



Trends in Employee Engagement and Volunteerism

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Why Employee Engagement



- 71% of Americans say a company's CSR commitments are important when making decisions about where to work
- 53% of workers said that "a job where I can make an impact" is important to their happiness
- 68% of employers report that their employees expect them to support volunteerism
- 50% of employers are moving to year-round engagement with their workplace giving programs

Six Key Trends in Employee Engagement

1

Creating Deep Experiences

2

Empowering to Amplify

3

Incentivizing and Recognizing

4

Highlighting Personal Commitments

5

Creating a Rallying Cry

6

Tracking and Sharing



1. Creating Deep Engagement Experiences

It's more than just making a donation. Employees are seeking deeper, more meaningful ways to engage with programs.

Xylem Watermark's 10 Day Global Volunteer Trip



Ten employees travel with nonprofit partner Water For People for 10 days to help map water resources in communities in need



Michael Fields retweeted
Water For People @waterforpeople · Dec 9
About 100 @XylemWatermark employees have helped us in the field improve our programming. #WASH
2 1





2. Empowering to Amplify

By giving employees a role to play in CSR activities, companies empower them to integrate these values into their every day work and act as ambassadors for the program

Unilever Makes Every Employee “Head of Sustainability”



By empowering each and every employee to lead sustainability efforts within their own jobs, Unilever ensured everyone could be a mouthpiece for values

UNILEVER
SUSTAINABLE
LIVING PLAN
SMALL ACTIONS. BIG DIFFERENCE.





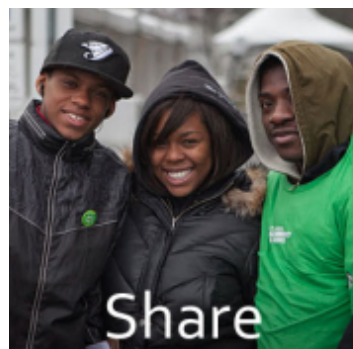
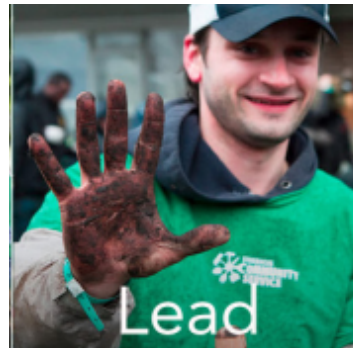
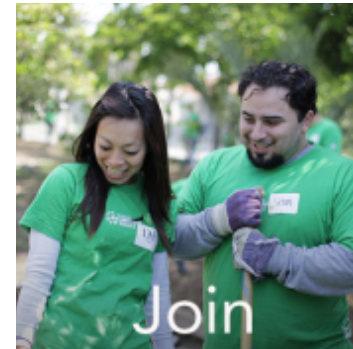
3. Incentivizing and Recognizing

Incentives and rewards help drive awareness and participation

Starbucks Community Service Portal Rewards Participation



Created an interactive Community Service Portal to help reach 1 million hours of service and offered incentives that included badge points for actions



Badge Levels

L1		1 - 25 points: New Volunteer
L2		26 - 50 points: Actively Involved
L3		51 - 75 points: Making a Difference
L4		76 - 100 points: Notably Inspiring
L5		101 and beyond: Change Maker



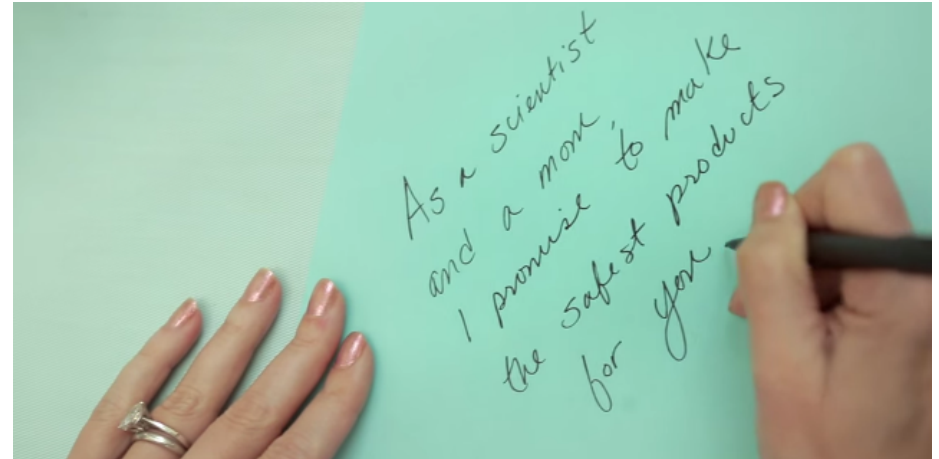
4. Highlighting Personal Commitments

Employees are a powerful way to bring a value chain to life. Harness their personal experiences and promises to tell your brand commitments

Johnson's Baby Brings Ingredients Commitment to Life Through Employees



Johnson's Baby united employees around a common goal and let them tell why their work is important to them





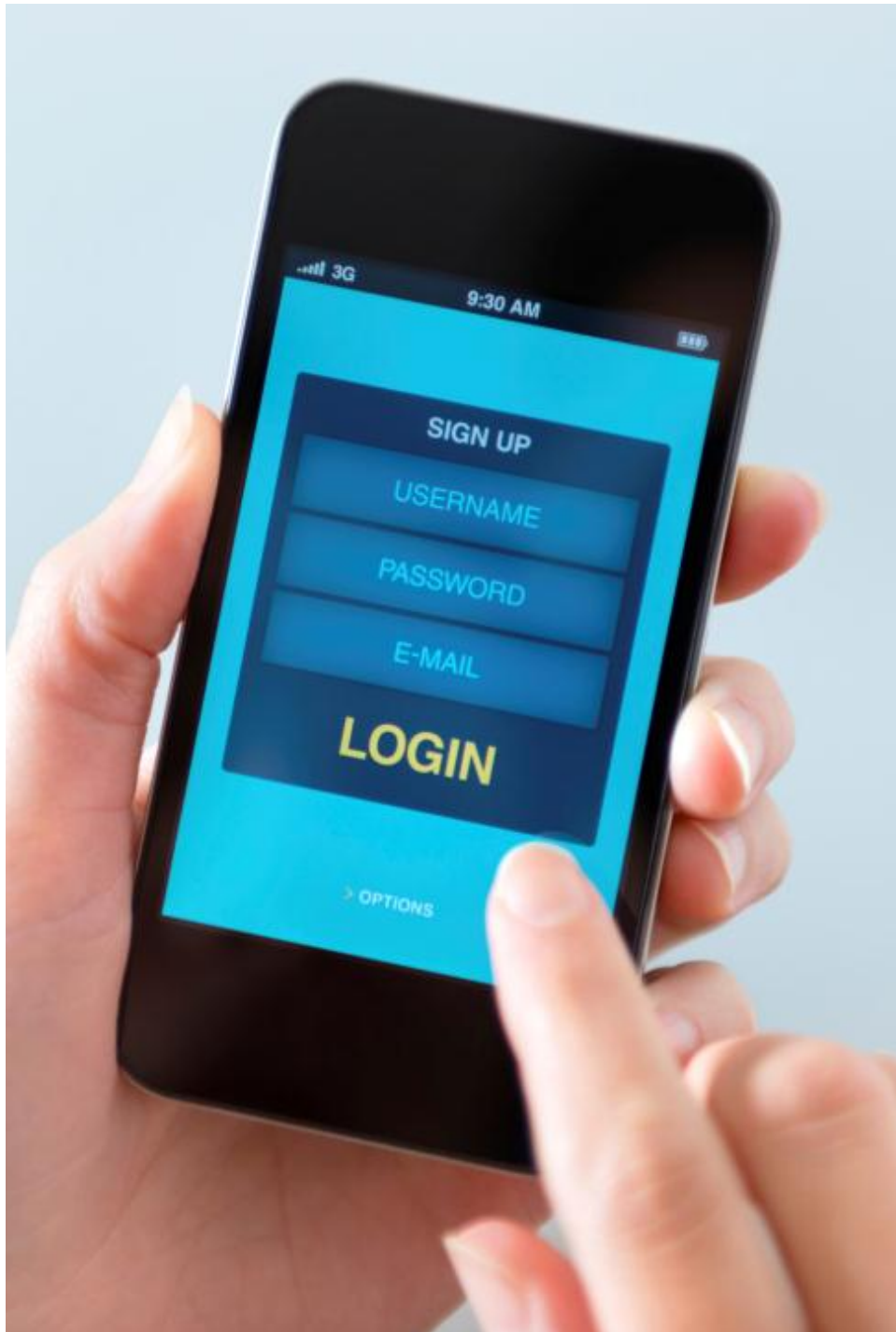
5. Creating a Rallying Cry

Unite employees and consumers around a common cause to amplify impact

Northwestern Mutual Launches #MyHeroMom to Unite Employees and Consumers

Northwestern Mutual united employees and consumers to raise funds for childhood cancer. Through highlighting personal stories, the brand drove both authenticity and acceptance





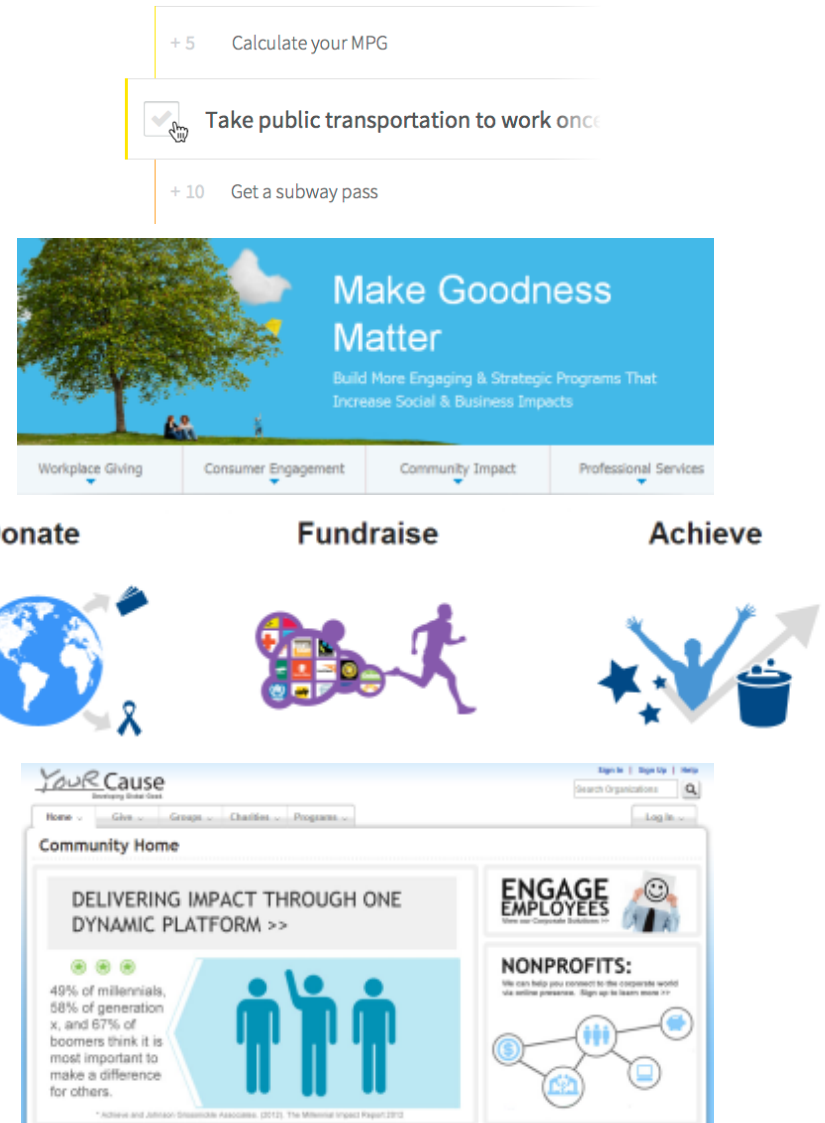
6. Tracking and Sharing

New digital platforms unite employees around a focused social impact commitment and provide tools to more effectively track and report impact

Benevity, CauseCast and YourCause Hold Power to Engage and Track



These platforms help connect employees and allow companies to more effectively track, measure and report fundraising and volunteerism efforts



Thank You

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