



# A *Quick Guide* for Comparing Global Goodness Solutions

10 capabilities your provider needs to deliver on

A Gallup study reports that 87% of employees worldwide are disengaged. In the U.S. alone, the number is only slightly better: 68%. There's no silver bullet, but an international giving and volunteering program that empowers, rewards and amplifies people's passions is a proven way to truly engage both local and global employees.

When the goal is engaging everyone, a single-country approach won't work. It has to include all of your people (and all of your communities) to be effective and impactful.

Executing a successful global Goodness program takes a high level of expertise, sophisticated technology and scalable infrastructure. There's a lot to consider when choosing a vendor, so we have some tips for what to look for, and questions to ask, to help you make the right choice.



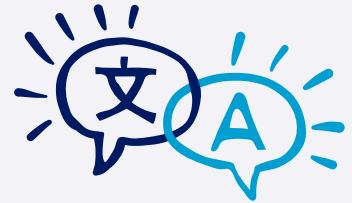
*Questions to ask...*

## 1. Local languages

Providing an inclusive experience for a diverse workforce is table stakes for modern businesses that want to create a unified culture. And when it comes to languages, more is better — who knows where your business will expand to next?

**Ask your potential vendor:**

- How many languages is your solution available in? Which ones?
- If you offer charity support, how many languages is it available in? Which ones?



## 2. Global donation capabilities

Providing employees with the ability to give in the broadest possible range of currencies is vital to promoting inclusiveness. Executing payroll giving and receipting according to local regulations are also must-have features. **Ask your potential vendor:**

- How many countries can you provide official tax receipts for?
- Can users donate via local credit card, PayPal, and payroll?
- Do you understand the rules for payroll giving in different jurisdictions?
- How many currencies do you enable payroll giving in?
- Do you mark up currency exchanges?



## 3. Choice: must provide access to a large and global database of charities and NPOs for giving and volunteering

Giving your people the wide selection that will let them support the causes they are truly passionate about will be vital to driving engagement in your program.

**Ask your potential vendor:**

- How many charities and NPOs are in your database?
- How many are outside of your headquarters country?
- How many of the causes in your database are vetted?



## 4. Vetting process that is thorough, trusted and timely

Vetting international charities can be complicated and costly. And the stakes are high. Giving to an organization that is not what it seems could mean misdirected charity dollars and a reputational risk to your company.

### **Ask your potential vendor:**

- Describe your experience in vetting international causes.
- Describe your process, including sources of charities for your database, watch lists monitored, etc.
- Does your vetting only account for Equivalency Determinations (which can be burdensome on charities), or do you provide determinations based on locally relevant criteria?
- Do you have on-the-ground partners to provide vetting support in countries around the world?
- Do you provide the ability for charities in all countries to self certify that they meet criteria that align with a company's corporate values (e.g. anti-discrimination, secular use of funds, political affiliation)?
- What do you charge for vetting and adding international charities?



## 5. Ability to support and onboard global charities

Believe it or not, the operational and administrative needs of charities sometimes get lost in building international programs. Your vendor should have significant resources to support them.

### **Ask your potential vendor:**

- Do you have dedicated staff handling charity inquiries and administrative needs? How many people?
- Do you have a dedicated portal where charities can apply for eligibility and provide content like projects and volunteering opportunities for your people to engage in?

## 6. Accurate, cost-effective and rapid disbursement process

Getting donations to international charities is a complex process. And fewer hand-offs between the donor and the recipient charity ensures a more secure and less costly transaction. Look for a vendor that executes as much of each transaction as possible. **Ask them:**

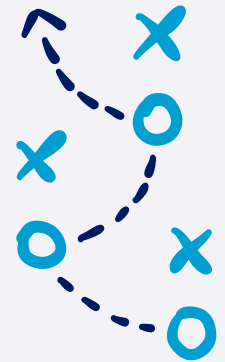
- How do you distribute international donations given checks are not accepted in many countries?
- Do you outsource to 3rd party providers to handle disbursements or do you keep this “in house”?
- If you use a 3rd party, what are their fees? Do you pass them on to the recipient charities?
- How do you vet 3rd party vendors?
- What percentage of your disbursements are done by EFT (electronic funds transfer)?
- Do you charge for EFT transfers?
- What soft costs (e.g. check processing, recording) are associated with your disbursement process?

## 7. Deep knowledge of local regulatory requirements

Each country has their own regulations for giving and volunteering (for foreign giving to domestic charities, tax receipt eligibility and more). Allowing for support of charities in global locations requires a deep knowledge of foreign rules and practices, as well as integrated software to enable the most localized giving experience possible.

### Ask your potential vendor:

- How does your technology scale to meet the demands of a global program?
- How do you stay current with changing regulations in global jurisdictions?
- Does your solution recognize that local regulatory standards are often more appropriate and reliable than those imposed from outside a jurisdiction? Do you have on-the-ground partners in global locations who support this?



## 8. Intuitive, easy-to-use technology

One of the most significant factors affecting participation is ease-of use for employees.

### Ask your potential vendor:

- Does the software require training for end users? Is there an additional fee for this?
- Do you provide support and updates to program administrators to allow them to run a seamless, efficient program?
- Are you able to provide in-tool reporting at the country/location level? Do you charge for this?



## 9. Experience and expertise in supporting local champions

Local champions (or “local ambassadors”) are on-the-ground employees in locations outside of head office who help administer local programs and promote engagement. Local champions enable companies to support multi-country programs with a small program team. **Ask your potential vendor:**

- Do you have experience in supporting global companies that empower local champions?
- Does your software support a range of permissioned roles to give local champions the tools they need to drive their program?
- Does your solution provide the communication tools to support local champions?



## 10. Client service that understands international giving and volunteering best practices and requirements

Effective client service for an international program needs to answer your “big” strategic questions (e.g. “How can I help my local champions drive participation?”) and the everyday questions of your end users (e.g. “Can I make a donation in rupees?”). That takes a large, highly experienced team.

### Ask your potential vendor:

- How many people are on your client service team?
- Are they in-house, full time employees or remote contractors?
- Will you provide a dedicated senior person to service our program team?
- What is the average turnaround time for user inquiries?
- Are there extra fees or limits on the number of inquiries?



A Guide to Global Goodness, where we share 6 lessons we've learned from working with global Fortune 1000 clients.

[Read our e-book](#)



Want to learn more about how Benevity can help you take Goodness global?

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