, World Refugee Day, International Women's Day, etc.)? These dates will align with one or more of the SDGs, and are a great opportunity for a timely giving campaign.

Think not about what perfection and nirvana looks like, but ask a much simpler question: What can we do next? And what might we be able to do together?

John McArthur,
Senior Fellow, Brookings Institution
& Senior Advisor, UN Foundation



4 Reward the passion

By offering corporate matches on the donations your employees make, or volunteer rewards for the time they donate, you can amplify the impact you're making together on the SDGs. Consider getting creative with a "super match," where you offer a higher match rate on donations to causes that connect to the Goals and your company's strategic pillars.

5 Promote, promote, promote!

One of the best ways to increase participation in your campaigns is to promote them, so spread the word! Use every channel you have — emails, intranet, news items, posters, communications from senior leadership and peer-to-peer. That last one is big, especially if your corporate social responsibility team is small. Find out who in your company is already passionate about the SDGs and get them involved. When the message comes from a peer it gives it a humanizing force, and we're more likely to want to get involved if a friend, colleague or someone we admire comes to us. So tap these local heroes to help.

? Did You Know?

Publishing and promoting featured campaigns can double participation!

6 Use technology that makes it easy

Enabling technology is critical to the success of your SDG strategy. If you have one tool that can handle giving, volunteering, corporate matching and granting together, it will be easier to align your overall engagement and participation in the SDGs across all of your programs.

7 Track your impact – and share it

To get a holistic view of the impact your people are making on the SDGs, the platform you use should also be able to track and report SDG-specific donations and volunteering. Then you can share that data at the end of the year for a cohesive impact story.

? Did You Know?

Employees are 2x more likely to donate when their company offers matching.

You Can Make a Difference

It's easy to look at massive problems like poverty or global pandemics and feel like they're impossible to solve, but we're already making huge progress! Consider poverty, which might seem like a giant, unsolvable problem. Yet extreme poverty has already dropped by more than 50% since 1990. That's incredible! When we all pull together collectively, small actions add up. It's all about reframing our mindsets, and looking at these Goals as a way to get everyone on the same page on what we all care about, so we can open up a world of opportunity for making a big impact, little by little.

We can't leave it up to government alone (especially in light of some of the policy decisions we've seen over the last few years), and we can't leave it up to a few innovative players either.

Let's finish what we started — together!



SDG Campaign Kits

Benevity supports our clients with more than our great software. We also provide programming and campaign tools, including ready-to-go campaign kits with everything they need to enable their people to act on the Sustainable Development Goals. Each SDG campaign kit includes pre-written content and imagery, as well as a curated list of relevant nonprofits for people to support through donations and volunteering.

[Request a demo](#)



Benevity, Inc., a certified B Corporation, is the global leader in corporate social responsibility and employee engagement software, including online giving, matching, volunteering, community investment and purpose-driven actions. Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate "Goodness" programs that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them. With software that is available in 20 languages, to an employee base of 12 million users around the world, Benevity has processed more than \$4.6 billion in donations and 23 million hours of volunteering time and awarded 974,000 grants to 251,000 nonprofits worldwide.

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