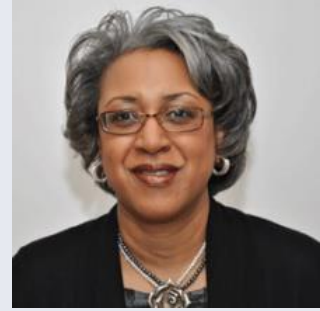


# Snapshot 2015

## The New Corporate DNA: Where Employee Engagement and Social Impact Converge



Melinda Bostwick,  
ACCP



Kim Young,  
America's Charities



Matthew Nelson,  
New York Life

## AGENDA

**1** Snapshot 2015 – top 6 trends

**2** Deep dive into what's important

**3** Final insights

**4** Case study and 5 recommendations

**5** Wrap-up and Q&A

# Top 6 Workplace Giving and Employee Engagement Trends

**1**

Getting involved is an on-ramp to full engagement.

**2**

If it's not authentic, they will know.

**3**

Leadership must be involved.

**4**

Millennials are here and they are company influencers.

**5**

Large companies move over and make room for small-to-midsize companies.

**6**

Alignment of corporate goals, employee interests and nonprofit needs is essential.

“The field is changing so quickly, it necessitates re-evaluation often to make sure there is still alignment with goals.”

## AGENDA

**1** Snapshot 2015 – top 6 trends

**2** Deep dive into what's important

**3** Final insights

**4** Case study and 5 recommendations

**5** Wrap-up and Q&A

# What's Important to Employers

**1**

Providing year-round giving opportunities and volunteer opportunities for employees is of the greatest value to company leadership.

**3**

Ability to measure ROI of employee engagement.

**5**

Connecting employees with corporate signature programs.

**7**

External recognition/promotion of engaged employees to the media and/or the public.

**2**

Support for employees to serve as board members with nonprofits.

**4**

Ability for employees to choose the causes/charities they give to.

**6**

Opportunities for employees to connect with their peers around causes.

## **Transformative Role of Engagement**

**92%**

of respondents noted their customers expect them to be good corporate citizens.

---

Nearly half of survey respondents say employee engagement programs will have a larger, more significant role in employee recruitment and retention strategies in the future.

**88%**

believe effective employee engagement programs help attract and retain employees.

**86%**

believe their employees expect them to provide opportunities to engage in the community and **87%** believe their employees expect them to support causes and issues that matter to those employees.

**90%**

indicated that partnering with reputable nonprofit organizations enhances their brand and **89%** believe partnering leverages their ability to improve the community.

## **Employee Engagement Program Success Measures**

**65%**

or two-thirds measure success by the growth and the trends in the amount of money given and how many employees participate.

**63%**

use employee surveys as a measurement tool.

**44%**

benchmark against other corporate best practices and programs.

**25%**

of respondents also measure success by their media presence - metrics related to visibility in traditional media and social media mentions (retweets, posts, followers, sharers).

# Use of Technology Platforms Small versus Larger Companies

USE TECHNOLOGY PLATFORM TO EMPOWER EMPLOYEES TO DO THE FOLLOWING:	SMALL COMPANIES	LARGE COMPANIES
Give money	64%	96%
Record volunteer hours	50%	80%
Sign up for volunteer event	59%	80%
Evaluate a volunteer event	14%	36%
Access the corporate matching program	27%	80%
Promote their favorite causes	45%	28%
Fundraise for their favorite cause	36%	20%
Push out messages, videos or pictures to their peers	27%	28%



## AGENDA

**1** Snapshot 2015 – top 6 trends

**2** Deep dive into what's important

**3** Final insights

**4** Case study and 5 recommendations

**5** Wrap-up and Q&A

# Snapshot 2015 – Final Insights

1. Employee engagement **MUST** be embedded into corporate DNA.
2. If leadership isn't authentic, employees will know.
3. Volunteerism has become the central core of engagement programs.
4. Engagement opportunities are expanding to support corporate and personal causes.
5. Sustainable corporate-nonprofit partnerships are based on mutual benefit.
6. Small and mid-size companies can leverage the experience and best practices of large companies.



## AGENDA

**1** Snapshot 2015 – top 6 trends

**2** Deep dive into what's important

**3** Final insights

**4** Case study and 5 recommendations

**5** Wrap-up and Q&A

# The New Corporate DNA: Where Employee Engagement and Social Impact Converge

Matthew Nelson

Corporate Vice President, New York Life



# Five Recommendations

- Ensure that company leadership is authentic and senior officers are actively engaged and involved.
- Align employee engagement strategies and nonprofit partnerships with business values and mission.
- Engage in a dialogue with key nonprofit partners to ensure engagement is strategic and is mutually beneficial.
- Involve and empower employees to support corporate signature programs AND the causes they care about.
- Identify opportunities to ensure you use your programs to recruit and retain the best talent by connecting employee engagement to professional development and recruitment strategies.

Ensure that company leadership is authentic and senior officers are actively engaged and involved.

- Culture
- Strategy
- Presence
- Board service

# Align employee engagement strategies and nonprofit partnerships with business values and mission.

- Key to long-term success
- Understand your business
- Childhood bereavement
  - Grantmaking
  - Volunteering
  - Matching
  - Board service

Engage in a dialogue with key nonprofit partners to ensure engagement is strategic and is mutually beneficial.

- Benefits – impact
- Risks
  - BoardSource
  - FMA Institute



Involve and empower employees to support corporate signature programs AND the causes they care about.

- Finding balance
- Don't be afraid to push your strategy

Identify opportunities to ensure you use your programs to recruit and retain the best talent by connecting employee engagement to professional development and recruitment strategies.

- Strategy and business alignment will sell itself
- Create a deep partnership with HR, right from the start
- Leverage skill-based volunteering and pro bono work

## AGENDA

**1** Snapshot 2015 – top 6 trends

**2** Deep dive into what's important

**3** Final insights

**4** Case study and 5 recommendations

**5** Wrap-up and Q&A

# Thank you!

America's Charities mobilizes the workforce to affect social change over the long-term. It was founded in 1980 as a voice for choice in workplace giving and employee engagement programs. We serve:

- **Employers** seeking to launch or revitalize workplace giving & employee engagement and connect those programs to broader strategic objectives.
- **Nonprofits** looking to expand their participation in workplace giving and employee engagement programs.

[www.charities.org/snapshot2015](http://www.charities.org/snapshot2015)

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