

# Workplace Giving Programs During Crisis



Bright Funds

Running a workplace giving program in normal times can be rewarding while also challenging. Running a program in the midst of a global pandemic and recession has its own distinct set of challenges. The experts at Bright Funds, bring you the elements and strategies to launch and support a workplace giving program that is successful and effective in a challenging time.

## MOVE QUICKLY

The needs of your employees and the needs of the community are evolving quickly. The sooner programs are launched, the sooner the benefit will be realized with all constituents.

- Given the COVID-19 crisis, employee uncertainty is a now problem
- Needs of nonprofits are a now problem
- As programs become the norm with your competitors, and expectation of your candidates , if you don't move quickly you will be playing catchup

The sooner you launch a program the sooner you will be making and impact and the sooner you will reap the benefits of having a program. Of course this does not mean be irresponsible in launching a program. Be prudent, figure out the details of the program, guardrails and platform to support your program.



## EMPLOYEE CENTRIC

In times of crisis employees are anxious and unsure. Take this opportunity to listen to employees, understand their concerns and make sure they know their voices are heard. Employee leadership is the key to a successful program.

- With the crisis, employees are anxious
- Have employee voices heard in program design
- Leverage existing employee community connections
- Employee feedback will guide the causes and the locations of the organizations to support (local, national, global)

During crisis,  
those that  
**cope best** are  
those that  
**help others**

Employee participation and engagement is key to a successful program. Get buy-in from the design of the program and the employee engagement will come naturally after it launches.

## COMMUNITY

Let the culture of your organization drive your approach to connecting to the community. If your company is tight to the local community then leverage it and use that connection to learn and deliver.

- COVID-19 crisis affect is worldwide to the so the relief need is global
- Make connections into nonprofits in the communities where your employees and customers live
- Understand nonprofit needs and bring their story into your company
- Connect with local governments to understand where gaps exist
- Understand the immediate and long term needs of partner nonprofits





## FOLLOW THE LEAD OF OTHERS

Your company is not alone on this journey. Learn from companies that have successful programs, learn from experts in the world of Corporate Social Responsibility (CSR).

- Benchmark your program with other companies in your locality or your industry
- Connect with other HR leaders to understand what their experience has been, what has worked, what didn't work.
- Discuss with your benefit consultants what options they recommend

You are not alone on this journey. Connect and learn.

## GET VALUE

You spend the time and energy in your workplace giving program, take the steps to ensure that you are getting your value for the cost of the program. Cost comes in many ways and so does value. First, understand the value that you are looking for.

- Establish goals and budget for philanthropic outcomes
- Measure and track employee engagement (reach)
- Measure and track program impact (retention, engagement, nonprofit impact of dollars donated)
- Internally share the results of the program so employees can see the fruits of their labor
- Externally share your impact for brand building and for talent acquisition





## IN CRISIS

No one knows how the COVID-19 crisis is going to play out. We know the initial global impact is affecting employees, employers and nonprofits. Act with the information we have available. Move quickly, support your employees and great programs that deliver value to the populations in need.

