

Benevity Webinar | October 21, 2021

# Creating *Momentum* This Giving Season

Our panelists shared creative ways in which they've engaged their people. It also touched on Benevity's One Good Thing Challenge, which will inspire your people to take one small action to create a movement.

This webinar also taught us ways to boost participation in CSR programs for Giving Season, how to bring your people together to give, volunteer and take positive action.

## Featured Panelists



**Jenna Gaetz**

Advisor, Community and Workforce Giving, TC Energy



**Kimberly Goodley**

Global Program Officer, Employee Giving, John Deere



**Sam Sasyniuk**

Sr. Manager, Goodness Solutions, Benevity

## Key Themes

- A “one size fits all” approach to engagement doesn’t work for both remote and office workers.
- Definition of doing good has expanded beyond traditional giving and volunteering to include small acts of kindness.
- It doesn’t matter what you do, as long as you do something.
- Creativity and consistency keep momentum going.

## Key Takeaways

- Mix up your communication with employees based on their job function and locations to promote company initiatives.
- Get creative with your initiatives to create collaboration and engagement among employees in different work environments.
- Engage remote workers by meeting them where they are rather than making the program the same as office employees.
- Be transparent on the progress and success of your campaign with employees to continue driving engagement to reach your goal.

Watch the on-demand webinar  
**Creating Momentum This Giving Season**

