



Impactful Employee Engagement



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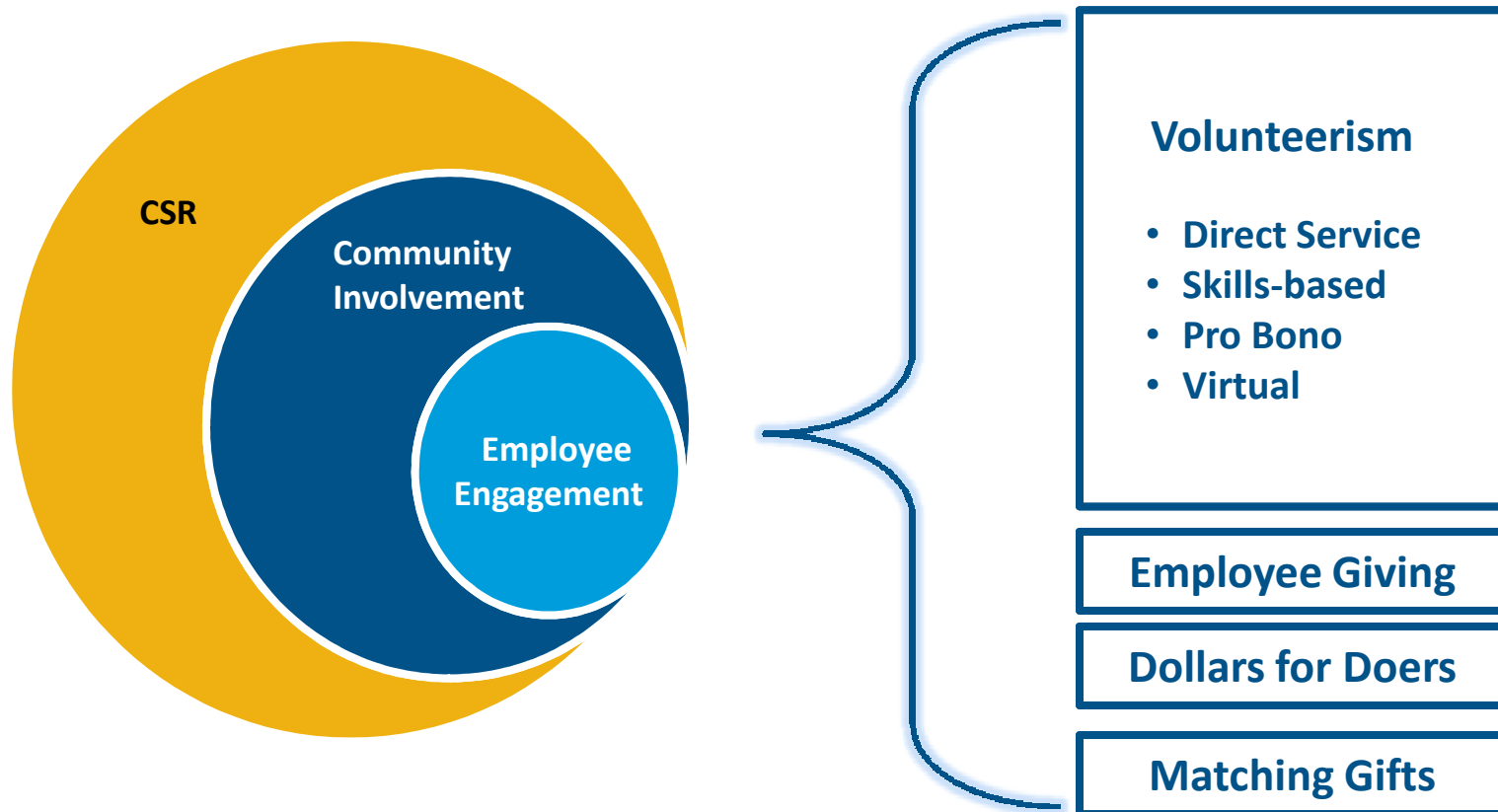
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Objectives

- Deepen understanding of the breadth of employee engagement strategies
- Highlight innovations and critique the latest trends in employee engagement
- Uncover some of the most effective and creative ways that companies maximize their social impact with non-cash resources and leverage employees' talents and skills
- Learn how to incorporate best practices into the management and execution of successful volunteerism programs

Key Components of Employee Engagement



Deriving Mutual Benefit

Benefits to Employees

- Provides opportunities to feel a part of the company's philanthropic commitment
- Increases job satisfaction and moral
- Provides opportunities to explore and develop new areas of expertise
- Promotes leadership
- Encourages teamwork
- Improves performance

Benefits to Company

- Demonstrates commitment to the community
- Improves employee recruitment and retention
- Reinforces company values
- Builds brand reputation and awareness
- Enhances image and reputation
- Provides an effective vehicle to reach strategic goals

An increased focus on volunteerism...

- During the recession there was an increased focus on 'doing more with less' while maintaining employee morale
- Companies recognize that an engaged workforce can only better the business
- Authenticity is critical to successfully engaging employees

Nearly 71% of employees agreed that volunteer programs make them feel more positive about their companies; even 53% of those who never volunteer have similar feelings

78% of companies that consider themselves successful at achieving their business goals via philanthropy say that their involvement in corporate volunteerism is more important now than three years ago

We have many options to consider...

Community Projects

- Walks/Runs
- Dedicated Service Events
- Food Drive
- Beautification Projects

Employee Giving

- Matching Gifts
- Dollars for Doers
- Employee Funds
- Online Giving Campaigns

Skills-based

- Board Service
- Mentoring
- Loaned Executives
- Pro-bono Service

Engagement opportunities continue to evolve.

Where Is Your Program Today?

HIGH



TIME & SKILLS

Employee Community Funds

Project Coordinator/Team
Captain

Issue Expert

Dollars for Doers

Pro Bono Service

Loaned Executives

Service Sabbaticals

Board Service

United Way

Online Giving Campaigns

Matching Gifts

Walks/Runs

Food Drives/Meal Service

Mentoring

Beautification Projects

Home Builds

Community Ambassador

LOW

BENEFITS TO BUSINESS & NPOs

HIGH

Trends in Employee Engagement

Finding the “Sweet Spot”

creating alignment between philanthropic activities, community needs and core business competencies.

High-Impact Volunteering

providing meaningful long-term volunteer projects; projects often require a leave of absence from work.

Dedicated Service Events

Committing a specific time period (day, week, month) to employee engagement can heighten awareness, increase participation, and help communicate commitment.



Focused on child hunger and nutrition, ConAgra Foods complements its in-kind donations and cash support with employee volunteerism at food banks across the country annually.



Alcoa's Month of Service event takes place each October and is the centerpiece of the company's volunteer programs. More than 300,000 people across the Alcoa and broader community have participated in Month of Service since its inception in 2006.

Trends in Employee Engagement

Nimbleness During Disaster

Demonstrating flexibility during times of crisis can give companies the opportunity to create camaraderie among employees and “humanize” the commitment to a specific crisis.

Pro-bono Service Projects

Matching professionals with volunteer projects that align with their skills and expertise.

Moving Beyond Employees

Finding opportunities to engage both employees and your companies clients and/or consumers can help increase overall impact and awareness of your program.



Employees and on-air talent traveled tornado-ravaged communities in Alabama for two days to work with Habitat for Humanity to help rebuild homes.



In 2009, Starbucks and the HandsOn Network launched Pledge5, a call to service program asking consumers to pledge 5 hours of service in their local community. Participants were rewarded with free coffee and hours were tracked on the company website.

Potential Roadblocks to Success

Company

- ✓ Absence of buy-in or corporate culture that supports volunteerism or engagement activities
- ✓ Limited or unsuccessful communications regarding opportunities
- ✓ Lack of an 'employee voice' in engagement opportunities
- ✓ Minimal to no visible senior leadership support or involvement
- ✓ No formal strategy or policy
- ✓ Lack of dedicated budget

Employee

- ✓ Personal interests not aligned with corporate causes
- ✓ Concern regarding job performance/security
- ✓ Too busy at work
- ✓ Competing priorities (work-life balance)
- ✓ Indifferent or uninterested in volunteering
- ✓ Lack of awareness about volunteer/program opportunities
- ✓ Prior negative experience as a corporate volunteer



Create Meaningful Engagement...



Apply the “5 C’s of employee engagement”

- **Clarity**: Set a clearly defined (and inspiring!) vision for community service and the standards it holds for the company
- **Contribute**: Demonstrate that employee input is valued, engage in ongoing dialogue to ensure that programs are personalized
- **Convey**: Communicate expectations and information to keep employees ‘in the loop’ and reinforce key messages
- **Congratulate**: Recognize employee volunteers in the way that they want to be recognized; demonstrate that their input and participation matters
- **Collaborate**: Connect employees to each other and to the community; offer opportunities to break out of silos and work together to achieve a common goal



Case Studies

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- **Employee engagement is the most tangible way for employees to participate in the CSR platform of their company directly and meaningfully**
 - Cultural Benefits
 - Employee development, leadership and enhancement of personal and professional brand
 - Employees as ambassadors internally and externally
- **Broad market footprint:**
 - 43 States in US
 - 40 countries internationally
 - Employee engagement programs operate across US and in all regions internationally
 - Two Principles guide our work:
 - All employee engagement is local
 - All employee engagement requires local leadership and ownership
- **Programs and results**
 - Company led and sponsored volunteer events
 - 62 Volunteer Leadership Groups comprising 800+ employees internationally produced 1800 events which attracted 37,000+ employee participating and more than 375,000 hours of service in 2011
 - Dollars for Doers programs
 - 5,000+ employees participating internationally in 2011 resulting in nearly \$1.5 million in grants to charities
 - Employee Giving Campaign and Matching Program
 - Nearly 20,000+ employee donations matched internationally for in excess of \$10 million matching in 2011
 - Financial Education Employee programs



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Making and Sustaining the Case for Employee Engagement

- **Employees and Senior Leaders demand engagement programs – an important shift from just a couple of years ago**
 - Offerings should meet employee's priorities, align with their skills and talents, align with the needs of their communities and offer opportunities for personal and professional development
 - Leadership wants to build tangible and lasting impacts with key constituencies in important communities through true value add service AND want to see employee motivation increased and sustained through programs
 - Buy in and sustained support from both parties is essential to program success
- **Knowing your markets**
 - Facts and data should drive all program decisions – not just outputs, but market research and cross marketing are elemental to continuing to grow programs and maintain buy off and belief
 - Customer focus must be built into all programming
 - Creating an identifiable brand with real promises and assets drives program utility for both employee program users and observers – make the brand personal and reachable
- **Internal and external collaboration is King (or Queen)**
 - Client and customer interface
 - Employee affinity groups interface
 - Business line facing services – ex: intern and analyst programs
 - Professional development opportunities – Volunteer Leaders Development Initiative



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Motivation, Measurement and Communications

- **Tapping the intrinsic motivations of employees to serve**
 - Make the ask to get involved , then make the ask to help, lead and provide market intelligence and ongoing feedback
 - Share leadership, credit and provide continual support – manage your programs exactly like a business
 - Hold people accountable and be accountable
 - Focus outputs and outcomes against large and ongoing goals, not just short term objectives
 - Incent people for their performance and connect them to the larger efforts of your program and platform
 - Develop formal, company-wide recognition programs that meld corporate leadership and local decision making
- **Measurement**
 - Outcomes are not just about what happens in communities, internal measures matter
 - Internal program utilization
 - Brand awareness
 - Communications utilization and impact
 - Complement to all company activities, not just CSR
- **Communications**
 - Focus on local efforts to and build to company-wide messaging
 - Bring discipline and predictable process to communications at all levels
 - Empower employees locally with resources, templates and guidance
 - Use multiple channels and build readership and expectation within markets

Alignment and Development of Programs

- **Align programs to business goals and practices, not just CSR goals and practices**
 - Focus on key constituencies and relationship for the business
 - Generalize tools that can be come self service, but back up with coaching and guidance that brings social and business benefits to well run and thought out programs
 - Know what internal competition looks like and find allies that can truly understand your work
- **Program development**
 - From simple to complex, building market awareness and share the entire way
 - Use data to cross sell programs and show accountability for outcomes of these efforts
 - Put your old programs out of business – use data with senior leaders to get in front of requested or required changes as you see them
 - Know the difference between skills-based and pro-bono and develop a discipline and practice behind each



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Time Warner Company Benefit

Determine Raison D'être FIRST!

Primary Drivers:

- Strengthen the communities we serve
- Add value to our business
- Build and sustain the company's reputation as employer of choice

Call to Action:

- Overall health & satisfaction of our employees
 - Fit Nation
 - Cycle for Survival
 - Day in the Dirt



Time Warner Communication plan

Communicate a comprehensive story about your employee engagement program.



Time Warner program

- Make an Impact corporate giving program, created to support the company's commitment to volunteerism.
 - Days of Impact provides an outlet for employees to make a difference in their communities via day long monthly service projects hosted by the company.
- Promote and market the various Impact partner organizations that will be featured.

Time Warner Employee Recognition

Reward employees for their exceptional contributions in service

- Senior Level Engagement
 - Service lunches and events with Senior Executives
- High Visibility Recognition
 - Andrew Heiskell Award
- Tangible Rewards
 - Days off for volunteering
 - Employee Volunteer Grant





Q & A

Thank you...

for joining the Corporate Social Engagement team for this workshop. We hope you received some useful ideas and information to enhance your community involvement program.

Changing Our World...

is an international consulting firm providing individualized solutions in all areas of fundraising and philanthropy. We specialize in connecting people, brands, organizations and causes to deliver maximum benefit to the community and to our corporate and nonprofit clients. Comprised of 100+ passionate experts, we believe that everything we do should be grounded in a true understanding of our industry and an unfaltering desire to succeed.

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Headquartered in New York City with regional offices in Los Angeles, Washington, D.C., Boston, Atlanta, Sarasota and London



Celebrated our 10-year anniversary in 2009



Thank you

For additional information, please contact:

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