



25
GREAT
IDEAS

the **BIG BOOK** of *Goodness*

BENEVITY GOODNESS CATALOG



Spread the Love

Your **ultimate catalog** for year-round giving,
volunteering and small acts of Goodness



People are always looking for ways to do more good and make a bigger impact. And sometimes all it takes is a bit of creativity to engage more people and take your Goodness programs to new heights! Here's 25 ways you can help your people spread the love all year long.

Look for...

Quick Wins



Big Impact



Hot Tips



From Benevity's own
Goodness Guru, April!

Did you know?

70%

of volunteers also donate
money and give almost double
what non volunteers give



Offering a variety of Goodness opportunities ensures your program is inclusive!



01 TALK IMPACT

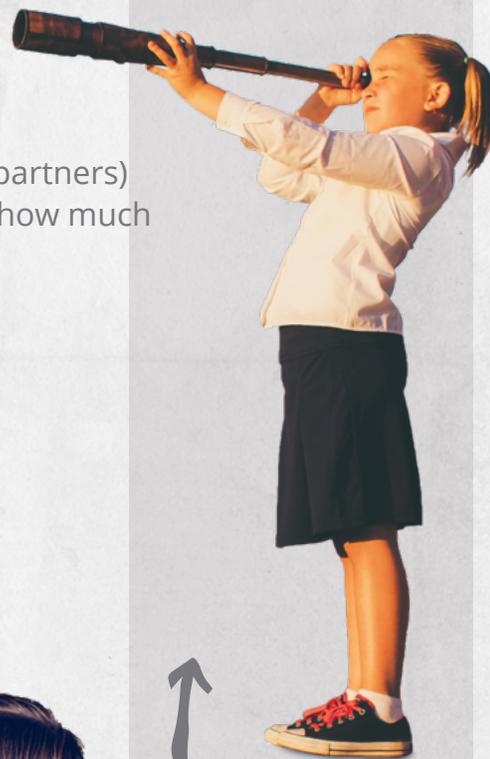
Invite your community heroes (your charity partners) to your office for a meet-and-greet to share how much your people's support means to them.

02 "SHARK TANK"

Host a Shark Tank-style expo. Employees have 5 minutes to make the case for their favorite charities to win a company grant, donation currency or an increased match to their charity.

Amplify your impact

People love to support their peers! Make sure presenters create a Giving or Volunteer Opportunity so their co-workers can get involved, too.



Enlist "celebrity" judges (executives & C-suite) to bring visibility to your program!

03

A GOOD PARTY

You know when you wake up after a company party and the memories start flooding back? Wait, how much good did I do last night?! Make it one to remember...

- 😊 Ask people to make a donation for extra drink tickets
- 😊 Include a micro-volunteering opportunity at the event
- 😊 Put donation gift cards under everyone's chairs, with one big winner getting a larger amount

HELLO



The **#1** reason people don't get involved... they haven't been asked!

04

HOMEMADE GOODNESS

Hold a volunteer bake sale or craft market, with some (or all) of the proceeds going to charity.

Hot Tip

Allow people to turn in their volunteer rewards into tokens to spend on baked goods or market items.

Everybody wins





Make sure to include a Giving Opportunity! Monetary donations allow food banks to purchase items in bulk, so your contribution goes further.



05

THE BIG BUNDLE!

Food, clothing & toy drive

We tend to think of food drives as a holiday thing, but there's a huge need all year round. Same goes for clothing for all seasons and toys for birthdays, so consider doing these drives more than once a year. And if you have program champions in various departments, make their desks collection points.

← Check your local food bank's "most needed items" list!



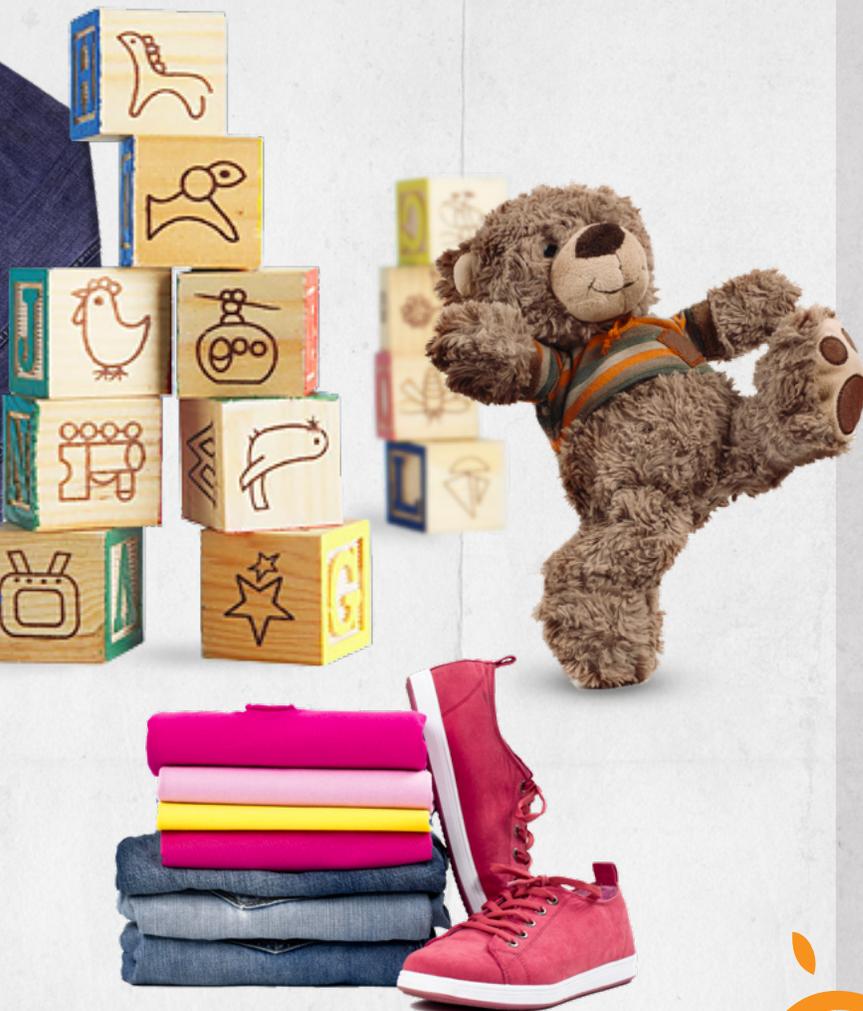
06



RECOGNITION GIFTS

What better way to say thanks for all your hard work than seeding your employee's accounts with donation currency? It tells them you value them and the things they care about.





Event Tips

- ☺ Communicate, communicate, communicate! Send an invite with the important details, and then follow up to remind people it's happening.
- ☺ Include links to any related Giving and Volunteer Opportunities, so they're easy to find.
- ☺ Set a goal in your Giving Opportunities. That thermometer will be a big participation driver.
- ☺ Include a calendar invite, too, so people can block off the time before their schedules fill up.
- ☺ Rally a volunteer to photograph your events so you have real, resonant images of your people to use in future campaigns.

07



SPECIAL MATCH CAMPAIGN

Employees are two times more likely to donate when their companies offer a matching program, and an increased match will make people more likely to do their giving through your program.



Turnover is reduced by

57%

for employees actively engaged in company giving and volunteering efforts

Doing good feels great, especially when you can volunteer alongside your co-workers and friends.



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(BECAUSE YOU) CARE PACKAGES

Rally your employees to build hygiene kits with toiletry items for people in need.

08

GET ARTSY

Channel your inner Bob Ross! Gather some card stock and art supplies and create beautiful handmade cards for kids at your local children's hospital or seniors in your community.

09



MICRO-VOLUNTEERING, MACRO-IMPACT

Many hands make light work—and a whole lot of impact! Offer Volunteer Opportunities that can be completed in one hour or less, right in your office (and can be tracked right there).



Have a drawer of unused beauty samples? Items like makeup and lotions can be a hugely uplifting gesture for women working to get back on their feet.

Volunteers donate

63%

more than non-volunteers



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THANK YOU FOR YOUR SERVICE

A thank you goes a long way—especially for the dedicated men and women who serve your country. Use branded postcards (or make cards) and pass them around the office to let service members know how much you appreciate them.



13

HUNGRY FOR CHANGE

Partner with your local homeless shelter and rally a group of employees to spend 30 minutes in your office kitchen making sandwiches for people in need.



*Micro-volunteering
idea!*



12

REWARDS FOR ALL

Do you have a minimum requirement for tracked volunteer hours? Consider removing those thresholds for a week, a month (or forever!) to encourage more people to try volunteering.





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I HAVE REWARDS?!

Many people forget, or don't even realize, they have volunteer rewards dollars sitting in their accounts. It might sound obvious, but remind them to check their accounts and use those rewards.

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WALL OF GOODNESS

Pull out the craft bin! Decorate some fun cards (or even sticky notes) and ask everyone to write down their favorite charity and why it's important to them. Stick them on the wall, then get people to pick one and support that charity with a donation.

You could even invite friends and family to volunteer!



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MORE REWARDS, MORE IMPACT

Most people want to volunteer more than they do, so give them a reason to get on it by temporarily increasing rewards.



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SHARE THE WARMTH

Put a call out to employees with knitting or crochet skills (there may be more than you think!) who can volunteer their talents to make hats for new babies at your local hospital or warm scarves for people in need.

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TEAM TIME

Looking for team building opportunities? Get your teams together at the movies, or to play a fun round of mini-golf. Or better yet, encourage your teams to volunteer together (or put cross-functional teams together to get to know each other better!).

Volunteering Tips

- ☺ Have Goodness ambassadors? Get their help to gather the supplies you need to make your micro-volunteering events a micro-effort for you.
- ☺ For all volunteer events, be sure to create a Volunteer Opportunity in Spark ahead of time so people can sign up and track their time immediately.
- ☺ Enlist your regional volunteer champions to create their own customized local events. Spark enables you to target the relevant local opportunity directly to employees in that office!



Did you know

People are

50%

more likely to volunteer
when volunteer
rewards are offered

Like board games with your family, but with way less tension! Here are some ways to create a fun, gamified experience—and watch small actions turn into big impact.



19

30-DAY CHALLENGE

Create a month-long (or even week-long) challenge encouraging people to complete a small act of Goodness each day.



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UNDER THE G, GOODNESS

Bingo with a twist. The first person to complete one line of Goodness activities gets a prize, and the first person to complete the entire card gets the big prize (maybe a big company grant to their favorite charity).

WE MADE YOU A HOMEMADE GIFT!

We know you're busy, so we made you a **Bingo card packed** with fun activities and put it at the back of this catalog. Make as many copies as you need and get the competition started!



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FRIENDLY COMPETITION

Get your people fired up with some healthy competition where everyone wins! Get each team in your company to compete for highest participation rate for one month and award the winners.



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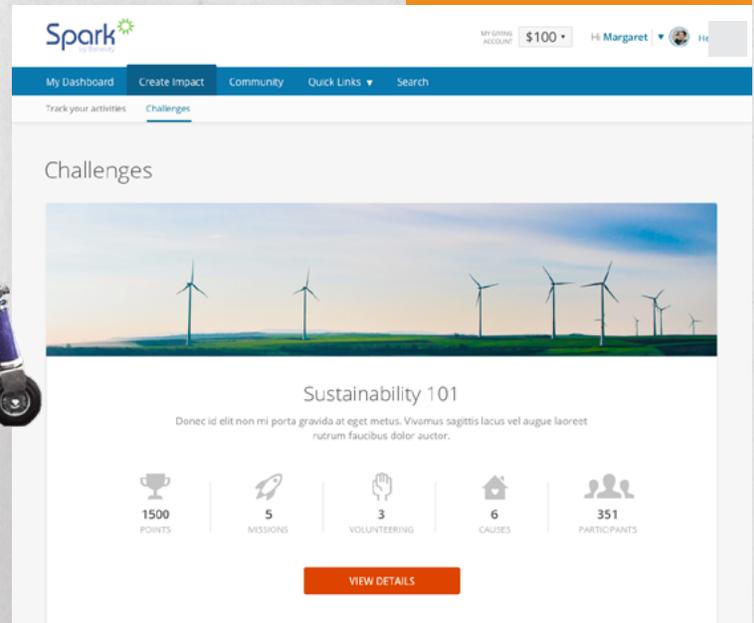
JACKPOT!

Draw names from everyone who participated in your program this year and reward the winners with donation currency to say thank you (and encourage them to continue giving back!).

Want to gamify your Goodness?

Benevity's Missions platform helps you engage your people in fun, easy-to-complete activities. They can complete one—or 10!—in any order. And their personal dashboards will show them their progress (and how they stack up against their co-workers).

Ready to learn more about Missions?
Check it out
[www.benevity.com/
employee-engagement](http://www.benevity.com/employee-engagement)



Do good and build brand awareness, by sharing the Goodness outside your company.

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LESS SWAG, MORE GOOD

Create feel-good, themed charitable gift cards to give to your partners or vendors when you want to say thank you, and remind your employees that they can give charitable gift cards to their friends and family, too!

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GRANTS FOR GOOD

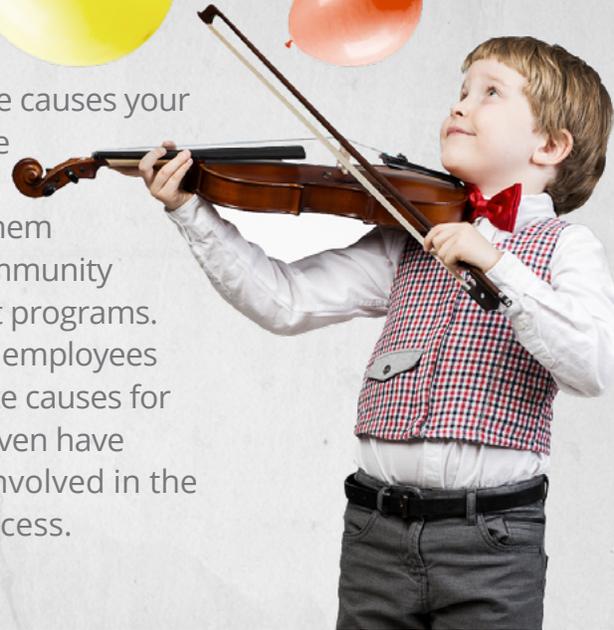
Support the causes your people care about by involving them in your community investment programs. Encourage employees to nominate causes for grants or even have them get involved in the review process.

25



PAY IT FORWARD

Have people nominate their peers for doing good over the last year. Create a hashtag and have them share the stories of these everyday heroes via social media. Hold a vote for favorite stories and reward the winners (both the nominator and nominee) with donation currency.



EXTERNAL IMPACT TIP 1

Create a Giving Opportunity or enable your employees to create their own public Giving Opportunities, so they can direct family and friends to their favorite causes. At Benevity, our clients can publish the Giving Opportunities on the Community Impact Portal, a brandable, public-facing website that accepts donations from anyone.

EXTERNAL IMPACT TIP 2

Encourage your employees to share the opportunities in the Community Impact Portal across their social media networks.





A little bit of good goes a long way! Take Goodness one step further with these fresh ideas.

Bonus #1

SAVE THE DATE!

Plan, create and run a year-round program that engages more people, supports your company's CSR goals and drives impact in your communities with Benevity's Goodness Calendar. It's packed with 100+ cause awareness dates for the whole year!

Bonus #2

THANK YOU FROM THE TOP OF MY HEART

Have a VP or C-Suite send out a thank you to your people for giving back this year. When people know their leaders value giving and volunteering, it goes a long way to creating a purpose-driven culture.

Bonus #3

THE MAKING OF A CHAMPION

If you don't already have program champions, now is the perfect time to recruit some passionate people to help you promote your program and events in the coming year. If you do have champions already, make sure to thank them for their enthusiasm! It really is contagious.



BONUS TIP 1

Get the latest buzz from other CSR pros in Benevity's online community:

When you join Benevity, you get access to The B-Hive Community—your place to swap tips, share knowledge and create content to power your giving and volunteering programs!

Learn from likeminded people who've been in your shoes!

BONUS TIP 2

Many people want to be able to respond to newsworthy events, like natural disasters or human rights causes. Help them plan ahead by encouraging them to add funds to their Giving Accounts now so they're prepared to give quickly when it's needed most.

Make your *mark* on the world



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