

# How to Host Successful Employee Volunteer Events Despite the Pandemic



Presented by Give To Get for America's Charities



# Welcome



**Amber  
Greviskes**

Account Director,  
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**Tory Woods**

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**Jim Starr**

President and CEO,  
America's Charities



[www.charities.org](http://www.charities.org)

# Who is America's Charities?

We inspire employees and organizations to support the causes they care about.

Our goal is to bring more resources to nonprofits



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# Bringing More Resources to Nonprofits



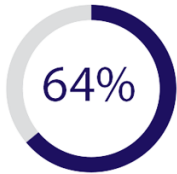
## +\$750 Million Raised



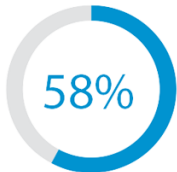
[www.charities.org](http://www.charities.org)



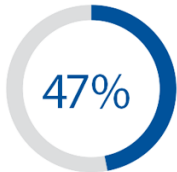
# Top 5 Motivations for Workplace Donors<sup>5</sup>



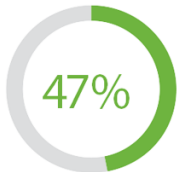
PAID TIME OFF TO VOLUNTEER



EMPLOYER MATCH



EASY-TO-USE ONLINE TECHNOLOGY PLATFORM



VOLUNTEER SERVICE GRANTS (DOLLARS FOR DOERS)



OPPORTUNITY TO WORK WITH COLLEAGUES



**More than 50% of companies indicate the number of employees who give and the amount they give is increasing.** The number of employees who volunteer is increasing and the amount of time they give is growing as well.<sup>1</sup>

**Millennials consider the “charitable” route an impactful method** of changing the world around them. Smaller-scale activities at the local level - particularly in the workplace - provide millennials with a greater sense of influence.<sup>2</sup>

**A well-designed corporate social responsibility program** can increase employee engagement up to 7.5%, increase employee productivity by 13%, **reduce employee turnover by 50%**, and **increase revenue by as much as 20%**.<sup>3</sup>

Millennials with **opportunities to give in the workplace show a greater level of loyalty**, have a more positive opinion of business behavior, and are less pessimistic about the general social situation in society.<sup>2</sup>

**Employee giving programs account for more than \$5 billion** in charitable contributions, much of which is unrestricted, sustainable support, and companies give more than \$17 billion to nonprofit organizations each year.<sup>1</sup>

**Nonprofits value** activities they feel generate more donations, like corporate **matching gifts, year-round giving** and grants that recognize employee **volunteer** service. They also place high value on employees promoting their favorite charities to their peers.<sup>4</sup>

INTEREST

BENEFITS

IMPACT

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# Who We Are:

Give To Get is a social impact company with a 25-year legacy of helping **brands define, develop, and deploy** their purpose through programs and campaigns that deliver results.

Our work creates value from the inside out for all stakeholders: leaders, employees, the company, shareholders, customers, and society at large.

The result? A new triple bottom line: **making your people better, your brand better and the world better.**







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**How do you recommend  
companies get people to act on  
that desire to volunteer?**



purpose in motion®



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# Case Study: Carnival of Giving

## Deliverables:

In 2018, Box's leadership team chose to adapt the company's holiday celebration to include employee volunteer events to truly embrace the season of giving.

In addition to the volunteer programs, Box highlighted its company culture by:

- Inviting popular nonprofit partners
- Highlighting ERG-specific organizations
- Having a DJ & emcee perform at the event
- Hosting nonprofit informational tabling
- Providing branded swag & t-shirts for volunteers
- Developing event-branded marketing materials & communications





# Case Study: Meetings & Events

## Deliverables:

To live out its corporate social responsibility mission, Cisco built social impact programming into Cisco Live, its annual 30,000-person conference for employees, clients, and partners.

In addition to the tradeshow, Cisco highlighted its social impact by:

- Creating a Social Impact Zone and pop-ups
- Monetary donations at the “Cisco Store”
- Nonprofit attendance
- Strategic marketing and communications





**How does Give To Get's approach ensure  
a meaningful volunteer experience that  
benefits all parties?**



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# The Company We Keep: Putting Purpose in Motion



Partial List



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# Social Impact Programs: The Best Practices

## All Programs

### Key Takeaways:

- Scorecard
- Consider Company Culture and CSR Goals
- Find the Best Nonprofit Partner
- Create the Demand
- Consider Timing, Planning, & Budget
- Communication Strategy



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# Social Impact Programs: The Best Practices

## Virtual or Skills Based

- Variety of Programs
- Group Size and Time Commitment
- Track Hours
- Adapting programs to virtual event





# Social Impact Programs: The Best Practices

In person, hands-on

## Key Takeaways

- Planning and Logistics
- Set the Stage
- Localize the Impact



**Everyone wants to help, but with public health guidelines, it's harder than ever to do so. How has that changed over the last year?**



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# Our Virtual Volunteering Program

Boxes packaged at  
our warehouse



Items arrive at  
volunteers' homes



Volunteers create items  
& pack shipping box



Items arrive at local or regional  
nonprofit, in this case, a hospital



Group volunteering  
video conference



Social media sharing  
and interaction



Nonprofit receives  
donation, if applicable



# Case Study: Virtual Volunteering

## Deliverables:

Give To Get has designed a series of virtual, group volunteer events for various companies throughout the pandemic. The events have been used to unite internal teams, virtual conference attendees, and intern gatherings.

## Causes Supported Included:

- Healthcare Heroes / First Responders
- STEM Education / Children's Hospitals / Children in Foster Care
- Environment / Animal Welfare
- Those Facing Homelessness / Career Re-entry
- Seniors



“  
As a remote employee pre-pandemic, I have always wanted to join volunteer events but they were usually hosted at the home office, which is in a different state. It was fantastic to be able to participate and to get to know other employees from across the country.”



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# How can employers measure the value and impact of their program?



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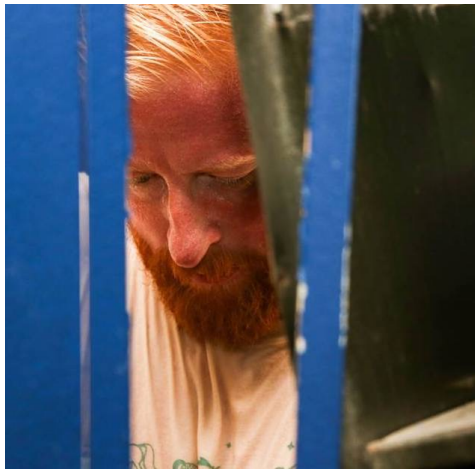
# Social Impact Measurement: A Timeline



	Inputs	Outputs	Outcomes
What it is	The resources invested in a program, including cash, materials, or time.	The goods or services being delivered, and to whom.	The resulting improvement in the intended beneficiaries' wellbeing, such as health, education, income, or housing.
What it shows	Your company's level of commitment and generosity (i.e., how much time is donated)	How well are you leveraging the hours you are donating. (i.e., using your team's skills to the best of their ability).	How much the supported program is improving peoples' lives or society in general (i.e., the social value your investment is creating)



# Social Impact Measurement: Community Outcomes



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# Social Impact Measurement: Company Outcomes

## Your Employees:

- **93% of employees** today believe now, more than ever before, companies must lead with Purpose.
- **71% of employees** surveyed say it's imperative or very important to work where culture is supportive of giving and volunteering.
- **69% of employees** said they won't work for a company that doesn't have a strong Purpose.
- **60% of employees** are so steadfast in their support of Purpose-driven companies, they said they'd take a pay cut to work at one.



*Statistics from Porter Novelli\**



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# Social Impact Measurement: Company Outcomes

Your Consumers:

- **66% of Americans** would switch from a product they typically buy to a new product from a Purpose-driven company.
- **88% of Americans** would purchase products or services from a brand that used purpose-driven marketing.

For Orange, one of our UK clients:

- First choice purchase intention **jumped 42%** for those aware of their community-based activations.
- They received **£2.5mm in press value** in first year



*Statistics from Porter Novelli\* / Orange*



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# Social Impact Measurement: Value for the World

The next phase of measurement is to look at overall value — value to the nonprofit, the company, and the community at large.

By working with our partners at ProSocial Valuation Service and using the IMPACT 2030 Measurement Framework, we're determining your company's impact on:

- Human Capital
- Social Capital
- Intellectual Capital
- More



# What are your key takeaways for those in the CSR space?



purpose in motion™



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# Now Is the Time to be Bold

**You are Defined By What You Do  
More Than What You Say**

**Global Initiatives Need to Have  
Local Relevance & Connection**

**Purpose is Become a  
C-Suite Issue**



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# Thank You!

## Let's Get To Work



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