

Giving Made Simple

As the new year approaches, what better time than now to kick off giving programs for your company or encourage employees to get engaged in new and different ways. Whether you choose to donate volunteer hours from company sponsored events, offer employee giving match programs or simply identify focus areas that align with your brand, there is no better time to start rallying your workforce around a cause that drives passion and awareness.

The reasons to get your employees involved in a corporate cause are numerous: “An **effective giving program** has become a significant competitive differentiator for today’s companies, in terms of enhancing their employer brand and reputation among customers,” said **Nita Kirby**, Director of Client Strategy for CyberGrants. “But rather than the reactive, ‘give and run’ approach often taken to assist communities or respond to a disaster, companies have much to gain by fostering sustainable, focused giving programs that keep their employees engaged, ready and willing to make meaningful donations of time and money, year round”

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Need some help and direction?

Here are some suggestions to rally employees around a shared cause!

1 Identify The Cause

If it sounds simple, don't be fooled. While the majority of your employees want to work for a company that believes in something, they may be divided on what that "something" is. So, run an informal survey around 5-7 causes aligning with your company's mission and values. If your company has a large local presence, consider making at least half of your options local charities. **Nearly 90% of global citizens think companies should leverage their unique assets – people, products and knowledge – to support communities in need.** Or, align your cause with your industry. For example, if you work for a food manufacturing company, perhaps a campaign to feed the hungry will resonate with your employees.

2 Engage Your Stakeholders

The easiest way to sell your bosses on **corporate giving campaigns** is by telling them about all the benefits that come with corporate giving. **71% of surveyed employees say it is important, to very important, that their workplace support employee giving & volunteering activities.** On average, 40% of managers are most likely to be influenced to donate by their CEO, but peer to peer engagement is essential to getting all members of the organization behind the cause. This is especially important to Millennials, 70% of whom will be giving regardless of whether their company supports a company-wide campaign or not.

*Source: <https://www.charities.org/Snapshot-Employee-Research-What-Employees-Think-Workplace-Giving-Volunteering-CSR>



3 Make It Simple

Managing a fundraiser to kick off a long-term giving strategy has never been easier than it is today. Social initiatives like [#GivingTuesday](#) serve as a launching point for year round giving. Leveraging [unified philanthropy platforms](#), like CyberGrants, allow for multiple kinds of programs, including giving campaigns, matched giving and volunteering (to name a few!). Custom branded pages engage employees further increasing impact as employees are guided through every step for a seamless experience.

4 Think Beyond The Paycheck

Spur friendly competition, through gamification, for a creative way to engage employees beyond cash contributions. These methods can include product donations, pro bono professional services or use of company facilities and intellectual property.

5 Give Examples

Once you've found your cause and your platform, find examples. If a certain amount of money or hours will affect your charity in a specific way, then say so! When people can feed a family of four for the cost of a T-shirt, it prompts them to compare their holiday bounty to the needs of the cause. You can ask the charity of your choice to find these examples and if possible consider local initiatives where employees can make an impact in their communities.



6 Tap Into Employees' Passions

The **best examples of workplace philanthropy** rally employees around causes they care about most and ensure they can contribute throughout the year. Allowing employees to serve on an employee-director board to distribute charitable donations will enable them to feel more engaged and in control and, therefore, more likely to help. **A significant percentage of companies offer paid-release time for employee involvement in volunteer programs of their choice.**

7 Perform Due Diligence On Charitable Organizations

At a time of growing crowd-sourced donations and online giving, it is critical to **choose the right not-for-profit partners** by analyzing their legal status and ensuring their donation will not support fraudulent activities. The legal, financial and reputational risks run high so make sure you do proper due diligence on the legitimacy of the charities.

8 Ready. Set. Give.

CyberGrants is the preferred Corporate Social Responsibility software provider to leading philanthropic corporations and foundations around the globe. Our Grants Management and Employee Engagement System provide an easy to use, portal-based platform for Charitable Contributions, Medical Education Grants, Product Donations, Event Sponsorships, and a variety of employee programs such as Matching Gifts, Dollars for Doers, Event Management, Giving Campaigns, Disaster Relief, and more. Our clients represent over 50% of the Fortune 100 and nearly one-third of all corporate giving.

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