



Step One: Gather Support

For maximum participation, we recommend that you gather support, feedback, and buy-in across your organization prior to launch.

Hold employee focus groups. Ask what is important to them, what incentives they'd like, what causes they want to support, and how they want to be involved. Use this group to validate ideas as you firm up your plan. We also have an email template with a survey that you can use!

Secure executive sponsorship. Get a company executive to sponsor the program and ensure its success. Start with asking your own team leader. A sponsor on the people team, diversity, equity, and inclusion team, or social impact team often works well but is not required.

Get buy-in from middle managers. These folks can be the most hesitant to give their teams time off to volunteer or donate. However, if you can help them understand the benefits of team building, skill-building, and retention, managers can be your biggest advocates. Ask them what challenges they have with employee attraction, engagement, and retention, and help them understand why Selflessly.ly will drive success for their teams in these areas.

Collaborate with your People and DEI teams. Learn what your human resources and diversity, equity, and inclusion team goals are, and how you can design your program to support their goals.



Step Two: Design Your Program

Determine your program components, operations, budget, team, and timeline.

Select program components. Decide if you'll start with matching gifts, VTO, coordinated volunteer opportunities, equity donation process, volunteer committees, or a global week of service based on feedback from employees and leadership.

Align with HR on policies like time off. Set goals for participation over time.

Create your budget. We recommend program spending sits with social impact teams while matching gifts come from HR, since people budgets grow as employee numbers increase.

Inform stakeholders. Share your plan and get feedback from stakeholders including employees, managers, HR, legal, and finance. Use information gathered in initial focus groups to support your choices.

Build your promotion plan. Determine how you're going to get Selflessly.ly in front of the company (all hands, emails, and group messages) and how often you'll communicate with employees to drive engagement.

Map out your opportunities. Identify what sponsored activities your company will provide over the first few months to maximize participation at launch.



Step Three: Execute Your Plan

You've planned—now it's time to execute.

Go big on the kickoff campaign. Present at all hands. Create a multichannel promotion plan to increase participation. Keep up the drumbeat of communication.

Get an early win. Host a big event, such as a Week of Service, soon after launch to gain momentum.

Stack the pipeline. Offer ongoing volunteer opportunities with key partners your organization supports.

Partner with champions. Work with internal champions to plan and execute activities such as employee resource groups, impact leaders, and team leaders.



Step Four: Track Progress & Celebrate Impact

Next, see how your company is tracking toward your goals.

Define and measure key metrics. Track donations completed year to date, total participation as a percentage of the employee base, total hours volunteered total donation amount via employees, and total donation amount including the company match.

Correlate participation to engagement. Partner with HR to determine if people who use Selflessly have higher employee engagement scores, performance ratings, or retention.

Report to the company monthly. Share your progress with the company monthly, and use that report to highlight new opportunities to participate.

Celebrate milestones. Make it a big deal when you hit milestones toward your participation goals!

Recognize participants. Find ways to recognize employees who have gone above and beyond. For example, give them extra matching gifts or nominate them for company awards.



Step Five: Iterate on the Program

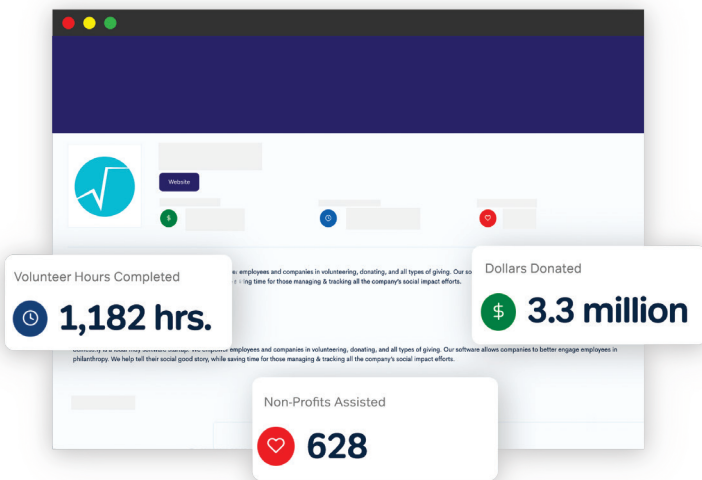
Keep improving your program over time with input and feedback from your employees and leaders.

Rerun focus groups or resend the survey. Ask the company what's working and what's not. Talk to people who have taken the pledge but haven't participated, those who have been very active, and people who never engaged.

Keep it fresh. Update your benefits and incentives to keep creating reasons to participate. Run special programs with additional incentives, like 2:1 matching.

Create repeatable campaigns. Create a repeatable way to address world events, like natural disasters and calls for social justice, with rapid response donation and volunteer options.

Implement ideas to address feedback. Take what you've learned and make changes to your program. Review how these changes impact participation rates.



Connecting your purpose has never been more important.

Giving Selflessly is easy with all-inclusive features that helps your organization create a purpose-driven culture.

Build a socially conscious brand with Selflessly's unique, all-in-one features — everything that your company needs to build a corporate culture that inspires the best in everyone.

Core System Features

- ✓ Giving Management
- ✓ Volunteer Opportunities
- ✓ Donation Matching
- ✓ Employee Engagement Platform
- ✓ White Labeling*
- ✓ Purposeful Reporting
- ✓ Ongoing Support
- ✓ In-Kind Donations Management
- ✓ Complimentary Onboarding
- ✓ Sponsorships & Grants Management
- ✓ Community Investment Portal
- ✓ Impact Dollars

Learn more at selflessly.io.