



# Our New Corporate Purpose Program

Help us engage our people with purpose



We're thrilled to announce a new workplace giving and volunteering program powered by Benevity that will empower our employees to support the causes they are passionate about, and drive additional business value through increased employee engagement and retention. Our goal is to enable employees to direct and drive greater social impact — making it easier for our people to give, volunteer and make small changes in their lives.

*When employees are engaged, their productivity increases, their absenteeism decreases, and they're much less likely to leave the company.*

Source: [Benevity State of Corporate Purpose Report](#)

Purpose has become more than a buzzword. By giving our employees a voice, it makes them feel empowered and connected. And it's up to us to engage them and weave this into our company's DNA. Having the right mindset, tools and communications in place is crucial — and your support will help us activate this social and cultural change together.

## How leadership can help

### Employees want a say in how their company champions good

When our executives are passionate about the purpose of our company, it shows our people that it matters. Our employees also want to be part of the solution to inform social impact.

When we give them opportunities to do good through giving, volunteering and positive actions, we can increase engagement and reduce turnover by more than 57%.

### Can we count on your support?

We will be kicking off our program with a launch campaign. We'd love your support by participating in the program and personally sending out the launch email to our employees (a ready-to-use email template will be provided). Seeing a communication come from executives will underscore the program's importance and maximize excitement for the launch!



**73%** of employees want their employer to provide them with opportunities to shape the future of society.

Source: 2020 Edelman Trust Barometer



Did you know?

In 2020,

**51%**

**of companies offered payroll giving and 55% of all donations were made via payroll. When payroll giving is offered, companies see 53% higher average donation participation.**

Source: [Benevity State of Corporate Purpose Report](#)

## How human resources/ payroll can help

### Make “I’m proud to work here” an employee mantra

Our purpose program can help attract, retain and engage the best talent by offering a more meaningful employee experience that helps people grow personally and professionally.

### Can we count on your support?

We’d love your approval to include program messaging in Human Resources and Payroll channels, including but not limited to:

- New-hire onboarding packages
- Employee onboarding sessions
- Promoting micro-giving through payroll giving (if applicable to program)
- Pay stubs to help encourage payroll giving (if applicable to program)
- Benefits information

## How marketing/ communications can help

### Today’s most admired brands are authentic

Companies are expected to make a positive contribution to society, and the brands that win are powered by their people and customers in authentic ways. Will you help us build brand loyalty and infuse purpose into our employee and customer experiences?

### Can we count on your support?

We’d love your support to include corporate purpose program messaging in Marketing/Communications channels for our launch campaign, including but not limited to:

- Direct mail, email/email signatures and texting
- Internal e-newsletter
- Company intranet ads
- Zoom/teleconference technology backgrounds
- Computer desktop backgrounds and screensavers
- Impact video and kick-off webinar
- Company blog and social channels
- In-office LCD screens and break-room posters
- Activation events (in-person or virtual)
- Desk drops
- Affinity networks
- Company direct messaging or chat (e.g., Yammer, Slack)

We will follow up with a marketing calendar and sample content that you can use to promote this program at launch and key times throughout the year.





Did you know?

# 86%

**of people would purchase products and services from a company that is purpose-driven.**

**Source:** Feeling Purpose: 2019 Porter Novelli/Cone Purpose Biometrics Study

## More good for all!

Our new corporate purpose program will benefit all of our teams by providing:

- ✓ **Access to powerful reporting** so we can see how the program is performing: what's working, what can be improved and how it impacts the bottom line
- ✓ **All-in-one software** that scales to our needs for workplace giving, matching, volunteering, positive actions, corporate granting, customer engagement and more
- ✓ **A simple and engaging user experience** for our people (little to no training needed)
- ✓ **Ready-to-use content** to help us launch giving and volunteering campaigns with less time and effort



Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, Benevity's cloud solutions power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities.

With software that is available in 22 languages, Benevity has processed nearly \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://benevity.com).