



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.<sup>1</sup>



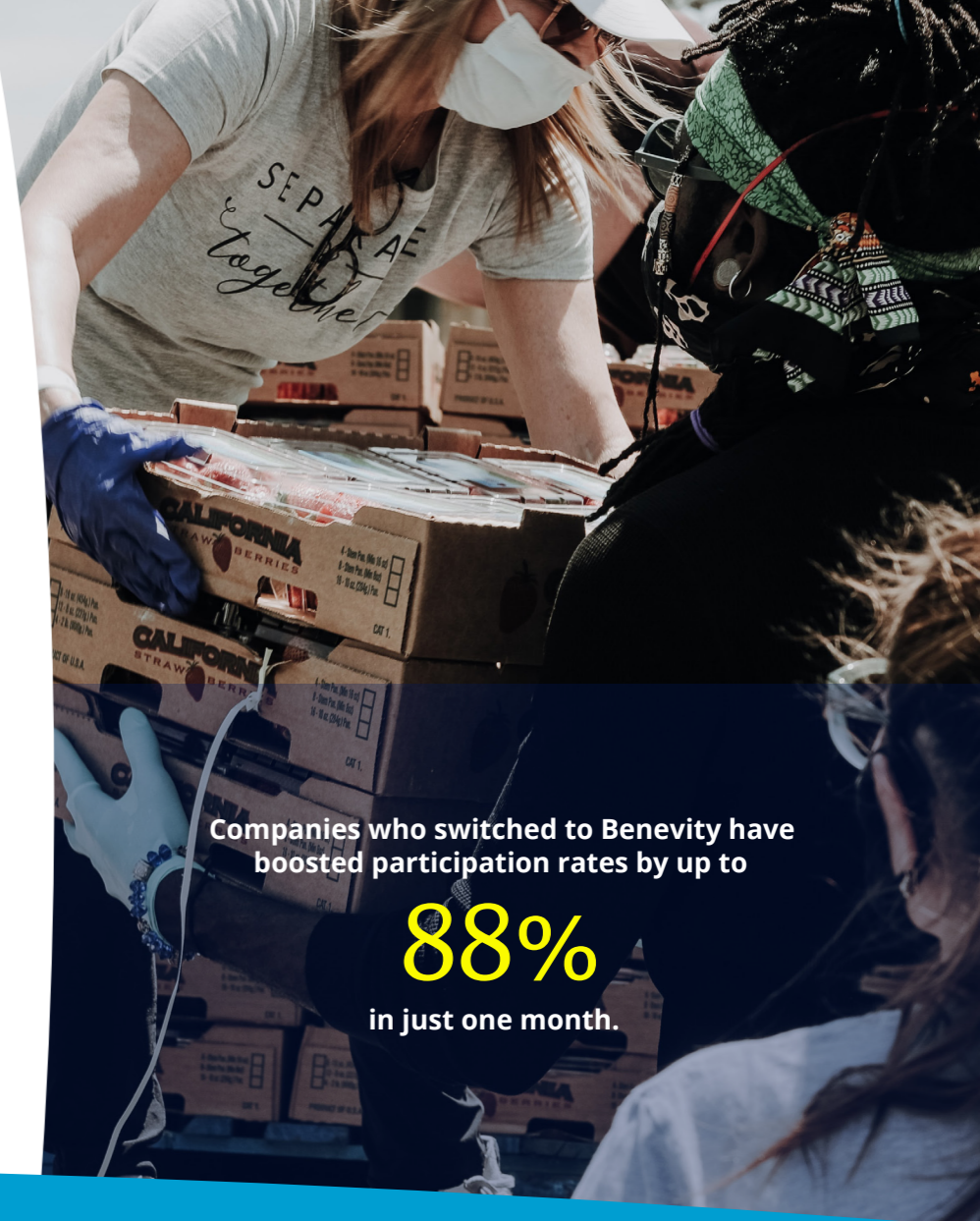
## The business value of doing good

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



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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