Session Summary

Creating a Culture of Giving

One year after launching in 2019, Gibson Energy experienced tremendous success with their employee giving program in 2020. Learn how building a culture of giving through leadership and creativity helped them exceed 80% program participation!

Hosts

Chloe Mansfield, Community Relations Analyst, Gibson Energy
Jen Ming, CSM, Benevity

Attendees

279 attendees

Key Takeaways

- Gibson Energy saw donation participation up from 64% to 81%, volunteer participation up from 15% to 63%! by creating a culture of giving.
- Engaging leadership and empowering employees is key for success.
- Embrace creativity and willingness to adapt, and nurture employee ideas.
- Make use of intelligent reporting to measure success and impact, as well as opportunity for growth.

Session Notes

Chloe shared the following Top 8 Valuable Lessons:
- **Use your leadership as champions in each initiative.** By engaging leadership early on, you can have their support which will help build momentum.
- **Don't be afraid to go for the WOW factor.** Make anyone willing to participate feel included and part of the movement!
- **Support your employee's creative ideas.** Even unexpected ideas could take off, and with a brave employee who steps forward, others will likely take part too!
- **Use reporting to gain insight on where to focus your efforts.** Work smarter, not harder - focus your time on the areas that need more support
  Use reporting to help leaders help you. Be on the same page as leadership and help each other in smashing the company goals!

- **Learn from employees and find creative solutions.** Get to know less engaged groups and work together to find a solution that works for them
- **Empower employees through inclusion.** The more you include people from beginning to end, the more they engage - and inclusion creates champions who will rave about the program!
- **Track it or it didn't happen!** Without tracking, activities may slip, and you won't know who is doing what. Establish reporting up front with program champions and let them know the significance of capturing the data.

Q&A Discussions and Conversations

- **How large is your CSR team? Is it separate or part of a larger department (e.g., HR)? How are your roles defined on this team?**

Just two employees: One full-time and one who provides oversight (Chloe is responsible for Spark and grants, but has a manager who provides input, direction, and leadership)

- **How do you communicate your good work to employees?**

Always a goal, share stories via email, try to embed "feel good stories" at any opportunity (e.g., town hall, safety meeting, Yammer)

- **Was getting exec buy-in to your campaigns difficult?**

No, it wasn't. We have a great executive team that loves this stuff. They're always looking for me to reach out and ask for their help with campaigns.

- **Who spearheaded the Board's engagement?**

Her leader (who is an executive) loops the Board into these initiatives to generate excitement.

- **How do you define volunteerism and a volunteer hour?**

Chloe as questions such as: Did this benefit your community? Were you compensated to do this?

- **Any other ideas considered for field employees?**

Chloe opened up ideas with field employees to crowdsource ideas that resonated with them and made sense considering their remoteness and their schedules (e.g., Movember, tangible activities)

- **How were you capturing data before Benevity?**

They weren't, just via a number of spreadsheets. Data was all over the place and was inconsistent.