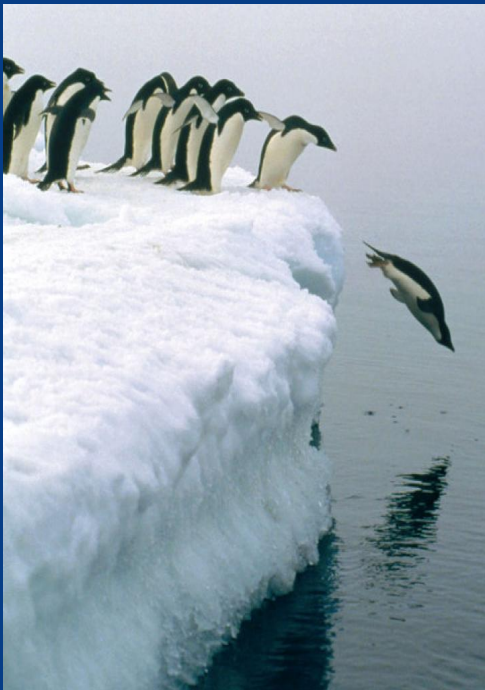




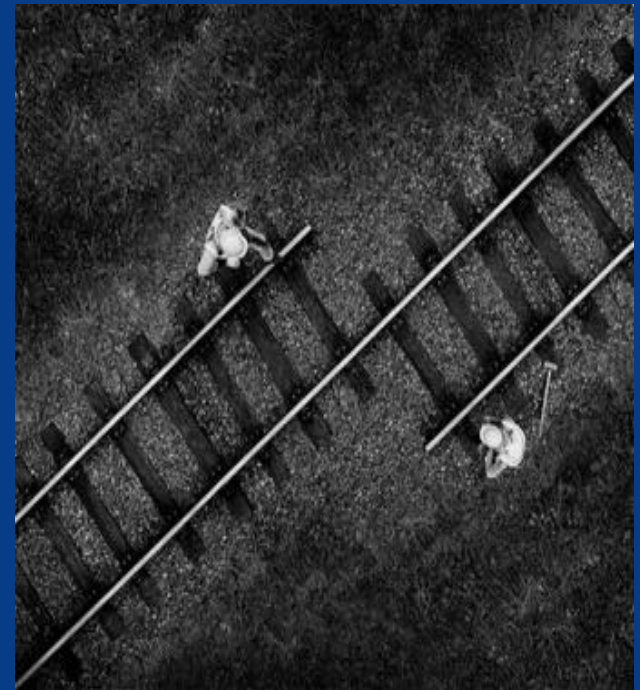
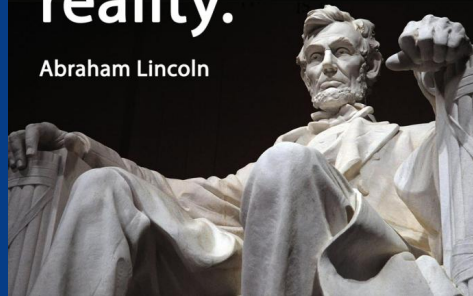
3 Case Studies:

How to Turn Employee Engagement Failures into Success Stories in 2017

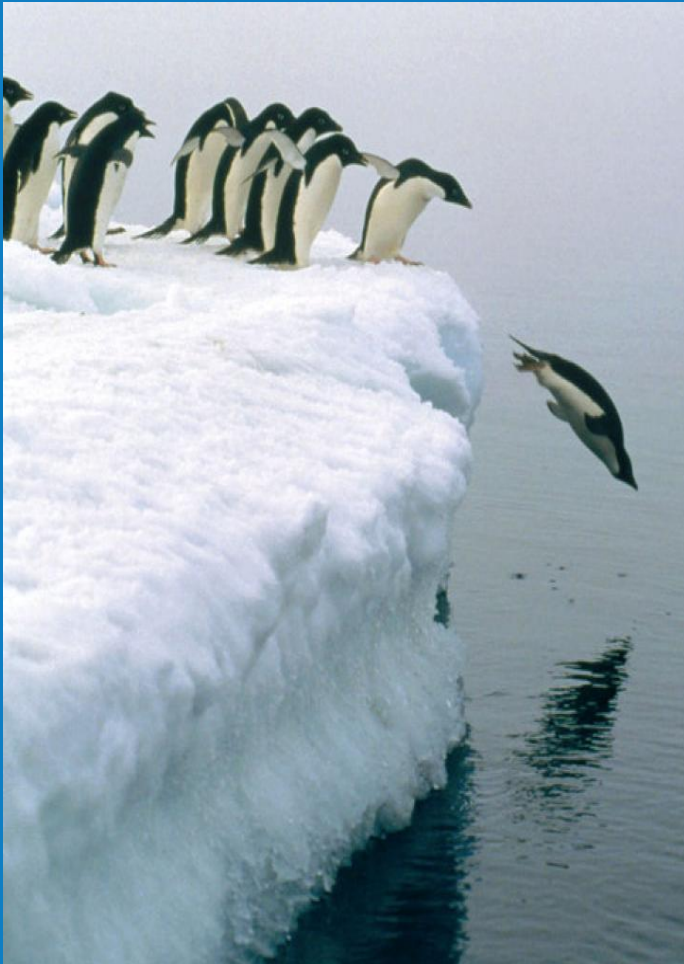


**“Commitment
is what
transforms a
promise into
reality.”**

Abraham Lincoln



Example #1: Lead by Example



“Mary Smith is the HR Coordinator at a large association that offers a payroll deduction program to its employees to support charities. As the administrator of the program, Mary is charged with implementing the program in addition to finding ways to influence new and established employees for their buy-in, support and participation. Mary viewed the program last year as a failure because she could not get more than 5% of staff to participate and did not understand the low participation results. When asked, Mary stated, “I send emails letting them know about the program. Personally, I am not interested in giving to charity. If the employees want to be involved, the program is available.”

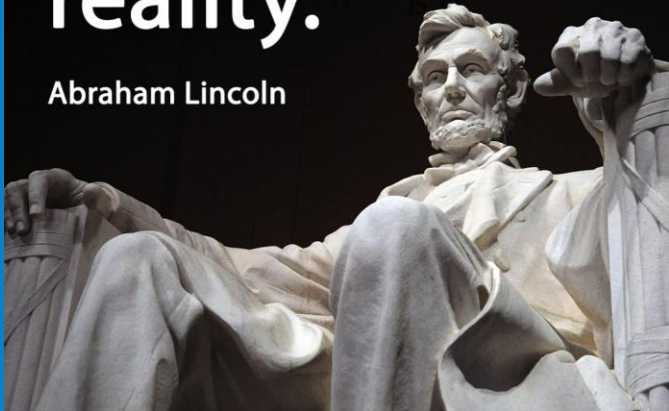
Key Take-away:

- Your program itself may not be the problem.
- Make sure you have the right people in place to coordinate and lead your programs. If the coordinator of the program is “not interested,” how can (s)he persuade other employees, particularly new hires, to be involved? If you don’t believe in it, how can you successfully encourage others?
- We know success comes with leading by example. As [Snapshot 2015](#) states:
“Employee engagement has become a key ingredient in employee recruitment and retention strategies and it **MUST** be authentic. Anything else is considered superficial and inauthentic.”

Example #2: Commitment Matters

“Commitment is what transforms a promise into reality.”

Abraham Lincoln

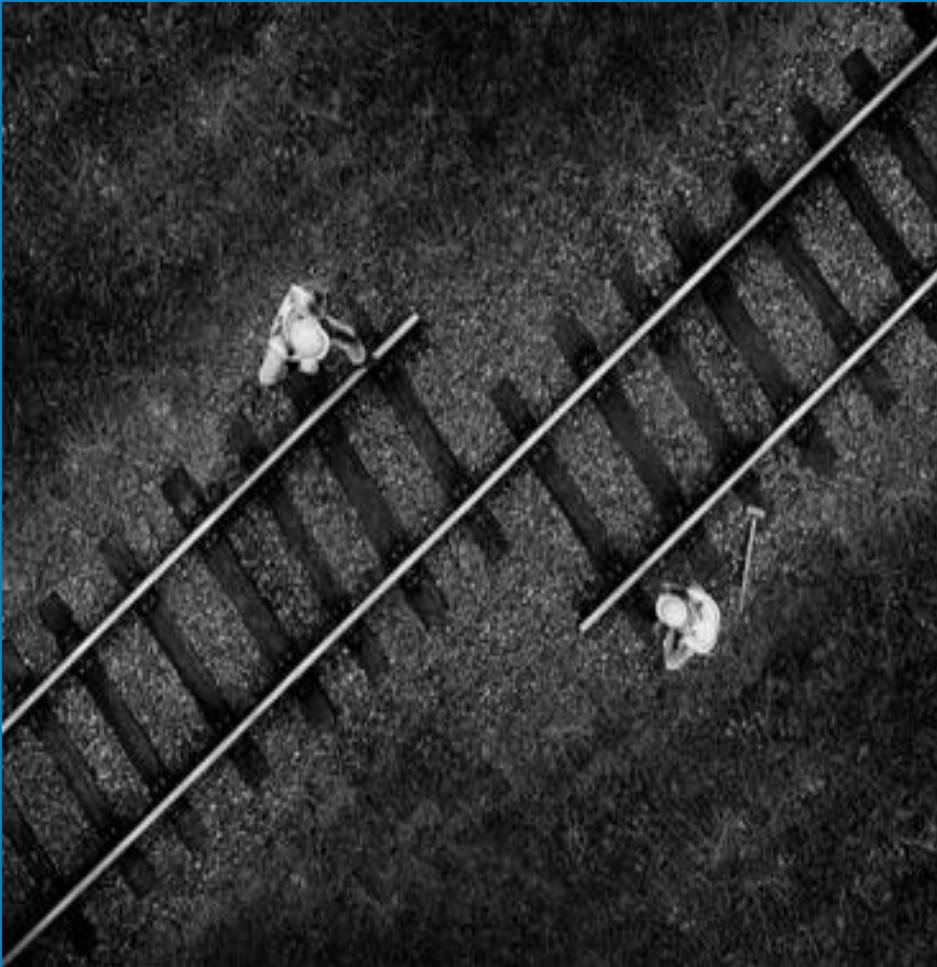


“Larry Jones is a senior attorney at a mid-sized law firm. He volunteers to facilitate their workplace giving payroll deduction program in which the law firm provides a 100% corporate match up to \$5,000. This benefit is part of their recruiting efforts. For the past two years, the program has laid stagnant with no real growth and only one leader from the senior team participating. Larry states he is “too busy to devise a communications plan for the engagement opportunities and leadership does not have time to be involved.””

Key Take-away:

- If Larry is too busy to communicate the fundraising opportunities to employees, how will the employees know how or when to participate?
- Leadership **MUST** be involved in efforts to engage employees. In order to be successful, employee engagement and workplace giving programs **MUST** be woven into the fabric of a corporation's identity, according to findings from [America's Charities Snapshot 2015 Report](#).

Example #3: Strategic Alignment



“Candice Rogers loves to volunteer. Her love for volunteering led to the CEO appointing her to oversee and design their workplace giving / volunteer programs. Candice is fond of the environment so she thought, “Why not get employees involved in cleaning up the bay. Everyone likes cleaning up beaches, right?””

Key Take-away:

- While cleaning the bay is worthwhile, many employees like to select their own way of giving their time, and [skills-based volunteering](#) has a much greater impact.
- Companies need to [align strategically](#) to match corporate and employee interests with the genuine needs of nonprofit organizations.