



# WORKPLACE GIVING

MAKE A STRATEGIC CHOICE FOR YOUR EMPLOYEE GIVING CAMPAIGN

PARTNERING WITH THE AMERICAN CANCER SOCIETY IN A WORKPLACE GIVING CAMPAIGN IS AN IMPORTANT WAY TO OFFER EMPLOYEES THE ABILITY TO SUPPORT A CHARITY THAT IS MEANINGFUL TO THEM, THEIR COMMUNITIES, AND THE COMPANY.

## ALIGN CORPORATE SOCIAL RESPONSIBILITY

Workplace giving campaigns benefit your company by aligning causes consistent with employee passions to the company's overall corporate social responsibility strategy and business outcomes. Choice encourages greater giving and increases participation rates from employees.

Employees are the most important stakeholder group that matters in a company decision to expand a company's community investment.\*

**Enhance your brand image.** The American Cancer Society is the largest voluntary health organization in the world, with 95 percent brand name recognition\*\*. Leveraging the Society brand with your own provides significant opportunities to influence consumer behavior and employee loyalty. Health – and specifically cancer – is a leading concern for employees and is a cause consistently requested in workplace giving campaigns.

**Boost engagement and morale.** People respond to the actions of an employer who respects their interests. Providing the opportunity for employees to support the American Cancer Society and other causes they care about through payroll deductions can improve job satisfaction and increase loyalty to your company.

**Increase campaign outcomes.** Campaigns with expanded choices consistently see increases in participation rates, average gifts, and overall giving to communities.

*Including strategic choices in a campaign can help your company meet its goals to be a leading citizen and philanthropic contributor, as well as engage more employees in the process.*

\*CECP 2014 Annual Analysis of Corporate Giving and Employee Engagement.

\*\*2015 Brand Tracker Study

COMPANIES WITH THE STRONGEST BUSINESS PERFORMANCE INCREASED OVERALL GIVING BY THE HIGHEST RATES.

EMPLOYEE GIVING IS A CENTRAL ELEMENT OF A COMPANY'S PHILANTHROPIC LEVERAGE.

(CECP 2015 Annual Analysis of Corporate Giving and Employee Engagement)

NEARLY 87% OF COMPANIES EXPANDING THEIR CAMPAIGNS DID SO BECAUSE EMPLOYEES WANTED MORE CHOICE, AND NEARLY 97% DID SO TO INCREASE EMPLOYEE PARTICIPATION. 73% OF THOSE COMPANIES SAW AN INCREASE IN OVERALL GIVING.

(\*LBG Research Institute)

COMPANIES ARE INTEGRATING EMPLOYEE GIVING CAMPAIGNS WITH OVERALL EMPLOYEE ENGAGEMENT AND ALIGNING THEM WITH OTHER CORPORATE STRATEGIES FOR SUCCESSFUL OUTCOMES.

(The Consulting Network)

MORE THAN 50% OF MILLENNIALS SAY HAVING THEIR PASSIONS RECOGNIZED AND ADDRESSED IS THEIR TOP REASON FOR STAYING AT THE COMPANY. EMPLOYEE GIVING CAMPAIGNS WERE THEIR NUMBER ONE CAUSE INITIATIVE THEY'VE BEEN INVOLVED WITH AT WORK.

(CECP 2015 Annual Analysis of Corporate Giving and Employee Engagement)



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