



Build an Ambassador Network

Unify your people worldwide by recruiting local ambassadors

Did you know that you can recruit a team of employees across each of your locations who can help you implement (or grow!) your corporate purpose program? We call them an Ambassador Network, and they can play a valuable part in increasing program participation and creating an engaging, purpose-driven workplace culture. But it can be hard to know where to start.

Building a program takes lots of work, and often corporate purpose professionals like you are doing it on their own. But we're here to give you a few ideas to help amplify your program's impact.

Whether you have a local, national or global corporate purpose program, this guide has everything you'll need to create a robust ambassador program. One that engages more people in a way that is culturally relevant to them, makes a bigger community impact and begins to embed purpose into the fabric of your company culture.



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Understanding *Ambassador Networks*

What Is an *Ambassador Network*?

The people on this team might include ambassadors, champions and catalysts — and together, we refer to them as an Ambassador Network. An Ambassador Network consists of a group of dedicated employees who are passionate about making a difference in their local communities and will take on this additional responsibility to ensure your program is engaging more people while helping meet your company's social impact goals.

These generous volunteers cheerlead, rally and inspire their co-workers to get excited about giving and volunteering. They can even organize and lead campaigns at their specific locations, as well as engage co-workers in grassroots initiatives. After all, no one knows their communities better than they do!

Why Build an *Ambassador Network*?

Building an Ambassador Network is a great opportunity to increase employee engagement throughout your organization and help you get the word out in an authentic way. And more people are likely to get involved in your corporate purpose programs when their peers invite them. That's why a structured Ambassador Network is vital to the success of your program if you're looking to scale it and support the places where your people live and where you do business.

An *Ambassador Network* can:

- ✓ Build a stronger regionalized/international corporate purpose program that aligns with the individual passions and nuances of each region.
- ✓ Work and partner with local charities.
- ✓ Deepen and increase employee participation in your program.
- ✓ Help share positive impact stories with the rest of the company.
- ✓ Promote employee loyalty and increase employee retention.
- ✓ Offer leadership development opportunities for people at all levels of your company.
- ✓ Increase company visibility and elevate your company brand.
- ✓ Provide more Volunteer and Giving Opportunities from a local perspective.
- ✓ Create Peer Matching opportunities.
- ✓ Help with content creation via Missions.

Here's an overview of how you could structure your *Ambassador Network* in each location, regardless of whether your program is national or global.



Benevity Spark Tip

Provide your ambassadors with access to Spark so they can create content of their own. The content will be a valuable resource that can be leveraged by other teams in the company.

Building a Business Case for Investing in an Ambassador Network at Your Company

As you know, it can be extremely difficult to coordinate events or campaigns from one central location.

More often than not, the team managing a corporate purpose program will be lean. One or two corporate purpose practitioners might manage a program that serves thousands of employees in multiple locations and/or countries.

Sometimes, the program is managed as a side-of-the desk project by someone who's passionate about supporting the communities where their company does business and their employees live. So, how do you show how an Ambassador Network can create value?

It's a good time to go global with your ambassador program, because in 2020:

67%

of companies and their people gave internationally (up 32% YoY)

64%

of companies offered global engagement programs (up 31% YoY)

39%

of Benevity clients added international users in 126 countries

Case Study #1:

How Arm's Ambassador Network Increased Participation and Engagement

To support their global programs, Arm developed Team Arm, an employee network of 30 champions and 100 ambassadors, who lead the volunteering, fundraising, campaigning and local charity partnerships in their local offices.

In 2020, despite pandemic restrictions, Arm's people spent over 6,500 hours volunteering and, with the help of Team Arm's champions who made recommendations for local charities that were further amplified by a company match, raised nearly \$750,000 from more than 1,500 colleagues in Arm's largest-ever fundraiser! In addition, Arm invited colleagues to apply for grants on behalf of charities and nonprofits supporting those most affected by COVID in their local communities, resulting in \$670,000 in grants to 125 charities globally.

arm



Using Ambassador Networks To Create Value for Business, Employees and the Community

An Ambassador Network is a major dimension of social impact and — when conducted strategically — can deliver significant value to both your business and the places in which your business operates. Creating an Ambassador Network can provide an opportunity to think about how your program fits into the larger business context. Plus, you'll benefit from the insights and experiences of fellow employees who are already making an impact.

The benefits of an Ambassador Network are many, but we've highlighted a few that we think will give your business case the most credibility. An Ambassador Network can:

- ✓ Become a driver for meeting and exceeding your company's social impact goals by amplifying your community contribution globally and locally, increasing employee engagement and improving employee retention.
- ✓ Boost your business presence, both locally and globally, while increasing impact and amplifying engagement that reflects each location's unique culture.
- ✓ Enhance your company's brand and reputation through positive interactions and philanthropic support of causes, while building relationships with nonprofits.
- ✓ Provide leadership and other professional development opportunities to employees, resulting in increased engagement.
- ✓ Provide additional resources for corporate purpose practitioners, thus improving their efficiency and ability to strategically grow the program.
- ✓ Reduce employee turnover, since employees who are engaged feel proud of where they work, are more productive and stay with you longer.

Creating a Budget

An Ambassador Network runs primarily on the passion of your people. However, consider allocating funds for annual on-site or online training for your Chairs (the leaders of your Ambassador Network) and creating a small budget for your local teams so they can buy incentives for giving campaigns, organize volunteer events, create company T-shirts and execute other ideas for engaging more people.

This budget often comes from the broader corporate purpose allowance, but it can also come from local offices and/or business units. Giving the Chairs at each location accountability over a small budget will allow them to co-own the program and feel more empowered and committed to the program's success.

Depending on the site size and number of activities planned for the year, you can evaluate the amount that should be allocated to each location from your overall budget.

Partnering with employee resource groups (ERGs) or sustainability, diversity and inclusion teams is also a great way to cross-pollinate Giving and Volunteer Opportunities while sharing the cost.



Benevity Spark Tip

When creating your budget, consider asking for a one-time seeding amount that you can add to new employees' Giving Accounts to prompt their involvement in your program.

Setting Up an Ambassador Network: *Best Practices*

When setting up an Ambassador Network, be sure to follow these steps:

1. Establish and train office and country liaisons.
2. Update guidelines and policies to ensure cultural sensitivity.
3. Partner with the communications team.
4. Practice flexibility.

Case Study #2:

Jacobs

How Jacobs Set Up Their Ambassador Network by Leveraging ERGs

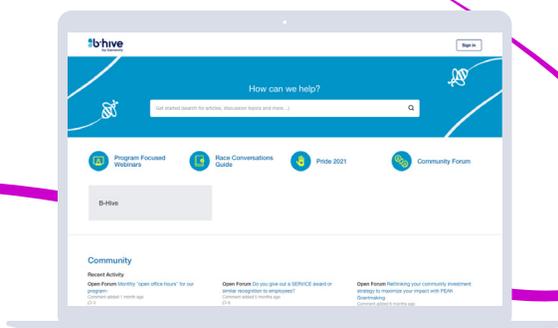
Jacobs, a global technology-forward solutions provider headquartered in Dallas, Texas, has a talent force of approximately 55,000+ employees spanning 40 countries.

Jacobs launched Spark globally on Day 1, with an ambassador program built from scratch — the “Collectively Ambassador Network.” Directly aligned with their core value of “We live inclusion,” they did not want to launch a top-down corporate program, but instead wanted to harness and leverage the enthusiasm of employees at a grassroots level. Which is exactly what they did.

The corporate social responsibility (CSR) team recruited 140 employee volunteer ambassadors who are passionate about making a difference in their local communities. The ambassadors act as a primary point of contact for their peers, encourage user-created content, support companywide campaigns, and connect and collaborate with one another across time zones.

To form their Collectively Ambassador Network, the CSR team leveraged their existing employee resource groups (ERGs) and strategically used a three-tier system of regional, country and office ambassadors who each had specific roles to play in the program. Office ambassadors were appointed and connected with country ambassadors, who are in touch with regional ambassadors. Each role has different responsibilities and access to Spark. The team also reached out to global ERG leaders to appoint an ERG ambassador who could spot opportunities to harness the power of the program to further their ERG goals.

Jacobs’ Collectively Ambassador Network has created strong waves of employee-led activity, resulting in a strong sense of pride across the entire global organization. Within their first year, Jacobs supported more than 3,000 causes across 33 countries.



Jo Jeffreys, Jacobs, PlanBeyond Engagement Manager & Collectively Program Manager, developed the Collectively Ambassador Network Handbook and shared it with the client community.

[Check it out on the B-Hive now.](#)

Knowing Who To Approach When Building Your Ambassador Network

Ideally, when building an Ambassador Network, you'll want a diverse range of members to ensure all of your people and locations are accurately represented. After all, what works well in head office may not resonate with people at global locations, manufacturing plants, call centers or retail outlets. Each Ambassador Network team should reflect the cultural nuances of their specific location, which can differ by region and by country.

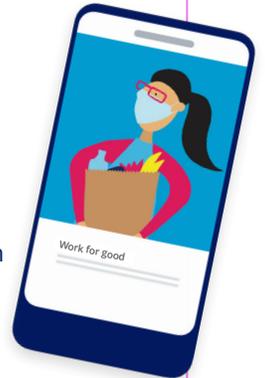
Having an Ambassador Network in locations around the world will also ensure your program's success. Once trained, they can handle and coordinate volunteer events from start to finish. All you'll need to do is provide the marketing materials, messaging and funding. They'll do the rest, from identifying opportunities and recruiting volunteers to building relationships with nonprofit partners.



Tip

Don't forget to engage disconnected or unplugged workers. Try the Benevity app, which puts the power of Spark in your people's hands so they can take action whenever and wherever they're inspired!

The Activity Streams feature will let an employee easily upload volunteering photos from their phone's camera roll and share their experiences in real time. You'll have access to all the uploaded photos and you can use them to promote your program!



Case Study #3:

How Xylem Increased Engagement for Remote Workers With an Ambassador Network

Xylem, a water technology provider with over 17,500 employees, has seen increased volunteerism and participation among their employee base worldwide. When they kicked off their employee engagement and volunteerism program, they were finding it challenging to disseminate information on volunteering to wired and unwired employees, and also challenging to collect information from them. So, they implemented a volunteer ambassador program built around champions — employee volunteers at each Xylem location. The ambassadors help champions plan and execute events for individuals at their respective sites.



Employees have logged more than

110,000

water-related volunteer hours — which is a 39% increase year over year, from 2017 to 2018.

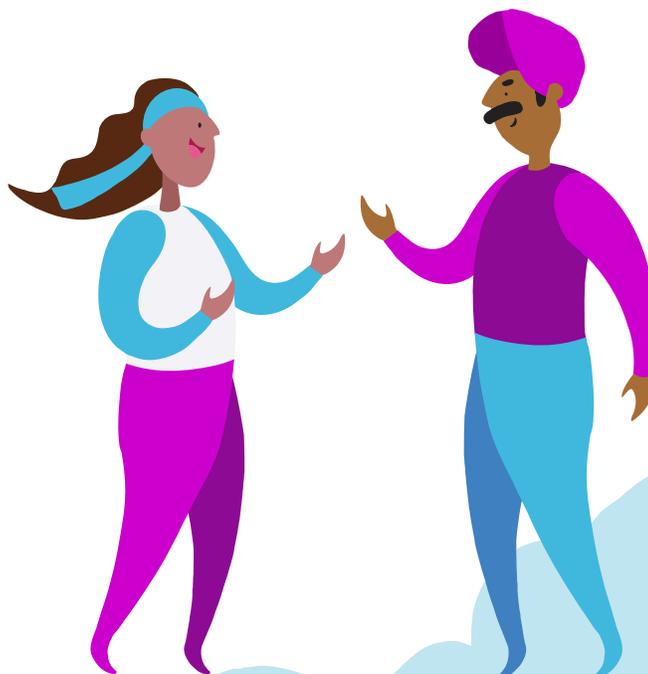
Since introducing an Ambassador Network, Xylem achieved a 14% increase in participation in their first year of the program and a 70% increase in the second year. All told, employees have logged more than 110,000 water-related volunteer hours — which is a 39% increase year over year, from 2017 to 2018.

Creating an Effective Ambassador Network

You may be surprised, but there will be people in all of your locations who are just waiting to be asked to support your corporate purpose program. Start by finding out who's already involved in their community and who can speak passionately about why they support the cause(s) they do. If you know some of those people already, reach out directly and let them know about this amazing opportunity to apply for a role on their local Ambassador Network committee. Also, you can send an email to generate interest or write a newsletter/intranet article.

Here are a few folks you might want to reach out to who can connect you with other employees who may be interested in joining your Ambassador Network:

- ✓ **The people who you know are actively involved in the community already.** They'll know more people within your company who are passionate about doing good, too!
- ✓ **Executive assistants (EAs).** They'll know which causes your executives support and are passionate about.
- ✓ **Leaders of your ERG/affinity groups.** Often, these folks are actively involved with causes that resonate with their specific group. They're likely already volunteering as a group, so why not loop them into your program and feed two birds with one hand!
- ✓ **Members of each business unit.** They can speak at an all-hands meeting and recruit an Ambassador Network member from each business area. This approach ensures each unit has its own point person to give guidance on how to get involved.
- ✓ **Your HR team.** They'll know who the high-potential employees are within your company and if any of them are looking for professional development opportunities. For example, being an Ambassador Network Chair provides the opportunity to gain leadership and project management skills while networking with leadership and gaining positive visibility.
- ✓ **Other groups like leadership or intern programs.** If you have either of these, tap into them to see who might be interested in joining your Ambassador Network.
- ✓ **New employees.** See if you can schedule time during onboarding sessions to speak to new employees about your corporate purpose program and about the opportunity to become ambassadors.



To Create an Effective Volunteer Ambassador Network, Consider the Following:

Recruit from all levels of the company:

Diversity in membership also extends to member positions, so recruit folks from entry level to C-suite. And, if you have call centers or manufacturing sites, be sure to recruit people who can rally and inspire their peers. Employees in these types of work environments may not have access to a work computer, so word of mouth is fundamental to finding out what's happening and how they can get involved in your program.

Emphasize the roles as opportunities for professional growth:

Many companies provide these roles as leadership opportunities to give participants the recognition and professional growth opportunities they may be seeking. So, give that extra incentive if you want to see your program flourish. We always recommend that employees "apply" for the volunteer positions, which adds accountability and ownership to the role.



Team Building

We're seeing more of our clients move away from expensive team dinners or events as a means of team building, and instead organizing team volunteering and fundraising opportunities. You can also add some friendly competition and compare volunteer hours/dollars raised by each business unit.



Tip

By highlighting some of the organizations your people already support — and by sharing how your Ambassador Network can help increase volunteering and donations to these causes — you'll be able to recruit more passionate members.



Communications *Tips & Templates*

Promoting Your Ambassador Program

Getting the word out about this amazing opportunity can be half the battle! Let your people know that you're creating an Ambassador Network and invite them to apply for a position. Post a short article on your intranet about the Ambassador Network and the different ways people can get involved. Remember, you're looking for representatives from each location and from a cross section of professional levels, so communicate on channels and in ways that are relevant to each employee and location. That will ensure all of your people get the message.

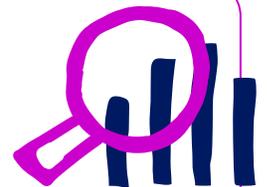
Here are a few ways you can start to get the word out:

- ✓ Have a senior executive sponsor this initiative and make a companywide announcement through an email, instant message or all-hands meeting. The announcement can link to a more detailed explanation on your program's intranet page. It's almost guaranteed that an announcement from a senior executive will get attention.
- ✓ Add a news article and cover story to your Spark site.
- ✓ Send a companywide email linking to your Spark site.
- ✓ Send a message via your instant-message channels (e.g., Slack, Yammer).
- ✓ Add electronic ads to LCD screens across your offices (if applicable).
- ✓ Distribute flyers/posters/table tents in communal areas at all of your locations (especially factories/manufacturing sites/retail outlets). Be sure to get permission from your facilities team before you post anything.
- ✓ Have other champions or ambassadors recruit people for you (as word of mouth is a powerful tool and they are more likely to engage if invited by someone they know and trust).
- ✓ Ask your HR department for some time to present your program to new hires at onboarding meetings.
- ✓ Share via your company's social media channels.



Tips

1 Use your data to find passionate Ambassador Network members. Pull a Benevity report to see which people are currently volunteering and donating the most and reach out to them directly to ask if they'd like to apply for a position on their local Ambassador Network committee.



2 Some countries don't allow access to certain social media, so be aware of what's available and what's not, based on the country.



General Call To Volunteer Template

[Insert program name] is creating our very own Ambassador Network! What is an Ambassador Network? It's a group of dedicated individuals who are passionate about making a difference in their local areas. These generous folks cheerlead, rally and inspire their co-workers to participate in fundraisers and volunteer campaigns and can even organize and lead campaigns at their locations!

You'd make a great addition to our team if:

- You are passionate about serving nonprofit organizations in your community
- You are looking for a leadership opportunity that will make a difference, while helping us meet our social impact goals
- You are interested in and willing to learn new skills

There's a variety of roles and responsibilities, depending on your skill set and availability.

For more information on this outstanding opportunity, please join us for a lunch and learn on **[insert date]** or email **[insert program manager's name and email]**.

Or: Learn more about the various roles here: **[hyperlink to the Chair, Committee Member and Project Lead position descriptions]**.

Executive Sponsor E-Card Template

[Photo of your Executive Sponsor wearing your corporate purpose program logo T-shirt]

Calling all changemakers for good! Join me in becoming part of **[insert company name]** Ambassador Network. Together, we really can make a difference in our communities.

[Link to your intranet page with more information]

Ambassador Network Announcement Template

Once you've recruited Chairs and members, let your people know who they are and what they do so everyone can make the most of your new (or growing) program. If possible, include a group shot or individual photos and short bios on your corporate purpose program intranet page. You can also make this announcement via your company's instant-message channel.

Title: **[Insert company name]** Announces Our New Ambassador Network

We are ready to make an impact and let the communities where we live and do business know just how much we care. We'd like to congratulate and thank this amazing group of folks who have stepped up and are now part of the **[insert program name]** Ambassador Network. Take a peek and see who your local representative is. **[link to program intranet page with more information]**

Position Descriptions

Depending on the size of your company, there will be a number of roles to be filled in different regions. Check out the position descriptions below and use them to engage volunteers for your Ambassador Network.

Ambassador Network Chair/Co-Chair

Are you passionate about giving and volunteering in your community? What about rallying people for a good cause? We are looking for someone with excellent leadership and project management skills who enjoys working with people and can lead, manage and inspire co-workers to serve as agents of change within the company and your local community. You'll work closely with our team on company giving and volunteering campaigns and at a local level alongside co-workers in your location.

Role:

- ✓ Create and execute on our corporate purpose program's vision and goals in your location.
- ✓ In partnership with the program manager, build an annual plan and calendar of community giving and volunteering events.
- ✓ Build a cross-functional team of Ambassador Network Committee Members and Project Leads by recruiting co-workers at your location.
- ✓ Measure the impact of your location through participation and quarterly metrics.
- ✓ Promote and champion your location's programs and events internally to business units and externally to nonprofit organizations.
- ✓ Maintain Spark pages, keep the featured cause carousel up to date, and maintain your location's Giving and Volunteer Opportunities.
- ✓ Lead Committee Members in supporting local and companywide initiatives.
- ✓ In partnership with the corporate purpose program manager, develop and manage your location's annual site budget.
- ✓ Compile an annual regional report providing program details and metrics.
- ✓ Ensure all event stories and pictures are shared on our internal website.

Qualifications:

- ✓ Employee of good standing.
- ✓ Open to all levels and titles.
- ✓ Manager approval.
- ✓ Passion for serving your local community.

Benefits of being a Chair/Co-Chair:

- ✓ Professional development opportunity.
- ✓ Opportunity for networking and visibility.
- ✓ Make a positive social impact in your community.
- ✓ Build your project management, program administration and budgeting skills.
- ✓ Partner with senior leaders to develop and implement the local giving and volunteering strategy.

Commitment:

- ✓ Serve two years, with approximately five to seven hours per month dedicated to community initiatives.
- ✓ Attend monthly one-hour conference calls with corporate purpose program managers.
- ✓ Attend annual one-day on-site meetings for Ambassador Network training.

Ambassador Network Committee Member

Are you passionate about giving and volunteering? What about rallying people for a good cause? We are looking for people who enjoy being part of a team with a purpose, who will gladly roll up their sleeves to serve their community and who want to be part of our company's Goodness initiatives. You'll support the Ambassador Network Chair/Co-Chair on company giving and volunteering campaigns and at a local level alongside co-workers in your location.

Role:

- ✔ One-year commitment, with approximately five to seven hours per month dedicated to Goodness initiatives.
- ✔ Manage Project Leads.
- ✔ Participate in the implementation of your location's corporate purpose program plans.
- ✔ Participate in monthly Ambassador Network team meetings.
- ✔ Assist Chair/Co-Chair in measuring effectiveness of your local program through participation and quarterly metrics.
- ✔ Be a cheerleader for giving and volunteering campaigns/programs and engage employees to get them involved in the corporate purpose program.

- ✔ Coordinate relationships with local nonprofits.
- ✔ Maintain Spark pages and keep the featured cause carousel, site information (screens/flyers, etc.), internal Q&A and intranet pages accurate and up to date.

Benefits of being a Committee Member:

- ✔ Professional development opportunity.
- ✔ Opportunity for networking and visibility.
- ✔ Make a positive social impact in your community.
- ✔ Build your project management, program administration and budgeting skills.
- ✔ Pathway to becoming an Ambassador Network Chair.

Ambassador Network Project Lead

Are you passionate about giving and volunteering? What about rallying people for a good cause? We are looking for people with excellent project management skills who enjoy leading a team with the purpose of serving their community and who want to be part of our company's Goodness initiatives. You'll support the Ambassador Network Chair/Co-Chair as a Project Lead at company giving and volunteering campaigns and at a local level alongside co-workers in your location.

Role:

- ✔ Lead at least one fundraising or volunteer event per year at your location.
- ✔ Be a cheerleader for giving and volunteering campaigns/programs and engage employees to get them involved in the corporate purpose program.
- ✔ Coordinate relationships with local nonprofits.

Benefits of being a Project Lead:

- ✔ Professional development opportunity.
- ✔ Opportunity for networking and visibility.
- ✔ Make a positive social impact in your community.
- ✔ Build your project management, program administration and budgeting skills.
- ✔ Partner with senior leaders to develop and implement the local giving and volunteering strategy.

Recruiting & Interviewing Tips

You're looking for passionate people who seriously want to help your program grow and help your company (and your employees!) bring their purpose to life. Here's some actionable advice for recruiting and interviewing great candidates.

Empowering Leadership and Professional Development

Empowerment is vital to engagement. An Ambassador Network will give you a great opportunity to engage more people, so it's incumbent on the stewards of the program to empower employees as much as possible. Whether your employees are envisioning and executing community events, building a cross-functional local team or creating an annual budget, you should aim to equip them with the tools to take the next step in their professional career while giving back.

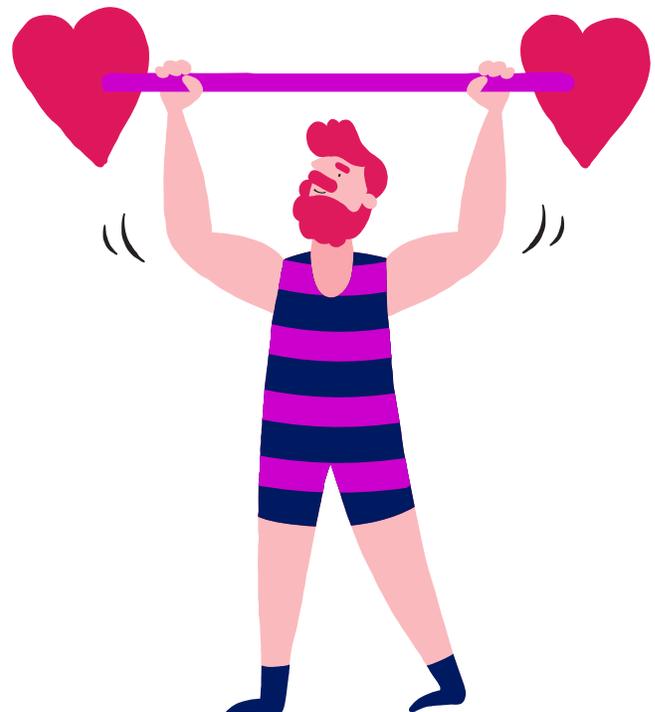
Here are a few tips:

- ✓ Make this a meaningful, engaging opportunity for employees and promote it as a step in their professional development journey.
- ✓ Include corporate purpose program involvement in employees' annual performance goals. Their involvement can then be measured and rewarded (if possible).
- ✓ Make funding available for Chairs to attend CSR conferences, webinars or other development opportunities (e.g., Boston College Center for Corporate Citizenship/Association of Corporate Citizenship Professionals classes) (if possible).
- ✓ Give formal and informal feedback on performance on a regular basis.



Tip

These programs sometimes start out as grassroots movements, so be sure to involve those who are already volunteering and those who are well regarded in your company. They'll become natural leaders that people will follow.



Interviewing Candidates

The interview doesn't have to be too formal — you'll just want to assess interest, engagement, commitment and the ability to be accountable to the role and results. Remind candidates that these roles and all associated responsibilities will be in addition to their daily workloads.



What to look for in candidates

- ✓ Demonstrated leadership skills.
- ✓ Ability to measure and report on results (and understand their value!).
- ✓ Excellent people skills and the ability to build relationships.
- ✓ Someone who people like to engage with and who is enthusiastic and committed to making a difference in the community.
- ✓ Previous volunteer experience.
- ✓ Their manager's support for the Ambassador Network role.



Thinking Globally

Different countries and regions have their own unique approaches to volunteering and giving, and no one knows your communities better than your people who live and work there. Since this program can support existing grassroots programs in each of your locations/regions and align them with your corporate purpose goals, the result will be more meaningful volunteer and giving opportunities at a local level for all employees.

Sample interview questions

- ✓ Why are you interested in this role?
- ✓ Explain how you've successfully led people, either in the workplace or personally.
- ✓ What skills do you think you'd bring to the position?
- ✓ Can you give an example of a time when you had to inspire change?
- ✓ Can you give an example of a project that you completed end to end?
- ✓ What work accomplishment are you most proud of?
- ✓ What volunteer or fundraising experience most resonates with you? Why?
- ✓ How would you motivate people who are in a volunteer role (i.e., the thing they've signed up to do is voluntary as opposed to a work requirement)?
- ✓ How would you show your appreciation for your team's efforts?
- ✓ You are likely very busy in your day job; how will you make time for this additional responsibility?



Benevity Spark Tip

Another way you can recruit for these roles is to create a Volunteer Opportunity in Spark where employees can sign up for the position they're interested in.

Training Your Ambassadors

Congratulations! You've recruited an army of passionate team members to build out your Ambassador Network. To ensure they're ready to get started (and make a big impact!), we suggest holding a training session.

Get your team of Chairs and Co-Chairs together, either by holding a virtual training session or bringing them together in person to kickstart the new program. If you bring people to one location, you'll need to budget for travel and accommodation for all Chairs/Co-Chairs who aren't in your local area. If you don't have enough budget, check with the Chair/Co-Chair as they may be able to use their own business unit's allowance.

Use this training session to excite, empower and educate your Chairs/Co-Chairs about the important role they play in making fellow employees aware of your program and how everyone can get involved. Ambassador Network Chairs are your advocates and can influence how many employees know about your program and the benefits it offers (e.g., matching gifts/time off and donation rewards to volunteer).

Encourage them to spread the word about campaigns and how employees can sign up for Volunteer and Giving Opportunities.



Tip

Be aware of regional differences in volunteering and giving preferences. According to a report released by the International Association for Volunteer Effort (IAVE), in the U.S. employees love to volunteer and donate money. In places like Singapore and Hong Kong, employees prefer to volunteer their time — they love the community-building aspect of volunteering. In Europe, employees really enjoy participating in walks and races to fundraise for a beloved cause. And in Brazil, people like to volunteer and donate products in kind like food and diapers.



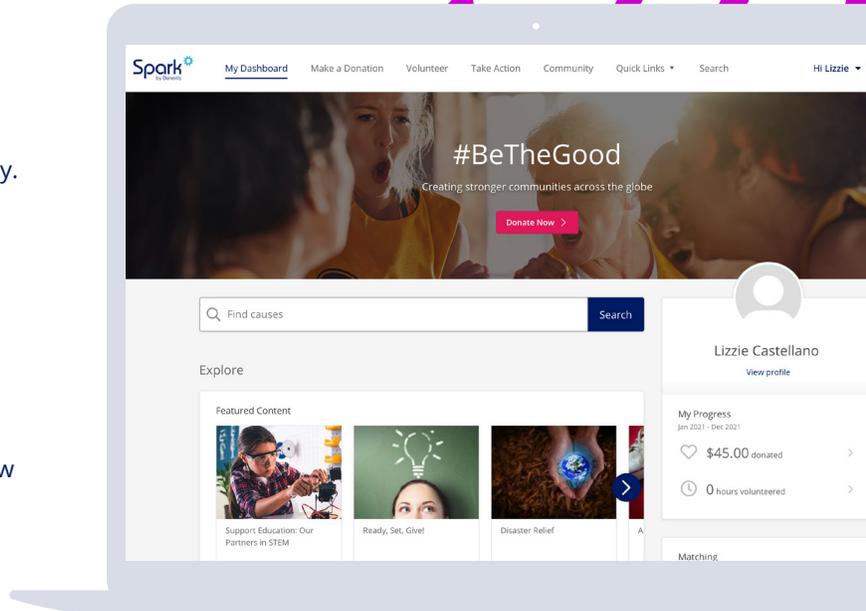
Tip

If your company has wholeheartedly committed to the concept of an Ambassador Network, we recommend selecting and inviting a business leader from each respective location to act as local "advisors" to the community Chairs. These individuals would meet with your local community Chairs on a monthly basis and ensure alignment to the business, while also giving the Chairs the support and coaching needed to be successful.



Your training day should include:

- ✓ An overview of your corporate purpose program's current strategic plan — scheduled campaigns, 2:1 special matching, executive involvement, what/when/purpose/goals.
- ✓ How you will work as a team over the next 12 months — communication cadence/type, reporting, expectations.
- ✓ A general overview of corporate social responsibility. Remember, this is not their professional field, so they'll likely have limited knowledge of terminology and best practices.
- ✓ A discussion on how to involve co-workers in your program.
- ✓ An interactive overview of Spark. Ensure you cover both user and admin interfaces and let people know to bring their laptops so they can participate in real time while you go over:
 - How to create a Volunteer Opportunity
 - How to create a Giving Opportunity
 - How to create a Peer Matching opportunity
 - How to search for Volunteer/Giving Opportunities
 - How to track volunteer time
 - How to approve Giving/Volunteer Opportunities (if you're authorizing them to do that)
 - How to access the B-Hive so volunteers can leverage this tool for self-serve training and content resources
 - User support from End User Care team
 - The Benevity Causes Portal and how users can nominate a cause
 - The Benevity app and the benefits of Activity Streams
 - The benefits of storytelling — why and how to tell compelling stories that inspire others to get involved



- ✓ A guest speaker from your C-suite who is active in community engagement. This could be someone from your executive team who is a visible supporter of the program or someone influential on your leadership team.
- ✓ A short, on-site or virtual volunteer activity.
- ✓ A corporate purpose program manager from a company in your area to talk about their successful workplace giving and volunteering program.



Tip

If you're not sure who to invite, speak to your Client Success Manager as there may be a Benevity client in your area who'd jump at this opportunity.

Example agenda

1. Introductions. Explain each person's position, business unit, location, time at the company, what causes they're passionate about and why they became a part of the team.
2. Someone from your C-suite speaking for 10 minutes about the impact of their role. The chief human resources officer is the perfect person, especially if your HR team has a focus on employee engagement, but any C-suite person will work. This lets your team know they are valued!
3. Corporate purpose overview. Your new team may consist of people with no background in this concept, so an explanation will be extremely helpful for them.
4. Spark or app demo.
5. Communications plan and storytelling.
6. Corporate purpose guest speaker from another company.
7. Volunteer activity.



Tip

Ensure you allow for coffee/snack/bio breaks in the morning and afternoon as well as a break for lunch. If you're hosting in person, cater lunch so that you don't lose any attendees. If hosting virtually, consider sending participants lunch delivery gift cards. Also, be sure to have a thank-you gift for all attendees! A charitable gift card is a great way to show them how good it feels to give. Speak with your Client Success Manager if you'd like to learn more about charitable gift cards.



Check-In Tool

You've recruited and trained an eager and passionate Ambassador Network. Now, how often should you connect with them and in what format? Here's some guidance to keep you and your team on track and engaged.

Planning ongoing communications: cadence and meeting suggestions

- ✓ Schedule a monthly, one-hour call or video chat with the Chairs/Co-Chairs. If you have a global program, keep in mind the need to alternate your meeting times to accommodate for various time zones.
- ✓ Pre-assign someone to take meeting notes.
- ✓ Allow time for your team to share feedback on campaigns as well as any other activities that they've been involved in at their location.
- ✓ Review a specific feature in Spark (do this until you know your team is completely comfortable with the platform — a short lesson during these meetings will go far).
- ✓ Share any updates about your program (e.g., goals met, metrics, stories, executive interest, a change in your campaign calendar, budget updates).
- ✓ Share relevant corporate purpose best practices you've learned since your last call.
- ✓ Request that the Chairs share relevant information with their committee team members.
- ✓ Remind folks to track their time in Spark. Every hour they volunteer for you can be tracked if you want to capture the actual amount of time they are spending in supporting your program.

Example agenda for monthly Chairs/Co-chairs calls

1. Roll call
2. Announcement of note taker
3. Chairs share campaign feedback from their location
4. Spark tutorial
5. Corporate purpose program update — metrics, stories, campaign and budget
6. Corporate social responsibility/corporate purpose best practice (as appropriate)
7. Request that your Chairs go back to their local teams and provide updates



Tip

Ask for feedback on what to include for future meetings to ensure your team is getting the information and support it needs to be successful.

Providing *Incentives, Recognition and Rewards*

Part of your role will be to develop interesting ways to incentivize participation. It's pretty simple — incentives give the best people reasons to stay. Remember that different countries and cultures view incentives or how people are incentivized differently. For example, when looking at the countries where you have an Ambassador Network, is gift giving valued or is time off valued?

Your local HR teams will be the best people to advise on what rewards and incentives will resonate most with employees, or you can gather your own data in an employee survey. You'd be surprised at what motivates people to get involved. In some areas, just the ability to involve family members is incentive enough. Incentives, rewards and recognition options are as diverse as the people in your Ambassador Network. As such, ensure you have a variety of options so that everyone's covered.

Everyone likes to be recognized for their efforts, and your Ambassador Network is no different. Your ambassadors don't step up to support your program for recognition or reward, but that doesn't mean you shouldn't shower them with appreciation. We've provided you with some incentives and recognition ideas below.

Incentivizing your employees:

- ✓ Award prizes to the Ambassador Network for meeting goals.
- ✓ Raffle off prizes at fun events with better prizes for those with higher volunteer hours; this encourages both participation and increased generosity.
- ✓ Strategically use senior leadership to help encourage participation.
- ✓ Share statistics from a nonprofit. It's always helpful to remind employees of the exact impact their donation will have.
- ✓ Seed your Giving Accounts.



Tip

Volunteer T-shirt tip! For your Chairs, have a slightly different design (e.g., polo versus T-shirt) with "Ambassador Chair" embossed on the back.



Recognizing your employees:

- ✓ Include the Chair/Co-Chairs' roles in their annual performance goals. This shows a commitment from your company that you recognize they are going over and above the call of duty, and at the end of the year their success in the role can be rewarded in whichever way your company sees fit (e.g., verbal recognition from manager/business unit leader, bonus).
- ✓ Partner with HR and get included in your company's official recognition program to create an "Ambassador Network Award" or something similar.
- ✓ Recognize local Ambassador Networks and members through articles and shoutouts. You can use your corporate intranet, online collaboration tool (e.g., Slack/Yammer), office screens, newsletters and posters in breakrooms.
- ✓ Give a shoutout at a companywide meeting, especially if given by an executive/leader of your company.
- ✓ Provide your team (and everyone who volunteers through your program) with branded T-shirts — they're an excellent way for folks in the community to see that your company cares about them.
- ✓ Ship T-shirts to your Ambassador Network members (and volunteers) all around the world.
- ✓ Send a charitable gift card via Spark at the end of a year of service or after helping coordinate local events. Don't forget to include a thank-you note!
- ✓ Seed their Giving Account and let them make a donation to their organization of choice.



Tip

Saying thank you in real time, with sincerity and authenticity, goes further than you know, but you'd be surprised at how many people forget to say it. And the bonus? It's free!

- ✓ Introduce volunteer/donor of the month/year awards for teams and/or individuals.
- ✓ Offer a seat at the company-sponsored table at a gala for those who helped with the fundraising efforts.
- ✓ If your corporate purpose program has branded items, you can offer them at specific times of service.
- ✓ Offer a spot bonus for outstanding performance.
- ✓ Add a badge of honor on their swipe card.
- ✓ Send them a certificate to post in their office/workspace.
- ✓ Give out computer or phone skins that are unique to the Ambassador Network Chairs/Co-Chairs.



Evaluating **Success**

What gets measured gets managed. You'll want to be 100% sure your Ambassador Network is successful and is aligning with your corporate purpose program and your company's business goals. Setting up evaluation tools and processes at the beginning will ensure you can report out at any given time and always have a finger on the pulse of your program's health. It will also enable you to course correct if things aren't aligning.

Reporting on Alignment With Business Goals

Create reports in Benevity Reporting that mirror your corporate purpose program's strategic goals and objectives. For example, if your goals are to have a specific number of employees participate in a set time frame, or you have a financial target to meet, create customized reports that can quickly and easily pull that data.

Allow your Chairs to set their own goals in alignment with your broader corporate purpose or engagement goals. On a quarterly basis, share your broader goals and a status update on how far along you are in meeting those goals. Then, create a call to action for the local Ambassador Network Chairs to establish how they will support these broader goals from a local level. Have them create a presentation slide template which they will present as a monthly update. This will be specific to your goals and could include:

- Participation rates
- Engagement metrics (e.g., percentage of teams or individuals engaged)
- Stories and quotes from employees and the nonprofits you support
- Photos that tell a powerful story — be sure to use Activity Streams in the Benevity app to help gather event photos.

Evaluating the Success of the Ambassador Network

You'll want to hear whether the folks who are part of your Ambassador Network are fulfilling their commitment and also whether they're enjoying the role. Regular check-ins are great and giving your people the opportunity to share feedback anonymously is also beneficial. You can create surveys for your Ambassador Network members as well as for volunteer participants asking what their experience was like working with your teams.



Benevity Spark Tip

If you don't have Benevity OneWorld™, the opportunities for international volunteering and giving will be much more limited and you won't be able to offer a consistent employee experience across all locations. Benevity OneWorld can help you achieve that and provide a program that is truly global, with employees meaningfully engaged in locations around the world. Speak to your Client Success Manager if you need more information on Benevity OneWorld.

Thank you!

Thanks for taking the time to read through this guide. We're excited about working with you while you use these tools to create exciting, impactful and engaging corporate purpose programs for your employees and community.



Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, many iconic brands rely on Benevity's cloud solutions to power their purpose in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 20 languages, Benevity has processed more than 7 billion dollars in donations and 38 million hours of volunteering time, facilitated 340,000 positive actions and awarded over 1 million grants to 303,000 nonprofits worldwide. For more information, visit www.benevity.com.

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