



How Did **Your People** Do?

Sharing the impact of your program launch

You've successfully launched your program and want to share the impact that your people have made. While the launch campaign may be over, you want to keep the momentum going with your corporate purpose program and encourage even more good.

What to do:

Use Benevity Reporting to segment your audiences.

Send customized emails based on these segments. We've included three email templates below that you can use:

- **Version 1:** Thank you to employees who participated
- **Version 2:** Thank you to employees who logged in without action
- **Version 3:** Message to employees who did not participate

Who should send these emails:

- Your program administrator



How Benevity Reporting Can Help

Use Benevity Reporting to segment audiences and customize your communications

Benevity Reporting is a powerful engine that enables comprehensive, self-serve reporting to analyze the activity in your program. You can use it in many ways, including pulling key campaign and user metrics to create customized communications for your users.

We've suggested key metrics to include in these templates, including:

- Donation amount
- Number of causes supported
- Number of volunteer hours
- Number of people who logged in and supported a cause
- % of people who used the donation currency in their Giving Accounts

To get started, learn the basics of finding metrics and insights with [Benevity Reporting](#).

Then, find out how to [segment user audiences using stock reports](#). (Here's a [complete list of available stock reports](#).)

Email Template Version 1

Thank you to employees who participated

Learn how to use Benevity Reporting to [access users who have logged in and used the seeding rewards](#) using the My Rewards Balance by Identifier and User stock report.

Target Audience:

Employees who logged in and used seeding currency during your campaign period



Copy and paste for your own use:

Subject line

Thanks for Supporting **[Program launch name]**

Preview text (optional)

Doing good feels great, doesn't it? Find out how we did together!

Email body

[Greeting]

Thank you for supporting **[Program launch name]** — we're thrilled you've started the Goodness journey with us!

Making an impact feels great, doesn't it? Supporting the community that we live and work in is so important to [Company name], and we're glad you took the time to make a difference. Here's how we did together:

- Raised **[\$XX]**
- Supported **[X]** causes
- Volunteered **[X]** hours for **[X]** causes
- And **[X%]** of our people used the donation currency in their Giving Accounts

While we all feel like winners today, the team with the most donations raised was **[Department or team name]**. Congratulations and high fives all around!

We hope this experience inspires you to continue making an impact. **[It's easy to do and (add matching offer if applicable)]**. Check back on **[Platform name]** often to discover more ways YOU can make a difference.

Call to action

Feeling inspired? Find more ways to do your heart good.

Log in to your **[Program name]** account at **[companyname].benevity.org/user/login**.

Questions? Please reach out to me directly at **[admin@company.com]**.

[Program administrator name]

[Contact information]

Email Template Version 2

Thank you to employees who logged but did not take action

Learn how to use Benevity Reporting to [access users who have logged in but not redeemed seeding rewards](#) using the My Rewards Balance by Identifier and User stock report.

Target Audience:

Employees who logged in and accepted Terms of Use but did NOT use seeding currency during your campaign period



Copy and paste for your own use:

Subject line

Thanks for Checking Out **[Program launch name]**

Preview text (optional)

Start your Goodness journey with us today and make your first donation!

Email body

[Greeting]

Thank you for logging in to **[Platform name]** — it's the first step in starting your Goodness journey with us!!

[Program launch name] has now wrapped, and we're thrilled about the results:

- Raised **[\$XX]**
- Supported **[X]** causes
- Volunteered **[X]** hours for **[X]** causes
- And **[X%]** of our people used the donation currency in their Giving Accounts

Seeing our people's passion and action makes us so proud. Making a difference feels great, and it doesn't end with this campaign. Through our program, you now have access to **[X]** causes to support. **[If you're not sure where to give, (Nonprofit name) is a wonderful organization to consider.]** Simply visit your account, and you can give to the cause closest to your heart.

Why not join your peers in making an impact? It's easy — and it matters so much.

Call to action (option 1)

Visit your Giving Account and explore causes.

Log in to your **[Program name]** account at **[companyname].benevity.org/user/login**.

Call to action (option 2)

Visit your Giving Account and donate to [specific nonprofit].

Log in to your **[Program name]** account at **[companyname].benevity.org/user/login**.

Questions? Please reach out to me directly at **[admin@company.com]**.

[Program administrator name]

[Contact information]

Email Template Version 3

Message to employees who did not participate

Learn how use Benevity Reporting to [access users who have not logged in](#) using the Terms of Use List stock report.

Target Audience:

Employees who did not log in and accept Terms of Use during your campaign period



Copy and paste for your own use:

Subject line

[Program name]: Join Us in Making an Impact Together

Preview text (optional)

Find out how you can support a cause that's important to YOU.

Email body

[Greeting]

Have you heard the news? **[Program launch name]** has now wrapped, and we're excited to share the results.

Supporting the community that we live and work in is important to **[Company name]**, and seeing our people's passion and action makes us so proud. Together, we:

- Raised **[\$XX]**
- Supported **[X]** causes
- Volunteered **[X]** hours for **[X]** causes
- And **[X%]** of our people used the donation currency in their Giving Accounts

We can't wait for you to join the movement! It's so easy to get started and make a difference. Already, **[XX] [Company name]** employees have logged in and donated to causes they care about.

[Platform name] makes it easy for us to make a bigger impact in the world. To explore the many causes you can support **[through giving, volunteering or taking just one small action]**, log in to your account. We'd love your support, and activating your account will ensure you're ready for the next campaign!

Call to action

Ready? You've got this!

Log in and activate your **[Program name]** account at **[companyname].benevity.org/user/login**.

Questions? Please reach out to me directly at **[admin@company.com]**.

[Program administrator name]

[Contact information]