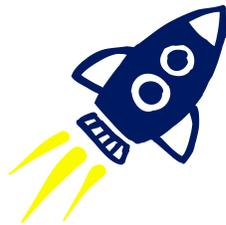




Benevity App Launch Guide

Help your people access Spark anytime, anywhere!

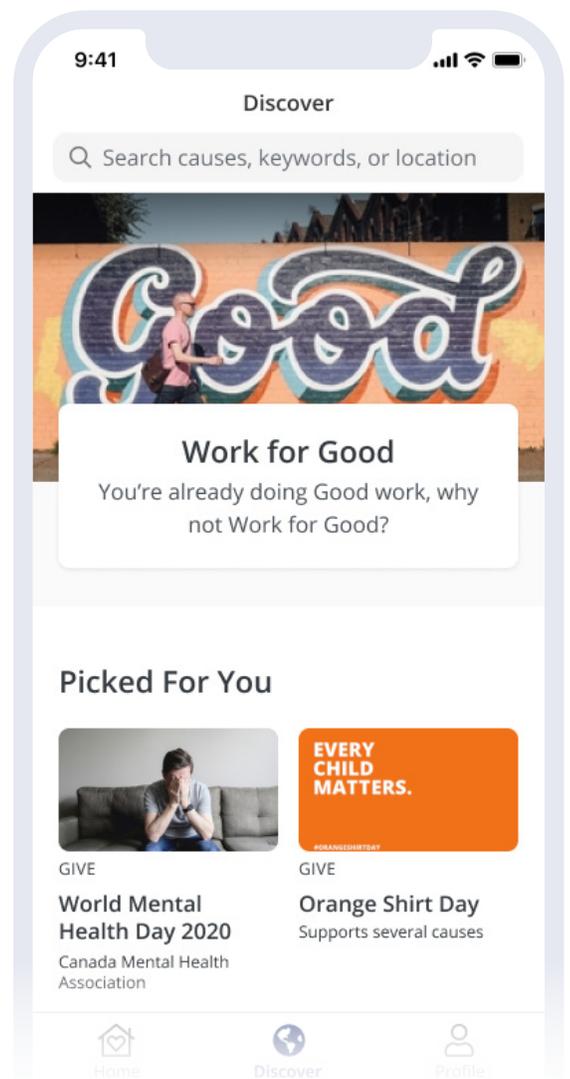
Plan your Benevity app launch



Your corporate purpose program is one of the best ways to help dispersed employees feel connected to your culture and company. But how do you engage them when everyone isn't in the same location? The Benevity app lets you build a more accessible, inclusive program and engage your employees more deeply — without any additional time or resources from you.

Now you can meet your people where they are — whether it's in a factory, a field, retail stores or working from home. The app puts the power of Spark into their hands, so they can easily give in the moment, log volunteer hours at an event and even share photos in real time.

This guide will show you simple, yet powerful ideas you can use to launch the Benevity app to your people, so everyone can start creating Goodness on the go!



Step

1

Build anticipation and engage key groups

Get your people excited about participating and engaging with your app by letting them know it's coming!

1 Get the messaging right

What motivates your employees the most? And what specific action(s) do you want your people to take?

2 Engage internal teams

Let your communications and brand teams know that an exciting change is coming and see how you can collaborate for more impact. Start training your program champions on how to download and use the app, so they're ready to spread the word at launch.

3 Cover all your channels

Use Spark to share your launch plans via your cover story and news articles. Announce the app is coming on communications channels like your corporate intranet and email.

4 Reach deskless employees

You can use workplace posters (we have a template!) and engage your program champions to rally your program across all shifts.

5 Make it easy

Use a custom link like programsubdomain.benevity.org/mobileapp to help users download the app on their iOS and Android devices. Consider pushing the app to all company phones.

6 QR codes for the win!

Turn your custom link into a QR code to add to posters and other collateral that you've created leading up to the launch.



Step

2

Ready, set, *launch!*



You've done the upfront work and everyone's on board. Now it's time to let them know they can download the app!

1 Send another announcement

Over your communications channels to let your people know how to download and use the app. (See the template in your launch kit)

2 Share program details

Remind employees about what's available to them, including donation matching and volunteer rewards if applicable.

3 Create some buzz

Get those posters up and have your program champions get the word out about launch day.

4 Do a Spark takeover on launch day

Create a volunteer opportunity so everyone can see how easy it is to sign up and track their time. Consider using a special volunteer rewards rate for the opportunity.

5 Create a Missions challenge

As a training tool so people can understand what's available on the app and in the program.

6 Make it an event!

Host lunch-and-learns or a virtual town hall so everyone can learn how to support the causes they care about through your program. If you can't host your own event, work with other teams to align your launch with another big announcement.

7 Offer in-person or video training, so everyone understands how to:

- Make donations
- Sign up for volunteer events and track their time
- Track their actions in Missions
- Post photos to inspire others and share their impact

8 Start trending on social

With Activity Streams enabled, photo sharing will already be happening in the Benevity app. Encourage sharing on social channels to engage employees and your larger social community. Don't forget to create a program hashtag!

Step

3

Take your launch to the *next level*

Want to supercharge your launch? Consider these pro-tips:

1 Get leadership buy-in

Grab everyone's attention by getting someone from your leadership team to help spread the word at an event or in an email. Even better, get them to show how easy the app is by using it to make a donation to a cause they care about.

2 Offer incentives

Perks like a special launch-day donation match rate, or seeding everyone's Giving Account with some donation currency. Companies that offer incentives see a 33% increase in account activations, so it's a great way to drive participation. Incentives don't always require a big budget — a t-shirt or Zoom coffee with an executive can go a long way!

3 Create opportunities to get social

Create a hashtag, some shareable images, a virtual photo booth or a fun Zoom background to enable your people to share on social and engage their communities. For every share on social media, offer a donation amount.



4 Engage in some friendly competition

Drive participation with an internal contest. Give everyone a chance to win a charitable gift card just by downloading the app and sharing a photo through Activity Streams, or using it to donate or volunteer with the nonprofit of their choice.

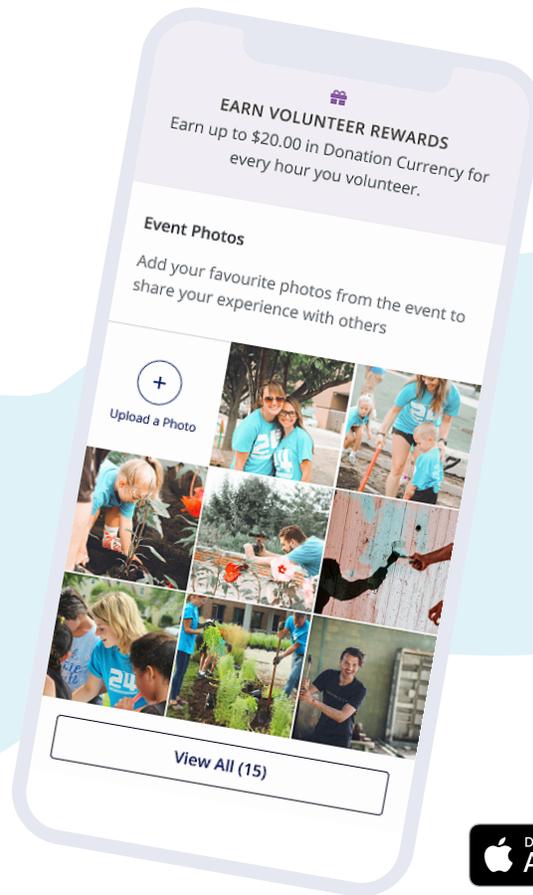
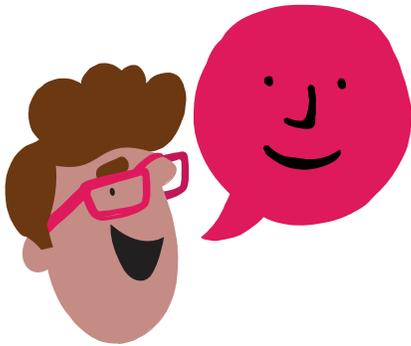
5 Create a volunteer champion or employee spotlight series

Have a lot of employees outside of HQ? Highlight how people in different locations use the Benevity app to support the causes they care about.

6 Keep spreading the word

Remind your people about the app in every communication you send. Turn the app install link into a QR code that you can include in emails, posters, presentations and more!

Talk to your Benevity Client Success Manager for more tips on how to make your app launch a success



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 one million grants to 303,000 nonprofits worldwide. For more information, visit www.benevity.com.