

# Your Guide to Creating and Promoting a Culture of **Gender Equality**





# Gender equality benefits everyone

Gender equality is an important and complex issue that is top of mind for many, especially in the workplace. Companies like yours have a unique opportunity to lead the equality conversation, and you have a crucial resource to help you do it—your own people. Combining your people’s **grassroots passions with your own corporate pillars** will turn your community investment strategy into a true force for change, all while infusing your culture with purpose.

## How you can connect your CSR efforts with the cause

Your programs are a powerful lever that you can use to support and amplify the passions of your socially conscious workforce. Many of your people are already thinking about gender equality and are getting together to take action towards solutions. According to the Center for Women and Business at Bentley University, an average of **8.5% of employees in U.S. based companies belong to Employee Resource Groups (ERGs), with 93% of companies reporting that they have an ERG on the topic of women.** That’s a lot of passion for you to harness!

Whether gender equality is one of your corporate pillars or you simply want to enable your people

to support this important cause, you already have the most powerful tool at your fingertips. **Giving, volunteering and grantmaking programs** (or what we at Benevity refer to as Goodness programs) are increasingly being recognized as critical channels to create a positive and purposeful workplace culture that engages employees and fosters belonging.

Ultimately, your employees are looking for ways to make a difference and create a more inclusive and diverse working world. Give them the support they need with these easy-to-execute ideas:

## Four ways to get involved

### **1 Listen to your people and notice their efforts**

Because gender issues touch so many people so deeply, some of your employees will already be involved in supporting equality, whether through their own charitable efforts and activism, or through official (or unofficial) programs at work.

What kind of activities are your employees already engaging in? Survey the people in your ERGs to learn more about the specific causes they support and the topics and issues they address, or have a look at your data to identify the causes and organizations that your people are supporting.

By aligning your Goodness program with these discussions and efforts, you can build a movement using your giving, matching, volunteering and granting initiatives to help your people feel heard and included.

## 2 Amplify their efforts through your Goodness program

Once you've identified the grassroots passions of your people, empower them to co-create content for your Goodness program all year long. Find passionate and motivated champions who can help you create and share Giving, Volunteering and Friendraising Opportunities within your program. This way, you'll be able to focus on getting everyone engaged in the campaigns you're running throughout the year, and your champions will feel like their voice is being heard.

By showing people that their employer supports their efforts, you can forge an authentic connection with them while helping them develop a powerful sense of pride.



## 3 Get strategic and use your existing relationships

Now that you've empowered grassroots engagement around gender equality, make sure to boost it with your existing strategic partners and charities. Do you have corporate cause pillars—and strategic relationships with key charity partners around those pillars—related to gender equality? Promote the organizations you're already supporting through your corporate granting by creating giving and volunteering campaigns for your people to participate in!

There are many ways you can rally your people around this cause and get them excited in your **community investment strategies**:

- Allow employees to vote on charities that are empowering women in your community and give a grant to the one that receives the most votes!
- Invite your employees to nominate charities that are working towards equality to receive a special grant.
- If you have an employee giving and volunteering program, take a quick look at which causes your people are already supporting with their time or money and use that information to choose which causes will receive grants.

### Want an easy way to highlight the causes your people care about?

Use some of your existing granting budget to run a *special match* campaign to local charities they're already supporting through giving or volunteering. Pick a day, week or month to run a 200% (or even 300%) match to organizations that are working to create an equal world for everyone.



#### Share, promote and involve!

Now that your people are involved in choosing causes, take it further by sharing your social media and internal communications microphone. Nominate an employee (or a few) and pair them up with your social media team to share their stories. If you see that your people are already sharing their stories about gender equality, give them a retweet or a share. By amplifying your employees' voices, you're showing them that you support their passions and want to help them advance the causes that matter to them.

If you're already using software to manage your workplace giving program, encourage your employees to create and send charitable gift cards to their family and friends. Gift cards are an impactful, simple and personal way to let your people spread Goodness to the people they care about.

**Why not do a social takeover? Let one of your passionate people work with your social media team to get the gender equality conversation going. Use important awareness dates throughout the year to supercharge the discussion!**



## About Benevity

Benevity, Inc., a B Corporation, is the global leader in online workplace giving, matching, volunteering and community investment software. 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 17 languages, to more than four million users around the world, Benevity will process over a billion dollars in donations and 10 million hours of volunteering time to almost 150,000 charities worldwide this year.

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