

Benevity Webinar | March 3, 2022

Secrets to Success: How Leading Brands Are Creating Impactful Employee Engagement Programs

Our panelists shared the findings from our latest Benevity Lab's Report, [The Best of the Best in Employee Engagement](#). The report unpacks the way leading brands are creating higher program participation, especially while top talent is looking for more purpose and impact at work.

This webinar also taught us how companies can strengthen their culture and become a leading employer along with five powerful traits of engaging corporate purpose programs.

Featured Panelists



Sona Khosla

Chief Impact Officer, Benevity



Liam O'Gorman

Principal Client Success Manager, Benevity

Key Themes

- Allowing employees to choose how they give back and who they give back to increases participation.
- Providing employees with incentives such as volunteer rewards or account seeding with funds to donate to causes of their choice will grow program participation.
- 57% of employees are less likely to leave a company if an employee engagement program is offered.

Key Takeaways

- Create awareness about your employee giving programs to increase engagement.
- Get creative with your program initiatives and add inclusive features to spark interest across your diverse organization.
- More is more. The more features your employee engagement program has, the more participation it will see.
- Share company or employee created giving and volunteering opportunities to encourage participation.

Watch the on-demand webinar
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