

ENGAGING A CHANGING WORKFORCE IN YOUR WORKPLACE GIVING PROGRAM



As the makeup of your employee base changes, you may consider trying new approaches to your workplace engagement efforts to increase participation, strengthen employee relationships, and boost your company's community presence.

The Case Foundation partnered with Achieve and The Millennial Impact Project to compile research about millennials and their involvement with causes. Below are ideas to update your workplace giving benefit for employees tailored to the changing workforce. Community Shares staff can help you supplement ideas with resources. We want giving to be easy and meaningful for everyone!

TIPS FOR YOUR WORKPLACE GIVING PROGRAM



Influence-46% of millennials are more likely to make a donation if asked by a coworker, compared to 27% asked by their supervisor and 21% asked by their CEO***

🌀 Involve a variety of staff from multiple levels in your organization in your campaign activities.

Motivation-69% are more likely to give if their company offers to match all or part of their donation; 43% are more likely to give if competition is involved***

🌀 Even a partial match of gifts offers incentive for participation. To make things fun and increase a sense of competition, include special events, recognition, or department competitions & incentives.

Communication-Millennials prefer to connect via technology*

🌀 Share information about your campaign through email, company social media pages, and company intranet for a multi-channel approach to make giving and researching groups as easy as possible.

Culture-63% of female employees and 45% of male employees said their company's cause work influenced them to accept a job**

🌀 Sell top job prospects about workplace giving benefits and community involvement in your interview & onboarding process with new staff



Commitment- Millennials view their time, money, and networks as having equal value**

🌀 Allow millennial employees to do more than donate. By creating space for them to volunteer or plan events and make asks of their colleagues to join them in giving, they're developing skills and deepening their commitment to your company and their community.



Impact & Results-Millennials want their contributions to achieve tangible results for a cause*

🌀 Encourage a giving program that makes it easy for your employees to direct their gifts to issues they care about. Community Shares has nearly 70 member groups that work across 6 different issue areas.

🌀 Celebrate the successes of the nonprofits your employees donate to as well as your workplace campaign results with your employees and the general public.

Sources: * 2013 Millennial Impact Report | **2014 Millennial Impact Report | ***2015 Millennial Impact Report

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