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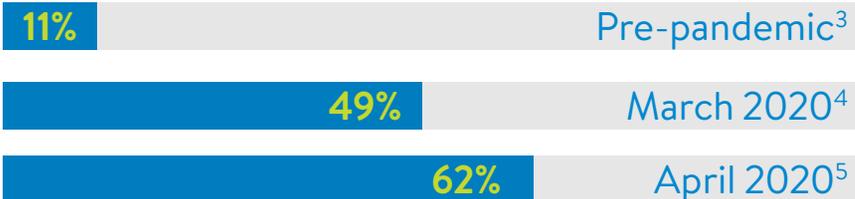
Keeping Remote Workers Emotionally Invested:
How to Improve Employee Engagement With
Your Giving Programs

The Results of the Great Work-From-Home Experiment Are Already Clear

The COVID-19 pandemic changed the nature of work and the workplace – for many individuals and for some industries, forever. When pandemic lockdowns started, any reservations business leaders had about unshackling workers from the workplace became moot as entire offices emptied. Within weeks, more than half of the U.S. labor force was working remotely.

Now, it's clear that remote work is here to stay. Half of remote employees want to continue working from home after the pandemic subsides, either because they prefer the arrangement, have lingering concerns about COVID-19, or both. Employers are ready to grant those wishes, at least partially. Two thirds of employers are planning to offer a hybrid approach where individuals can work remotely, although half expect the employees to spend more of the workweek on-site. Before the pandemic, half of large employers said they were unwilling to hire virtual employees. Now, only 1 in 10 says that.²

Percent of U.S. Labor Force Working Remotely



Half of currently remote workers want to continue to work from home after the pandemic subsides

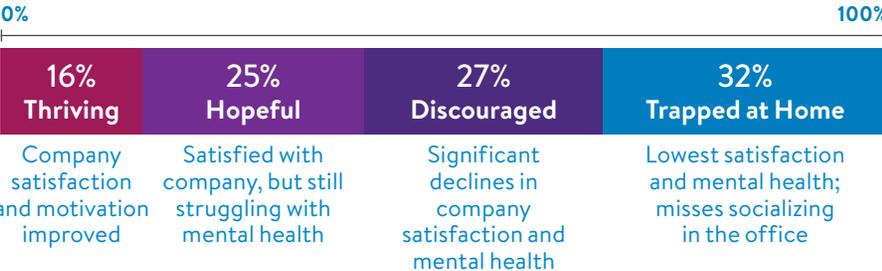


Two-thirds of businesses will offer a balance of in-office and remote work after the pandemic⁶

Being Disconnected Can Take A Toll — on Employees and Employers

Remote working is a popular option for some, but not for all. For many, being physically detached leads to a lack of social contact with others that online conferencing can't replace.

Employee Well-Being During COVID-19⁷



45% of newly remote workers said their sense of belonging at work worsened during the pandemic⁸

62% of business leaders say one of their top COVID-19 challenges is “connection to our culture”⁹

Your Giving Programs Represent A Unique Remedy

In the middle of 2020, leaders at some of the largest businesses didn't identify productivity, or managing workflows, or employee

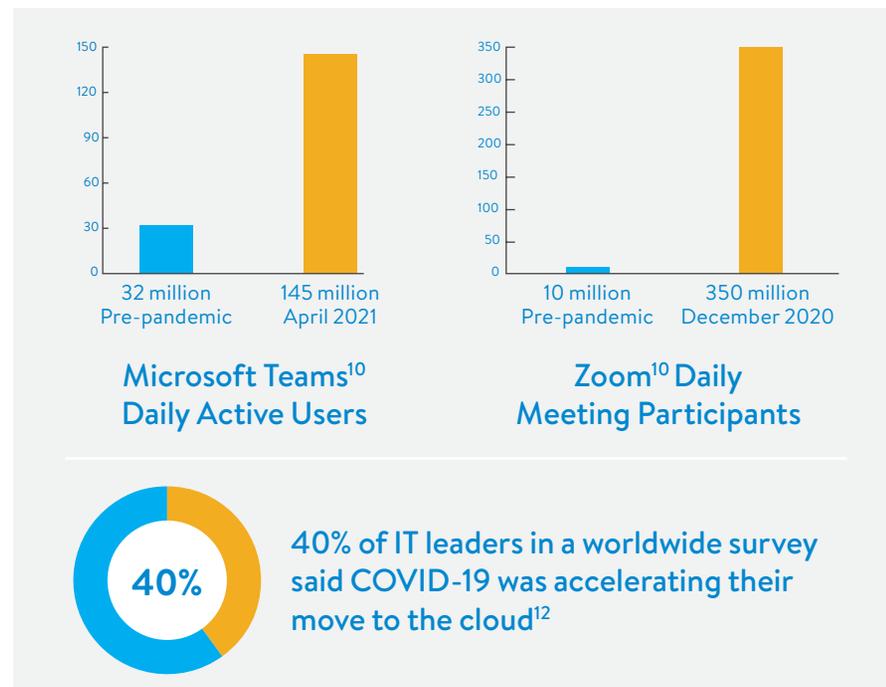
burnout as the top challenge they faced. The top challenge was “connection to our culture.” Considering the role that giving programs play in supporting a shared company culture, ensuring that your remote workers are engaging with your giving platform offers a powerful opportunity to keep your organization connected to a shared purpose and mutual success.

Here are some tips for connecting with remote givers and doers:

- Enable social sharing on your giving platform so workers everywhere feel included and part of the conversation
- Assign worker groups or departments to teams that include both on- and off-site workers
- Encourage remote workers to attend in-person volunteer events if they are able
- Augment one-to-many communications with personal, one-to-one communication via chat or your giving platform's social feeds
- Report regularly on the impact of your sharing efforts to continually foster a sense of mutual achievement

When Distance Separates Us, Technology Keeps Us Together

The pandemic triggered a rush to adopt software, platforms and conferencing technology to enable collaboration. In addition, many IT departments had to quickly enable remote-worker access to essential internal systems – a task made easier if those essential systems were already cloud-based.



Giving and volunteer programs that are run on an integrated, cloud-based platform scale easily to support remote workers, so those both inside and outside the corporate walls can come together for a common cause. The ideal platform supports meaningful peer-to-peer connections between employees and connects them to your mission and causes.

Here are a few suggestions for supporting remote givers and doers:

- Create a centralized location or hub page to bring visibility to featured programs and cross-promote them
- Make sure your giving platform is mobile-responsive so all employees enjoy the same access
- Enable employees to track their giving activity and goals
- Encourage workers to use their profiles to share interest areas

In-Person or Virtual, Volunteering Is Equally Rewarding

Even if remote workers aren't able to make it to your in-person events, they can still participate in your programs. They can attend volunteer events in their own communities, do volunteer tasks they can complete at home, participate virtually on boards, or donate services they can perform online.

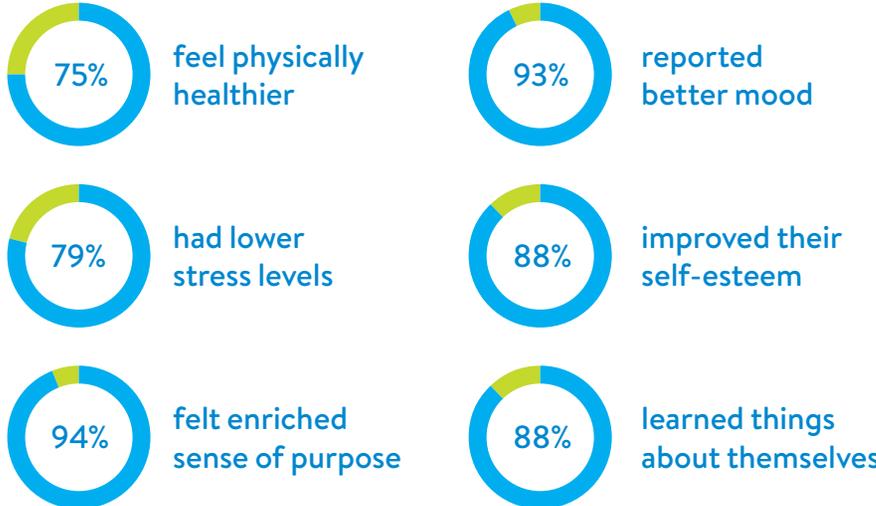
Volunteering, whether in-person or virtual, gives employees a chance to invest in their passions and develop and donate their skills. It can improve mental and physical health as well. Extend virtual volunteering opportunities and you'll open your program to additional demographics of employees while allowing them to connect with causes they care about with greater flexibility.

Here are some ideas for supporting remote doers:

- Create a dedicated virtual volunteerism page with a set of approved featured opportunities for employees to select from
- Engage local advocates, project leaders, and committees to share and support new virtual volunteerism programs, interface with nonprofit organizations, and rally employees

- Offer additional personal time off for volunteerism time, or additional monetary rewards such as dollars for doers

Volunteering Has a Big Impact on Health¹³ Volunteers say that as a result of their volunteering:



Employee Participation In Giving Programs Can Happen From Anywhere, and Everywhere

Remote and in-person workers alike likely have their own causes that align with their interests and values. Demonstrate your support for them, and with your company's own causes, with an open giving program.

An open program allows employees to still “give at the office” by donating through your organization to charities of their choice. You can make it fully open or give individuals a broader choice of charities that still align with your corporate mission. You can keep remote workers more-continuously connected to your company's programs by allowing them to give any time, year-round, or set up recurring gifts.

Here are ways you can supporting remote givers:

- Display a set of featured organizations that are in line with causes that are important to your company and employees
- Look for a platform with a search function that allows them to find organizations that focus on the causes they support or benefit their local community

- Enable a “Points of Giving” giving program that draws on national holidays, other special days, or dedicated company days to rally your givers at multiple times throughout the year and allows your employees to extend the giving opportunity to others outside of your company
- Activate credit card giving with a familiar shopping-cart experience as an option to payroll deductions



The Walmart Associates in Critical Need Trust is a nonprofit that provides financial assistance to eligible Walmart associates who experience an unexpected, unavoidable event that causes a financial crisis. In 2019 the fund awarded \$4.2 million to help associates impacted by events beyond their control to get back on their feet.

To Engage and Recognize Employees, Start on Day One

Business leaders and HR professionals have reported that the pandemic has made the onboarding process more difficult. When new workers aren't able to be on-site, not only is the documentation and training process more difficult, it's harder to build appreciation for the company's culture, mission and values.

Use your giving platform to introduce all of your new hires, both remote and on-site, to your giving programs and volunteer programs. You'll make them instantly see that they play an integral role in carrying out your mission and purpose through your programs.

Here are some recommendations on engaging remote givers and doers:

- Implement a new-hire program that provides a dollar amount that new employees can donate to the charity of their choosing or a set number of paid volunteer hours, so they can hit the ground running and participating
- Create a culture of participation by identifying specific employees who are living the values of your social impact initiatives and featuring them and their stories in prominent places such as your intranet and giving platform homepage

- Recognize all your employees do with some fun, virtual experiences curated to help them connect and engage with their peers while learning something new



Communication Is Key, Inside and Outside Your Walls

Because remote workers often feel disconnected from the broader organization, regular communication is key. HR leaders indicated that communication with remote workers is most effective when it is:¹⁶

- Frequent
- Easy to navigate
- Transparent
- Consistent
- Part of a two-way dialogue

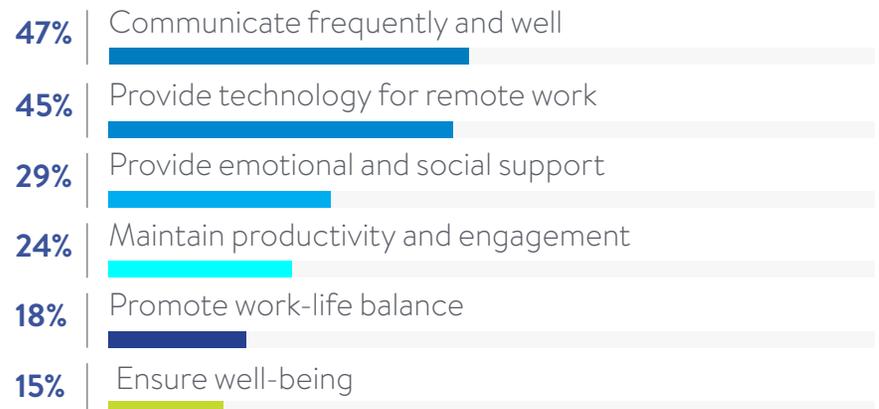
These basic principles apply to all communications but are critical when addressing a distributed workforce. Include your on-site workers, too, so everyone receives the same communication. This will help everyone feel that regardless of location, they're part of the same united, inclusive effort.

Here are some best practices for communicating with remote givers and doers:

- Work with marketing and internal communications teams to amplify the message

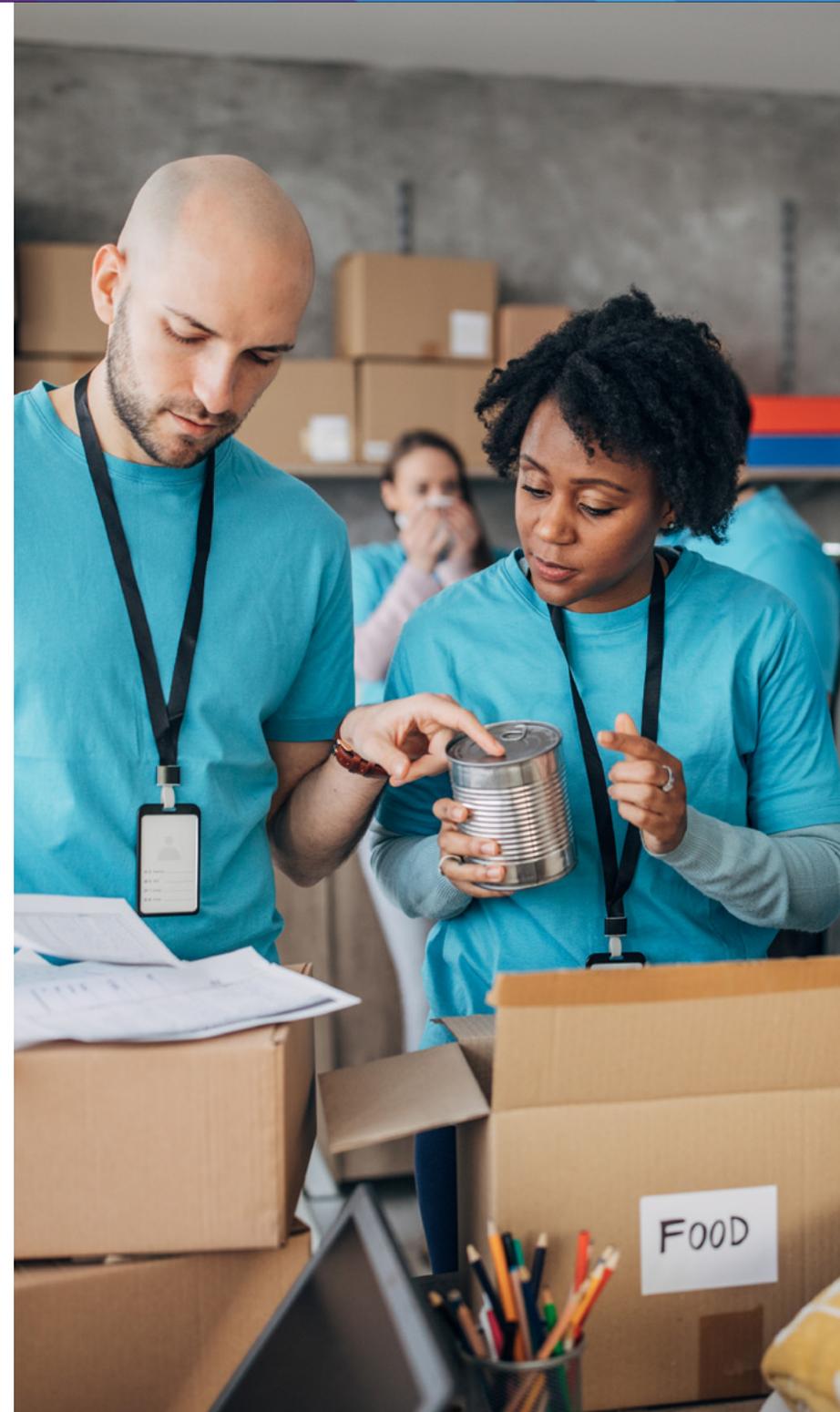
- Leverage internal meetings such as training and all-hands to bring visibility to your programs with a captive audience
- Survey your employees to find out how things are going and what they care about
- Leverage leadership to show that your company is aligned with social impact initiatives on every level
- Create a kit for sharing initiatives across social platforms and provide it to your marketing team and employees to share on their channels if they are so inclined

Most Meaningful Actions Supporting Transition to Remote Work¹⁷



The Right Giving Platform Brings All Your Workers Together

The changing nature of work has led to big changes and an even bigger challenge: keeping your workers engaged and aligned with your organization's purpose. But that task is more important than ever, as workers — and especially younger ones — are actively seeking out employers whose purposes align with their own. A giving platform with the flexibility to engage all of your workers, regardless of location, and stand up innovative new programs quickly gives you the agility to respond to the new challenges you face — regardless of the direction this new world of work takes us.



The world's most-generous organizations trust the CyberGrants giving platform and team of philanthropy experts to maximize the impact of their giving. If you want to make incredible things happen, discover how CyberGrants, the workflow engine that's purpose built for giving can help you. With our solution you can effortlessly capture essential philanthropy program data, automate required approvals, track giving activity, vet recipients for compliance, efficiently disburse approved funds, and speed support on its way.

And that's just a fraction of what CyberGrants can do for you. CyberGrants is more than a giving platform. We're a giving partner. Our highly collaborative team can assist you in re-imagining, designing, building, implementing and executing your giving strategies. We'll help you respond rapidly to new and emerging needs. We'll, put resources into the hands of your NPOs faster. And will help you achieve unsurpassed efficiencies for funding the purposes you support.

Find out why over 50% of the Fortune 500 rely on CyberGrants and let us show you how to start making a bigger impact with your philanthropy today.

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