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Activate Your Program: Activating Employees All Year Long

July 30, 2026

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Agenda

1

Welcome & intros

Ground rules, introductions, and what to expect from this community

2

Discussion: Driving Participation

What strategies work for you?

3

Activating Employees

3 strategies and a new resource for program admins.

4

Coming Soon

Giving Season, events, and Benevity for Microsoft Teams

5

Discussion: Giving Season

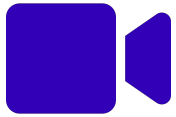
What do you do in advance of Giving Season to set yourself up for success?

6

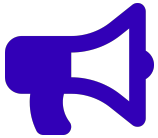
Wrap-up

Key takeaways and upcoming events

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Turn your camera on if you can



Be ready to share



Mute if multi-tasking



Recap notes will be shared afterwards



Add your company to your Zoom name

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About This Community

1

A space to learn together

Share strategies, swap ideas, and learn from peers who are tackling the same challenges. This community is built to connect program managers.

2

Brought to you by Benevity

Your Benevity Product Content team is here to share resources, best practices, and what's coming next — so you can activate your program with confidence.

3

You drive it over time

The goal is for you to take the wheel. Over time, we want this community to be shaped by your questions, ideas, and expertise — not just ours.

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INTROS:

Let’s get to know each other! Drop your name, company, and your next big campaign project.

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Driving program participation

- Maintain momentum with regular campaigns
- Seeding campaigns to get employees in the door



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DISCUSSION:

How do you drive participation in your program? What tactics work best for you?

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Turn activation into participation: 3 strategies to activate employees

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Activating employees

1

Engaging new hires

Introduce your program during onboarding with orientation tips, new-hire credits and cohort volunteering.

2

Engaging inactive employees

Pull your unactivated-users list in Reporting Studio and send a direct, personalized activation email.

3

Mobilizing program champions

Equip your most engaged employees to drive activation person-to-person.

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Explore the Employee Activation Kit

Available now in Content Resources >



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Coming soon!

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benevity Community

Discussions Groups Events News Giving Season Feedback Resources + Ask the Community

Employee Activation Kit: turn account activation into lasting program participation 6 days ago

GIVING SEASON

Giving Season resource hub

Find all your Giving Season resources in one place.



Everything you need to plan, launch and grow your Giving Season campaign

Browse what's featured



ACTIVATE YOUR PROGRAM SERIES

THU, SEP 10, 2026, 12:00 PM (EDT)

Your Giving Season Kickoff

Online event



ACTIVATE YOUR PROGRAM SERIES

THU, SEP 10, 2026, 12:00 PM (EDT)

Your Giving Season Kickoff

Online event



ACTIVATE YOUR PROGRAM SERIES

THU, OCT 8, 2026, 12:00 PM (EDT)

Activating Giving Tuesday

Online event

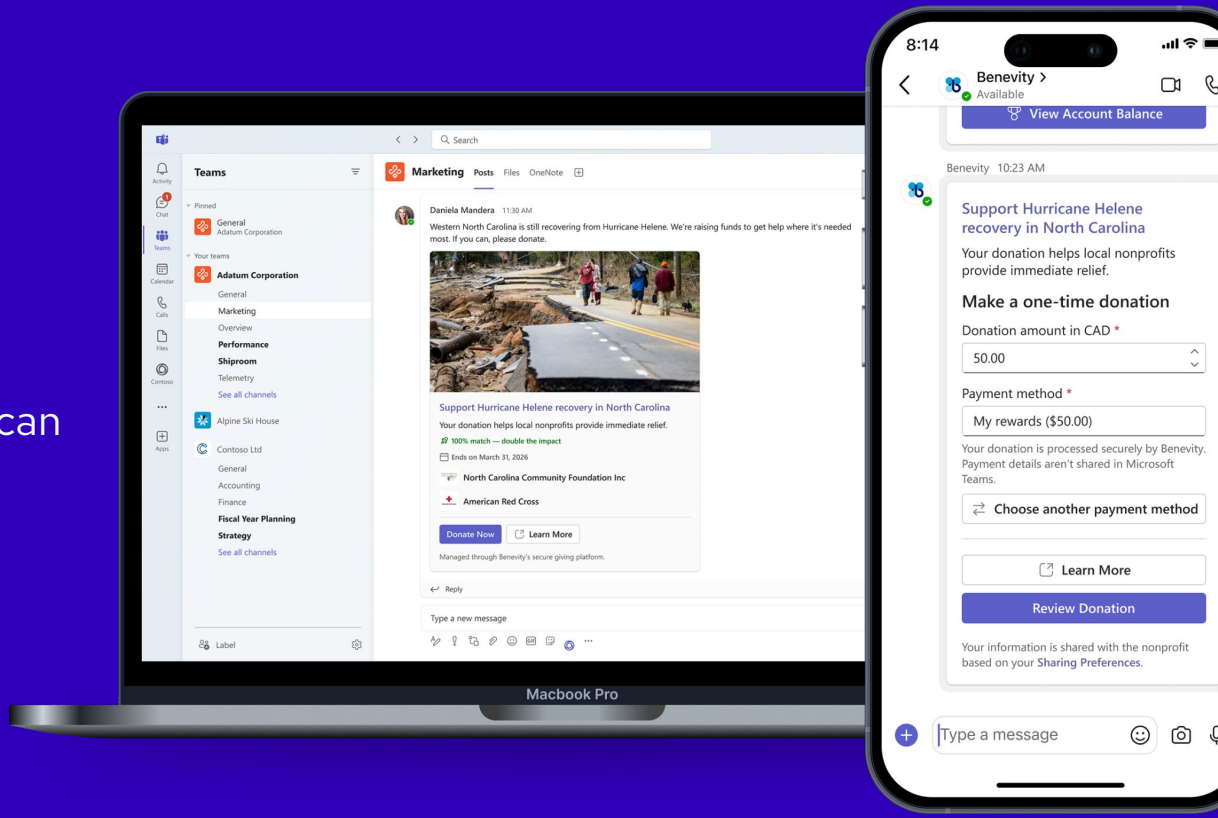


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COMING SOON !

Benevity for Microsoft Teams.

We're bringing **Benevity** into **Microsoft Teams** so employees can **give** & **volunteer** in the moment without detouring to a separate platform they don't regularly use.



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DISCUSSION:

What do you do in advance of Giving Season to set yourself up for success?

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See you September 10!



Monthly huddles continue through Giving Season.

Connect with us at community.benevity.com

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