benevity

Content for Impact
Activating Employees All Year Long

June 11, 2026

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Agenda

1

Welcome & intros

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

2

Content Resources overview

Walk through what's available and how to use it

3

Discussion: Your content

How are you using content resources today?

4

Campaigns as engagement engine

How regular campaigns build participation and TOU acceptance

5

Discussion: Your campaigns

Your campaign approach, planning, and what drives engagement

6

Wrap-up

Key takeaways and CTA: join our content community

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WELCOME

Welcome to the Content & Campaigns Community

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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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Content Resources

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What's in Content Resources

1

Campaign Kits

Ready-to-use kits built around Awareness Dates and Disaster Relief events. Most kits include a Giving Opportunity, News Article, images, and a curated nonprofit list.

2

Content Calendars

Plan ahead with our content calendars. See which kits are coming and when, use the Goodness Calendar to plan ahead, and build campaigns around key moments throughout the year.

3

Image Gallery & Notifications

A library of images you can use across your program on our platform. Set up notifications so you're always the first to know when new content is available.

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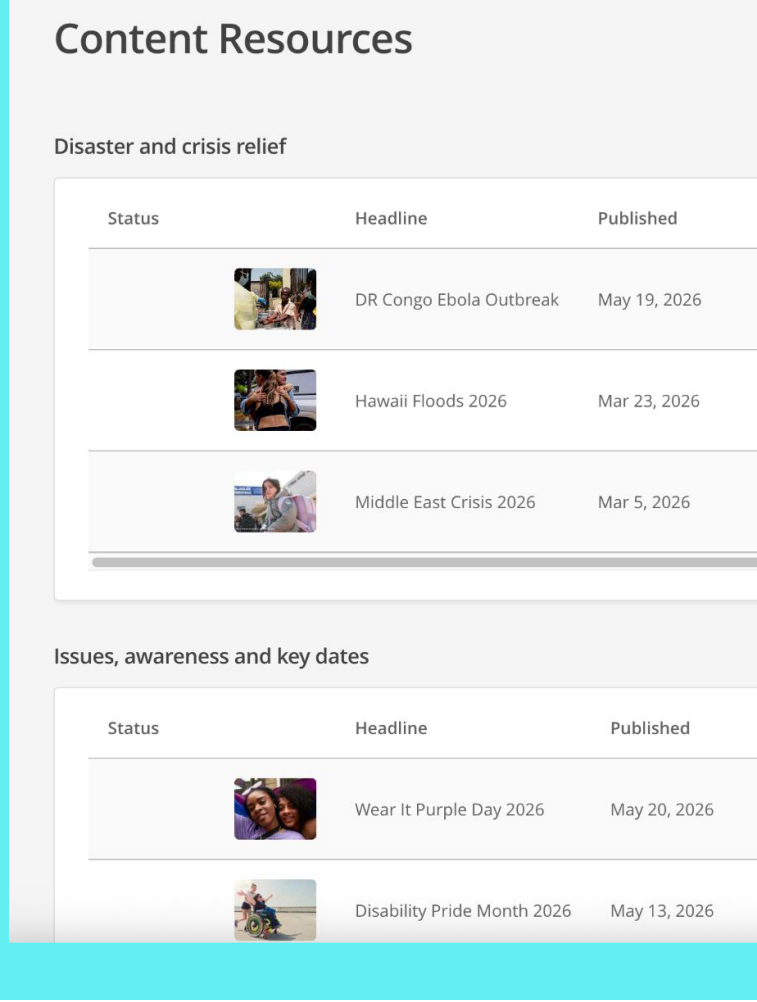
Campaign Kits

1 What's included

Our kits come with a Giving Opportunity, a News Article, a curated list of recommended nonprofits, and images – everything you need to launch a giving campaign around moments like Pride Month, International Women's Day, or a disaster relief campaign.

2 How to use them

Use the kit as-is and promote it to your employees, edit it to fit your brand voice, or pull just the elements you need – nonprofit list, images, or content – and build your own campaign around them.



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Campaign Kits

Hawaii Floods 2026

World Central Kitchen is helping people affected by the disaster.



Photo by Stephen Lam/San Francisco Chronicle via Getty Images

Thousands of people have evacuated after severe storms and flash flooding in Hawaii. It's the worst flood to strike Hawaii in 20 years. There is damage to homes, airports, hospitals and roads. World Central Kitchen is working with local partners on the islands of Oahu, Moloka'i, and Maui to deliver food to those affected by this disaster.

Notes for Program Leaders

3 Always ready when it matters

When a crisis strikes, time is everything. Our Disaster Relief kits are designed for rapid deployment – so you can activate a campaign quickly and give your employees a meaningful way to respond.

4 Vetted and fact checked

All of our kits are thoroughly fact checked, and nonprofits that are recommended have been well-researched and gone through an enhanced screening process.

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How to Use Content Resources

1

Find it

Access Content Resources through your admin dashboard. In the top navigation, you will find Content Resources under the Content label.

2

Use it as-is

Launch a kit directly into your program. It's ready to go – Giving Opportunity, News Article, images, and nonprofit list all included. Trending Now article links can be promoted.

3

Make it yours

Edit the copy, swap the images, or adjust the nonprofit list to better fit your organization's voice and priorities.

4

Take just what you need

Only need the nonprofit list? Just the images? You can pull individual elements from a kit and use them independently in your own campaigns.

5

Stay notified

Turn on notifications so you're alerted when new content is available. Plan ahead with the content calendar.

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Campaigns as Your Engagement Engine

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THE STRATEGY

Regular campaigns keep employees engaged — and set you up for Giving Season success.

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Getting Employees Into Your Program

The most effective lever: seeding campaigns

#1 strategy

Seeding campaigns – giving employees funds to donate gets them in the door

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Source: Benevity CSM insights & 2025 State of Corporate Purpose

Seeding Strategies That Work

1
“Benevity Bucks”

One organization uses seeding campaigns specifically because “it gets people in the door.” Giving employees funds prompts them to sign in, explore their account, and accept the Terms of Use.

2
Day-One Onboarding

One client skyrocketed TOU acceptance from 20% to 90% in year one — by seeding new employees’ accounts with $25 on day one of onboarding. First impression = immediate participation.

3
Mid-Campaign Boost

Already running a campaign? Add donation currency partway through to activate new users. Data from the 2025 State of Corporate Purpose shows this moved TOU acceptance up by 20 points.

Maintain Momentum with Regular Campaigns:
Ensure that employees continue to participate by planning monthly campaigns, promoting them, and incorporating seeding, matching, and rewards throughout the year.