

E-BOOK

Today's Guide to Workplace Giving Success

6 strategies to get your people more engaged

It's about engagement

Here at Benevity, we get to talk to a lot of purpose-driven companies and see a wide variety of employee giving and volunteering initiatives. One of the most common themes in the last few years has been the adoption of a different “why” behind programme strategy, design and execution. Corporate social responsibility and community investment leaders, HR folks and even the C-suite are recognising that workplace and corporate giving programmes are no longer just about fundraising; they are becoming an increasingly relevant component of a company’s broader culture, employee engagement and human capital management strategy.

And it makes sense. As the impact has been felt from issues like climate change, social injustice, racial inequity and the COVID-19 pandemic, people have come to expect more from the brands they support. The importance of social issues is changing how employees and consumers expect to engage with businesses. The ways in which people derive meaning, purpose and impact are driving more and more of their decisions. Connecting emotively with today’s employees around issues that resonate with them goes a long way toward attracting, retaining and engaging them, and that has both business and social impact.

So it’s not surprising that the conventional, once-a-year arm-twisting exercise in raising funds for a single nonprofit or small group of nonprofits via paper or digital “pledge forms” is declining in popularity. Today’s employees have high expectations for accountability, transparency, interactivity and technology, which the conventional campaign model struggles to deliver.

Looking at real data from our Fortune 1000 clients, we’ve noted six practices that drive measurable results in workplace giving participation and engagement, all year round. These efforts will help you reenergise employees to do good and prove that your programmes can deliver real impact and engagement ... and help your company bring its corporate purpose to life.

Lip service won't cut it

79%

of employees expect their employer to take action on societal issues.

Source: Edelman Trust Barometer study



Our senior management has always seen fundraising as the goal of our workplace giving programme. By turning charitable giving from a chore into an experience, you’ve helped us to look at our programmes as opportunities to build our culture.

– Fortune 1000 transportation company client

Strategy 1

Make giving personal

We live in a “bottom-up” world, largely powered by democratised, user-centred technology, where people have expectations of self-service, choice and personal preferences. There is clearly no one-size-fits-all cause for today’s diverse and multigenerational workforce. When employees have the option to choose the nonprofit they give money to via a few clicks through their workplace giving programme, they are **five times more likely to participate** than when the company restricts it to one or a short list of organisations. In fact, research by Benevity Impact Labs shows choice is the single most critical feature in driving employee engagement in workplace giving. By opening up the programme with more options that fit people’s passions, employees will feel heard and included – and be more likely to take part. It may seem obvious, but it’s part of delivering purpose and meaning to your people; it needs to resonate at a personal level.

57%

of companies

offer open matching programmes that allow employees to choose any nonprofit they want

Source: CECP Giving in Numbers, 2019

Employees in open-choice programmes are

5x

more likely to participate than in restrictive programmes.



More choice can help make it much more personal

Many of Benevity’s clients open up giving to all of the nonprofits in our database, which means over **2 million** opportunities to make a personal connection at the click of a button. Some people need help with those choices, so don’t be afraid to both empower choice and provide guidance on pillars or causes that have strategic relevance or proven impact.

2M nonprofits found

Add a nonprofit



Joy to the Children	Anuja, Nigeria
Plan(net) Trees	Singapore, Singapore
Mind Matters	Frenso, United States
Meals with Heart	London, United Kingdom
Le Secours Populaire	Paris, France

Strategy ②

Make giving easy

Overall research into charitable giving indicates that “convenience” and “being asked” are the two most important drivers of donation activity. As evidence, Benevity clients who offer the convenience of payroll donations see 69% more participation and 66% higher average annual donation amounts compared to companies who do not offer it.

Besides making automatic deductions possible, enabling payroll also encourages micro-donations throughout the year. That’s attractive to a much broader segment of your employee base (rather than just those who want to and can afford to make donations using their credit cards). Having both options will amp up employee participation, leading to greater impact for the causes they love and a key connection to the employer as facilitator. When you enable these automatic deductions, charities receive a steady stream of funding throughout the year to sustain their good work.

Enabling payroll giving
increases donation
participation by more than

4x

Easy peasy

When payroll is enabled, Benevity users who have never donated through their workplace giving programmes are more likely to give by payroll than any other method, with

87%

of their total donation amount done via payroll. Donors who gave with credit card or PayPal before payroll was enabled switch to using payroll

74%

of the time.

DONATE

Details of your donation

CAD\$

\$25

☐ One-time

☒ Recurring

☒ Payroll

☐ Apple Pay

☐ PayPal

Total:

CAD \$25.00

Donate

>



So far I’ve set up two recurring payroll donations for the Cancer Research UK and MIND (The National Association for Mental Health), which I can edit at any time. I can even choose to pay directly using a credit card or PayPal, or upload funds into my Giving Account to disburse to my chosen charities as I see fit. It really couldn’t be easier.

– Benevity User

Strategy ③

Make it a perfect match

Employees are twice as likely to donate when their companies offer donation matching, where the company will match employee dollars up to a stated cap or budget. When companies put “skin in the game,” they show an authentic commitment to helping employees to give back to causes that matter to them. Company matching isn’t the only type of matching programme. Peer Matching enables employees to match their coworkers’ donations – amplifying the impact even further.

Among Benevity clients, 85% offer matching, and those who do see 80% higher donation participation compared to those who don’t. Many get creative and offer “super matches” for specific campaigns or donations made to the company’s cause pillars. Another strategy involves being thoughtful about the match cap – the annual maximum amount that a company will match. Here, evidence shows that programmes with higher individual caps generate higher average donations. In fact, every £1 increase in the match cap yields another £0.25 in individual donations. Optimising your approach to match caps enables you to manage budget for maximum engagement impact.



Choice is important here because people in open matching programmes are

2x more likely to donate.



Get strategic with your matching

With Benevity’s employee engagement solution, companies can choose how much of their employees’ contributions they want to match, and then it happens automatically in the software. That allows them to choose the right level of matching for their given budget, and to decide how much of an incentive is needed to influence employee action. It also avoids the need for cumbersome match request approvals, since both the donation and the match occur in real time.



The directions are clear and I was able to get my donations matched 2:1 easily. I have to say that the process is EASY and FAST. It’s also easier on the charities.

– Benevity User

Strategy ④

Kick-start participation with incentives

To help boost participation and give employees a kick start for giving back, many companies offer donation currency as incentives through the programme beyond just matching gifts. For example, a company may “seed” employee Giving Accounts with a small donation amount for new employees, or give charitable gift cards as a reward for meeting sales goals or other targeted behaviour. When companies offer incentives to participate, they attract 169% more participants in their programmes overall, while reinforcing a purpose-driven culture. What’s more, programmes that offer incentives enjoy a 33% increase in account activations over those that don’t.

A little incentive can yield huge dividends for the programme and your people’s level of engagement.

Companies who engage their people in both giving and volunteering see an average of

↓ **57%**

less employee turnover.

Programmes that include donation incentives attract

↑ **169%**

more participants!

A good seed indeed



Benevity’s employee engagement solution allows companies to easily seed their employees’ accounts with donation currency and to issue **charitable gift cards**. It’s a great way to create more impact with your existing budget while encouraging more people to do good.



Since we launched Benevity last year, our employee participation rates have more than doubled. I’m getting more leverage on my budget and the CEO recently gave me a shout-out in front of the entire management team!

– Fortune 500 energy client administrator

Strategy ⑤

Unite giving and volunteering

When companies have an integrated employee giving and volunteering programme, gives volunteer more and volunteers give more. The two – volunteering and giving – feed off each other. This shows that the more engaged employees feel with causes that matter to them, the more likely they are to contribute to increase the impact of the giving programme. Adding volunteer rewards as part of the programme only improves that picture!

According to the [2021 CEIP Giving in Numbers](#) report, 87% of companies offered virtual volunteering in 2020 compared to 38% in 2018.

[Benevity's 2023 State of Corporate Purpose](#) report shows 81% of companies with volunteering programmes included acts of kindness in 2022. These include picking up litter or participating in learning opportunities on topics like social inequities and sustainability – ways for people to give time to support individuals or communities directly, rather than volunteering for a specific cause.

Why the emphasis on volunteering? It's a proven way to boost employee participation and engagement and reduce turnover. Data from [Benevity's Talent Retention Study](#) shows that companies see a 52% lower turnover among newer employees when they participate in purpose programmes.

A show of hands

Volunteer management is easily enabled within the Benevity solution, which allows employees to track their time, employers to attach matching gifts, donation currency or other rewards, and administrators to measure and drive participation, among its many features. What's more, with the Benevity app, your people can easily track their volunteer time.

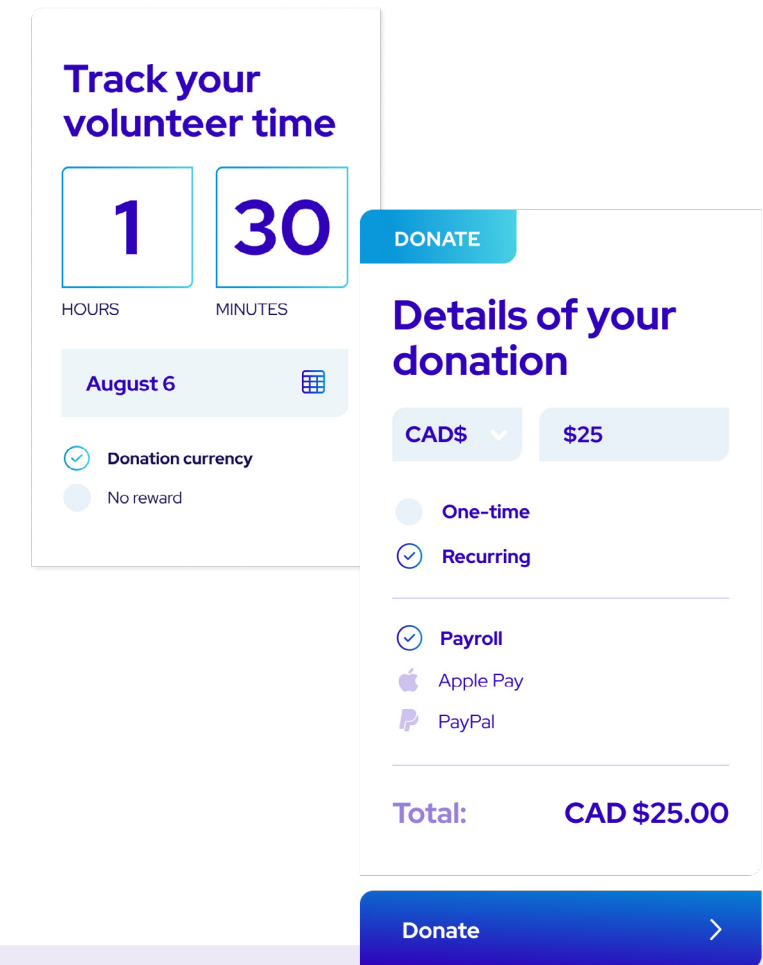


Our previous vendor's volunteer time tracking was so difficult to use that NONE of our 6,000 employees used it, and we had no data. Tracking volunteer time is super easy through Benevity!

– **Fortune 500 energy client administrator**

I'm thrilled to announce that even in this short period, we have 1,093 volunteer hours tracked, especially given that we had ZERO hours tracked in the old system.

– **Fortune 500 healthcare client**



The screenshot displays the Benevity app interface. On the left, a 'Track your volunteer time' section shows a timer for 1 hour and 30 minutes, with 'HOURS' and 'MINUTES' labels. Below the timer is a date selector for 'August 6' and a calendar icon. Underneath, there are two radio buttons: 'Donation currency' (selected) and 'No reward'. On the right, a 'DONATE' button is visible above the 'Details of your donation' section. This section includes a currency dropdown set to 'CAD\$' and a donation amount of '\$25'. Below this, there are two radio buttons: 'One-time' and 'Recurring' (selected). Further down, there is a 'Payroll' section with a checked radio button and two options: 'Apple Pay' and 'PayPal'. At the bottom of the details section, it shows 'Total: CAD \$25.00'. A large blue 'Donate' button with a right arrow is at the bottom right of the app interface.

The average employee donation amount is

41% higher

at companies that offer a volunteering programme vs. those that don't.

Strategy ⑥

Internationalise your programme

International giving and volunteering are on the rise. In fact, Benevity's 2021 [State of Corporate Purpose report](#) shows 67% of companies and their people gave internationally in 2020, up 32% year over year, and 64% offered global employee engagement programmes, up 31% year over year. With such a global and diverse workforce, it's not surprising that companies want to offer everyone an engaging experience, no matter where they are in the world. And participation numbers are encouraging.

But it's important to create a localised experience that has a truly global impact. Outsourcing to a collection of unaffiliated third-party providers leads to a fragmented experience that increases administrative costs and decreases the potential social impact.

Your international solution needs to connect employees across borders and across cultures by providing a single, cohesive and consistent user experience that unifies your corporate culture around purpose. That means choosing a partner capable of simplifying the complexities of international giving, granting and volunteering by vetting nonprofits, localising languages and currencies, and disbursing to international organisations – leaving you breathing a sigh of relief.

Think global and local

Offering your employees all over the world an equally engaging experience with a truly local impact is possible with Benevity. It's the most global solution on the market, connecting people to more than 2 million vetted nonprofits all over the world and in 22 languages.

Benevity research shows

67%

of companies and their people gave internationally in 2020.



The experience should be the same no matter where you are in the world ... it's challenging, but I think the best way to go about it is to create global frameworks that can be localised and implemented on the ground, as appropriate by culture, and for language or for the NGO sector in those countries where your people are.

– **Diane Solinger,**
Google, [Senior Change Management Lead at Google]

Put it all together

The days of top-down fundraising with pledge forms are mostly behind us. Today's employees are empowered by technology and democratisation in most things that they do, and purpose is more top of mind than ever. Any of the strategies in this e-book will deliver measurable results for your workplace giving programme when done in the right way. And better yet, when you apply several, you may just find yourself transforming a stagnant programme into a pillar of your employee engagement strategy and a unifying element of your corporate culture.

If increased purpose-based participation is essential to your organisation, you owe it to your people to deliver the best giving, matching and volunteering programme possible. And remember the larger payoff: a workforce that is genuinely and impactfully engaged.

Companies who switched to Benevity have boosted participation rates by up to

88% in just one month.



The business value of doing good

Data shows that employees want to work for companies that reinforce their personal values.

More than

70%

of respondents said it was imperative or very important to work for an employer where mission and values align.*



More than halfway there?

In a recent survey

60%

of respondents indicated that they volunteer through employee volunteering programmes, and nearly

50%

reported that they donate through employee giving programmes*.

*Source: America's Charities 2022 Snapshot Report¹

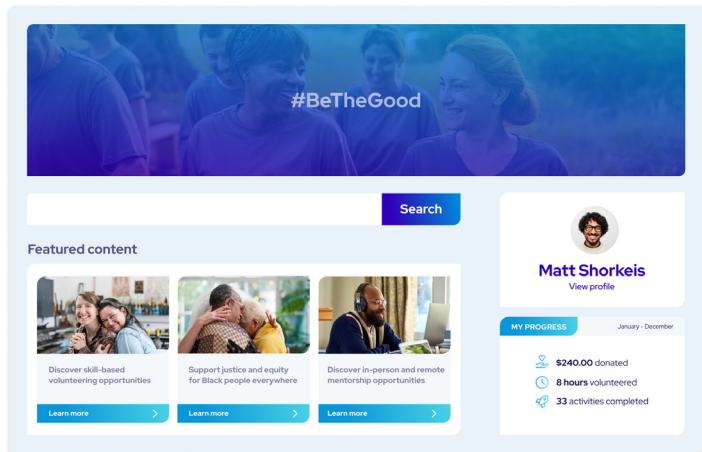


You are helping the wealth of our company and its people to create positive change in the world. We see it in the faces of our employees. We see it at work in our communities. We see it in the smiling faces of children from Belgium to Brazil. Your work allows us to focus on impact and go further than I ever could have imagined.

— Fortune 500 client

How we help

Talk to us about how Benevity can help you build a corporate purpose programme using these best practices and our industry-leading employee engagement solution.



ABOUT BENEVITY

Benevity is the global social impact software with an all-in-one platform for corporate grantmaking, volunteering, giving, micro-actions and employee resource groups. A certified B Corporation and recognised in Fortune's Impact 20, we empower iconic brands to attract, retain, and engage diverse workforces, embed social action in customer experiences, support communities and understand their impact in the world. Since our inception, Benevity has helped businesses around the world donate over \$14 billion, track 72 million volunteer hours and support communities with over \$19 billion in grants.

