

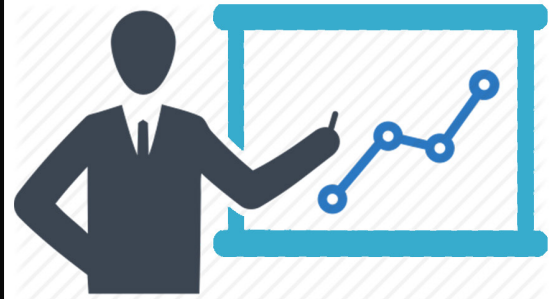
Building Buy-in From Leadership:

How to develop a culture of engagement through employee giving and connect results to retention/recruitment goals.

Step 1: Define what a culture of purpose looks like

Involve your senior leaders and employees in defining what a culture of purpose looks like. Involving them will help build buy-in and support. Interview leadership or implement an employee survey to learn answers to these questions:

- **When is the best time of year to launch a giving campaign or volunteer initiative?** In the interest of company productivity it may not be during the holiday season. Many companies launch programs at other times of the year or multiple times throughout the year.
- **What types of engagement are meaningful, authentic, and fun for them?** For some it may be a fundraising activity or events like a walk or run for a cause. Others may prefer to simply make a payroll or credit card donation to their favorite charity. Others want to give their time and skill.
- **What social issues matter most to your company?** Many employees don't know what these are unless something bad happens. Ask the leaders what matters to make the company sustainable and environmentally responsible. Make sure employees know how the company supports this and what their role is in it.
- **How can/will your employee's social impact support or align with the company's mission or social responsibility goals?** If social responsibility has a direct impact on your businesses license to operate or a regulatory requirement transparency with employees will be important. Developing a program that gives employees the opportunity to give to causes they care about in addition to those that align with company goals will help keep them engaged.



What Your Peers Think:

www.charities.org/snapshot2015



88% believe effective employee engagement programs help attract and retain employees.

88%



77% believe that offering employee engagement opportunities is an important recruitment strategy for attracting millennials.

77%



70% strongly agree that employees expect them to be a socially responsible company.

70%



43% strongly agree that employees want the company to have programs that support environmental sustainability.

43%

Step 2: Connect Your Giving Programs With Goals

If you are looking to connect your giving and volunteering programs to corporate human resources goals, here are some key metrics to consider:

- ✓ Participation rate
- ✓ Job satisfaction rate: participants vs. non participants
- ✓ Influence of giving/volunteering on job satisfaction
- ✓ Retention: Employee turnover rate participants vs. non participants
- ✓ Promotion/Advancement rate: participants vs. non participants
- ✓ Development of job-related skills: participants vs. non participants
- ✓ Employee satisfaction rate for volunteering programs
- ✓ New hires who cite volunteering/giving as influencing their decision to accept job offer

Step 3: Communicate, Communicate, Communicate

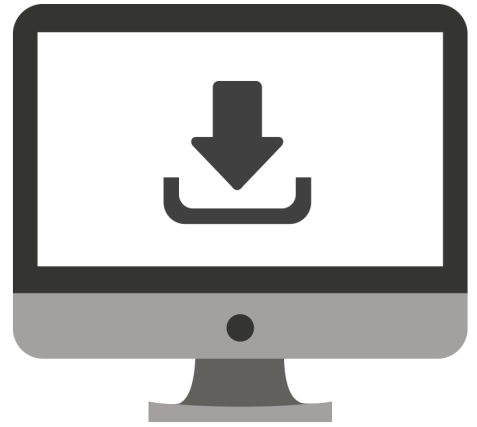
- **Keep your leaders and employees informed on the value** they bring to the community and to their company through their efforts.
- **Empower and engage them to tell their story** – to colleagues, friends, family, everybody.
- **Use exceptional impact stories to help build momentum** to increase the culture of purpose and engagement within your organization.



Take the Next Step!

www.charities.org/contact

As an H.R. or CSR practitioner, integrating the needs of your company and its senior leaders, and creating a culture of purpose and engagement for your employees is essential. America's Charities' team can help you put these steps into action, and provide strategic direction specific to your organization's goals.



Additional Resources:

www.charities.org/guides

