

## Session Summary

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### **What's now & what's next in Spark: Employee Engagement Roadmap**

The last year has shifted the way we work and do good — daring us to ide8 on what's next for company culture and purpose. How can we continue to engage our people and empower them to be the change? How can we streamline our processes to free up more time to focus on strategy?

See how you can drive more impact in your program through our latest Spark enhancements, including automated volunteer time tracking, program benchmarking and the Benevity app.

## Hosts

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**Christine Gillies**, Director, Product Marketing and Client Marketing, Benevity

**Kevin Mclean**, Group Product Manager, Employee Engagement, Benevity

## Attendees

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404 attendees

## Key Takeaways

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1. More participation! Peer matching is here to help turn a moment into a movement, with over 70% of clients using this feature and nearly 5k matches to date. The Benevity app, as well as Missions, also have a significant positive impact on participation.
2. More engagement! Wide range of choice with 46 campaign kits created by Benevity, 4 new Mission libraries, new partnerships such as the one with Give Bkck, and new virtual volunteering opportunities and content creation tools to plan your campaigns.
3. More inclusive! We've invested in making programs more accessible.
4. More impact, less work! Capture more impact with automated time tracking, automatic match request approval and better access to insights over data with real-time ad hoc reporting.

## Session Notes

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- **Participation**

- Peer matching is the primary feature of user's participation in a giving opportunity
- Use the Benevity app and reach removed or disconnected users
  - The app is stable, secure, and accessible with 120 clients using it. 10% of app users are new, which means it is driving participation and it has a return rate that is 2.6% higher than the desktop version of Spark.
- Missions allow you to drive program participation by encouraging small actions and learning. The stats show that companies have a 64% higher participation rate when they have Missions in their Goodness program, and users are 10x as likely to donate or volunteer to a cause after completing a Mission.

- **Engagement**

- Discovery Experiences and Cause Search will allow for better searching in Spark.
- Activity streams which will help foster shared experience across your networks, is now available on mobile! This feature adds a social element to volunteering and allows for more connection in a virtual workplace.

- **Inclusive**

- We're global, growing and helping you make a positive impact around the world. Spark will soon be more accessible with colour contrast settings and other features coming this summer.

- **More impact, less work**

- We've invested in our volunteering infrastructure to allow for easier volunteer administration and we're following-up with faster development of key volunteering features.

## Q&A Discussions and Conversations

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- **Are there plans for an option for users to select more than one Cause at once to donate to (i.e., "shopping cart")?**

We're currently in the process of reworking some of the backend architecture for our donation form. Our goal is to have this new donation form up and running as a pilot in the CI Portal this year. In the year following, we will migrate it to Spark. We're not planning to move to a "shopping cart" model, but we're aware of the multiple donations use case and our design teams are working on a solution for this.

- **Regarding Missions and the focus on user completion and reducing the number of clicks, does this mean moving the activity tracking into the activities themselves vs a separate page?**

We're a little early on deciding the actual implementation of this work and lots of discovery and design work have yet to be completed. However, we acknowledge that there are too many clicks and we're committed to simplifying that.

- **Will reporting be available to show which users use the Benevity app vs. desktop?**

We don't currently have the app data integrated into Benevity Reporting. This is something our analytics teams will be working on in the future. In the meantime, we can provide usage information on request.

- **What is the evolution of the Make a Donation and Volunteer tabs, featured on the dashboard, etc.?**

This is a part of the new discover experience. We're going to be focused on consolidating these views, and the navigation and overall complexity, to make it easier for users to navigate. The details are still in progress, but likely we'd be looking at one page which contains all content types and includes a call out for company promoted content.

- **What happens with auto-tracking if a volunteer opportunity is "ongoing" (e.g., virtual volunteering). Can we turn auto-tracking on and off?**

Volunteering shifts will require a start and end date to trigger automated time tracking. One of the changes we've made here is to abstract the volunteer shifts from the event. So, although the event itself may be ongoing, we are able to timebox the individual shifts.

- **In the future, will users be able to toggle off causes that have yet to be nominated? (Similar to the toggle off feature for ineligible causes)**

We've added a new 'program eligible' filter which will allow users to filter out results that are confirmed ineligible.

- **How can we get more control over the order of featured items on the carousel on My Dashboard?**

We're looking at all aspects of the discovery experience as part of this new project. We're seeing a lot of feedback that employees want more access to program details and their behaviour on the dashboard. As we start to iterate on this more consolidated view, it might make sense to shift and rebuild the carousel to the discovery page itself, while making the dashboard more user focused.

- **Is there an option to collate all AOGF tax receipts from credit card donations made on the site in a calendar year into one receipt issued at the end of the year?**

Unfortunately, this is not an option that we offer today, however it would be great to have a conversation and better understand this nuance. We know that some users will want the donation receipt right after

making their donation and others prefer an aggregated version. This is something that would need to be balanced in conjunction with ensuring that there are no duplications of individual donations across receipts.

- **Can giving opportunities be associated with multiple causes? The main reason (and pain point!) why we don't use giving opportunities is because the money will be split across causes.**

We're not actively looking to implement a feature where you can 'split' or allocate donations within particular giving opportunities. However, we are looking at things like tagging to help group 'like' opportunities together.