

Amplify Your Community Investment Program

How the right grants software can boost your corporate, social and employer brand.

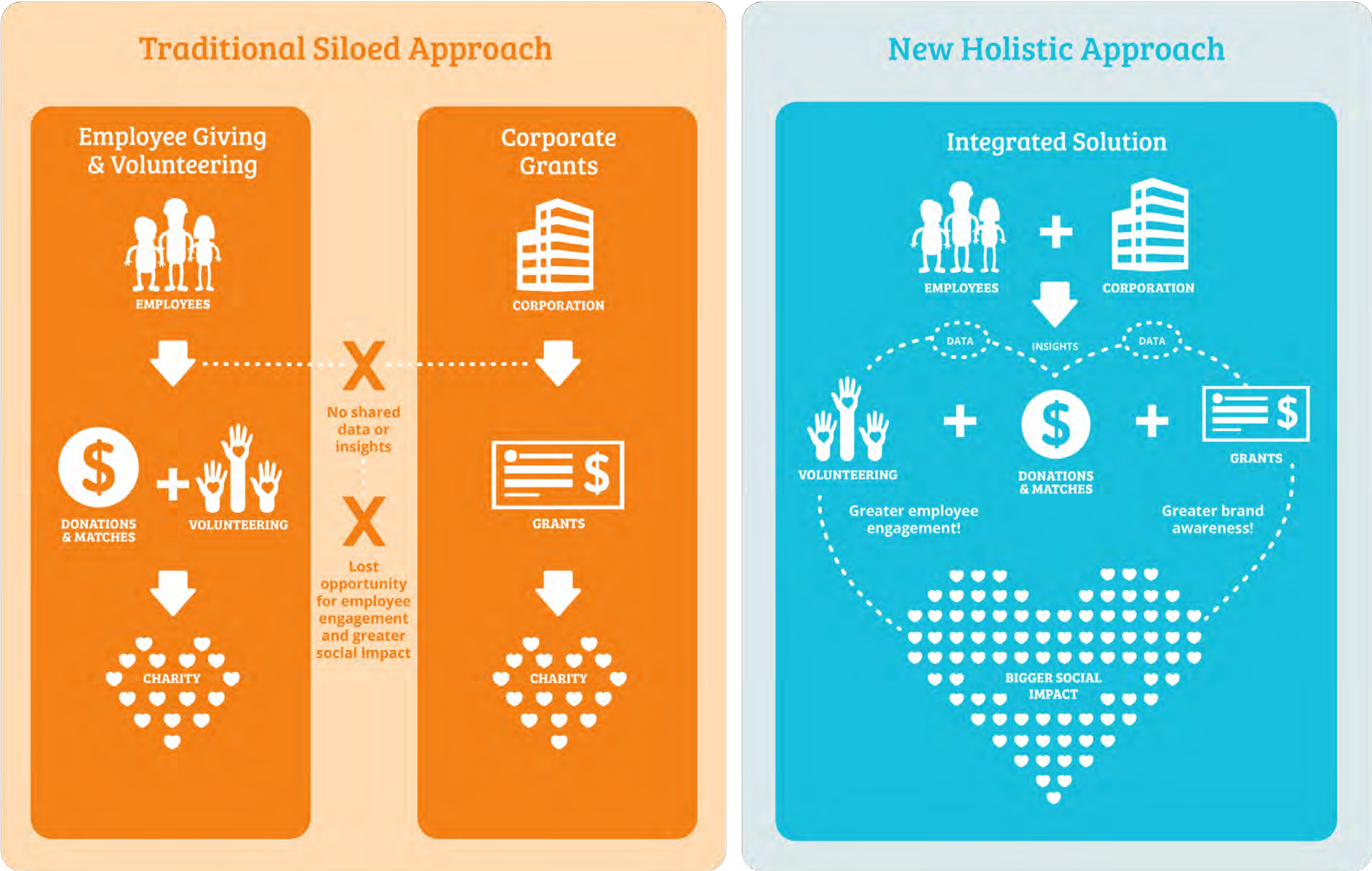


Add Power to Grants With a Holistic Approach

Traditional approaches to corporate social responsibility programs usually silo corporate grants from employee engagement programs centered on workplace giving and volunteering. Separating these programs misses important opportunities to maximize your company's impact

When your programs, budgets and data are managed within a single platform, each element can provide insights and information that companies can then leverage to strengthen both community investment returns and employee engagement.

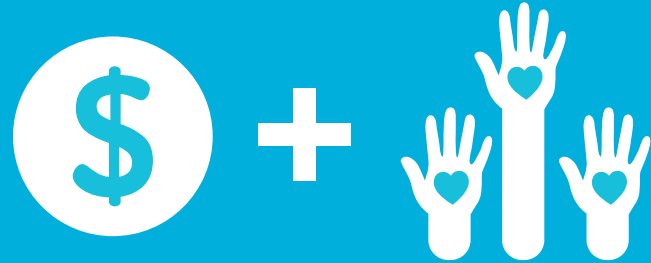
Learn more about how a holistic approach can give your [community investment program](#) the boost it needs!



Use employee data to inform choice



PRO TIP:



Use data from your workplace giving and employee volunteering programs to identify causes your employees care about and incorporate them into your community investment planning.

Many companies base their community investment pillars on business alignment. If one of the goals of your CSR program is to encourage employee awareness and engagement, consider what's important to them in the first place and ensure that it's woven into your community focus. One way to do this is by using data from your employee giving and volunteering programs to identify causes and charities that employees support; it's a lot easier to build excitement (and momentum) around causes your people are already passionate about.

One company that has had [great success with this approach is TQL](#) who use Benevity. By looking at the data to see what causes their employees (who are spread throughout the US) were supporting at a grassroots level, TQL saw an overlap with one of their corporate pillars: causes associated with military and veterans. By making this connection using its data, TQL was able to develop year-long campaigns, helping to drive employee engagement and social impact for this cause further.

Leverage your stakeholders (and budget) to boost impact



When grants are made, building stakeholder awareness— either about the cause itself or the company's involvement—is often a secondary consideration. Corporate announcements and cardboard check photo ops are an ineffective way to build awareness with employees and the public. However, integrating grants into a broader campaign to engage employees is an easy and effective way to get the word out.

At the time of the grant, companies can (and should) reach out to their charity partners to create coinciding employee volunteer events. A time-limited giving and matching campaign (either [using your matching budget or using some of your grants budget for matching](#)) can also be launched simultaneously. Encourage your employees to set up their own “friendraising” pages (which are shared with colleagues, friends and family) to draw even more attention (and dollars) to the cause. All of these components result in heightened employee awareness and engagement with the particular community issue and project.

One example of this is an energy company we work with. Their program has grown over time but, due to a tough economic climate, their budget hasn't expanded accordingly. They realized they needed to do more with less. The company selected several non-profit partners and created mini-campaigns—including news stories and employee giving, matching and volunteering opportunities—all in addition to a significant donation to each partner. While the total corporate contribution was down, employee awareness shot up dramatically and the selected charity partners even ended up receiving more money and support than usual.

[HPE is another great example of a company](#) that's leveraged its stakeholders to boost the impact of their community investment planning. HPE launched a new grants program in 2017 called [Community Impact Grants](#), inviting employees to nominate local non-profits to apply for funding from the HPE Foundation. HPE employees used the Benevity platform to nominate over 200 organizations, all of which were automatically invited to apply and from which 14 were selected based on projected impact and how HPE employees had engaged with the organizations.

Share your successes



A GRANTS STRATEGY THAT MAXIMIZES IMPACT

These ideas are not necessarily new—we’ve been talking about the integrated approach for some time—but it’s nice to see it starting to take root and with great results. As the examples we’ve shared illustrate, integrated “Goodness” software is changing the way companies look at and administer their community investment programs, bringing a higher return on investment for all stakeholders.

Interestingly, these programs are often budget neutral, since you’re simply promoting them in a strategic, integrated manner—not necessarily adding more company money to the mix. By integrating workplace giving, employee volunteering, gift matching and grants programs, companies are more easily and effectively amplifying their community investment initiatives. Like any good puzzle, the pieces fit together seamlessly to create a whole that is greater than its parts.

Creating a story about community impact—and getting that story out—is made easier with integrated software. A technology solution that automatically solicits outcomes and success stories from recipient charities is essential, particularly for community investment programs that are run by one or two people. An integrated platform allows community investment managers to easily create and email out powerful,

promotable success stories. And people always want to share success stories in which they played a part!

Encouraging an army of ambassadors who bring enthusiasm, support and company pride to your community investment program is priceless. Inviting them to share (authentically) on social media and to take a personal stake in the cause will do more to build awareness and recognition

than any traditional top-down approach. And, what’s more? The charity will receive more funds and public exposure than ever before.

The ability to tell a sincere and powerful community impact story strengthens your consumer brand. It also supports your company’s “employer” brand, particularly as employees see that the company cares about and supports the same causes they do.

STAKEHOLDER ENGAGEMENT

Your stakeholders can be your biggest cheerleaders! Share your grants success stories and invite stakeholders to share the news with their networks.

How Benevity Can Help

Learn how a holistic approach can boost your [community investment](#) program.

REQUEST A DEMO



WHO IS BENEVITY?

Benevity is the global leader in online workplace giving, matching, volunteering and grant management software. Some of the world's most iconic brands rely on Benevity's award-winning solutions to power their Goodness Programs, helping them attract, retain and engage today's workers, all while creating a better world by connecting people personally to causes that matter to them. With almost three million users around the world, Benevity will process \$1 billion in donations to more than 100,000 global charities this year alone.