SNAPSHOT 2015
Best Practices for Workplace Giving

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Top 6 Trends
1. Shift toward Volunteerism
   - Volunteerism: a path to full employee engagement
   - Companies have volunteerism strategies
   - Benchmarking against others’ best practices & programs

2. Increased expectations
   - Year-round giving
   - Measuring ROI

3. Communication
   - Employees can choose the causes
   - Employees connect with peers around causes
   - Supporting employees

4. Short communication focused on 1 or 2 points
   - Have employees share the story
   - Small snippets of info
   - Use social media!

5. Reevaluate what you are doing to ensure that goals are being met
   - How to accelerate our impact?

6. Increased expectations
   - Reading what the company gets out of it

Volunteering and Engagement...
- In the moment
- Any time of the year
- When feeling is occurring
- On-ramps to opportunities should be easy

Companies
- Leaders are on board & asking about the benefits
- How companies measure success is changing
- Corporate giving officers must be one step ahead but not too far ahead
- Reevaluate what you are doing to ensure that goals are being met

Employees
- Value networking, skills development, feeling good
- I want to experience something with others
- Need organizational goals that resonate
- When employees tell others about the event

Nonprofits
- Increased expectations
- Engage: When employees tell others about the event
- Forward-looking companies are aware of & promote employee giving outside of the company

Achieving Balance, Shared Value & Sustained Change
- Benchmarking against others’ best practices & programs
- Leaders are on board & asking about the benefits
- Achieving the goal

Leaders
- Getting involved
- Aligning corporate & employee interests with nonprofit needs
- 100% Engaged
- Millennials have expectations of their employers

Insights
- Embed engagement in the Corporate DNA
- Leadership must be authentic -- Employees will know
- Volunteerism is the core of engagement
- Empower employees to support their preferred causes
- Companies & Nonprofits should define mutual benefits
- Small & mid-sized companies can leverage large companies’ experience

Communication
- From top to bottom
- Use social media!
- Support for employees
- Employees connect with peers around causes

www.charities.org/snapshot2015
Facebook: https://www.facebook.com/AmericasCharitiesFoundation
Twitter: https://twitter.com/AmerCharities
LinkedIn: https://www.linkedin.com/company/americas-charities