



25+  
Great Ideas  
Updated for 2021!



# The Big Book of Goodness

# Spread the Love

Your ultimate Goodness resource, jam-packed with ideas to help your employees (and customers!) make a difference in their communities — one good thing at a time!

Everyone is hardwired to do good. Providing your people with ideas that resonate with them — especially during the busy giving season when they're most compelled to do good — is a guaranteed way to get them engaged. Here are 25+ ways you can inspire your people to spread the love and keep the momentum going all year long.

*Did You Know?*

**28%** of volunteers also donate money



## Look for...



Pro Tips



Amplify Your Impact

# Events

Offering a variety of Goodness opportunities ensures your program is inclusive!



## 1 Talk impact

Invite your community heroes (your nonprofit partners) to do a virtual lunch and learn and share how much your people's support means to them.

## 2 "Shark Tank"

Host a Shark Tank-style expo. Employees have five minutes to make the case for their favorite nonprofit to win a company grant, some donation currency or an increased match to that organization. Bonus: Allow your employees to track their time and donate their volunteer rewards to their favorite cause!



Enlist "celebrity" judges (executives & C-suite) to bring visibility to your program!

## Amplify Your Impact

What better way to say thanks for all their hard work than rewarding your employees with donation currency they can give to their favorite nonprofit? It tells them you value them *and* the things they care about.

## 3 A GOOD get-together

Whether it's a rowdy party reminiscent of pre-pandemic days, a virtual all-hands meeting or an online team games night, make it one to remember.

- ✓ Include a micro-volunteering opportunity as part of the get-together.
- ✓ Give donation gift cards to attendees, with one random winner getting a larger amount (be Oprah!).
- ✓ Have event leaders or execs wear a watermelon on their heads in return for donations. (We definitely made our Benevity leaders don watermelons one time.)

## 4 Homemade Goodness

Hold a volunteer craft market (in person or online) with some or all of the proceeds going to a good cause.

## Pro Tip

All of these events can be done virtually, using video conference!

## 5 The big bundle! Food & clothing & toy drive

We tend to think of food drives as a holiday thing, but there's a huge need all year round. Same goes for clothing for all seasons and toys or party supplies for birthdays, so consider doing these drives more than once a year.



Check your local food bank's "most needed items" list!



### Event Tips

- ✓ Communicate, communicate, communicate. Send an invite with the important details, and then follow up to remind people it's happening.
- ✓ Include links to any related Giving and Volunteer Opportunities, so they're easy to find.
- ✓ Set a goal in your Giving Opportunities. That thermometer will be a big participation driver.
- ✓ Include a calendar invite, too, so people can block off the time before their schedules fill up.
- ✓ Ask someone to photograph your events or grab a screenshot of virtual events so you have real, resonant images of your people to use in future campaigns.



# Creative Giving & Matching

When you get creative with the ways your employees and customers can give, and amplify their impact with matching, they're more likely to participate and feel engaged.



## 6 Peer Matching

Encourage participants to create a Giving Opportunity (with Peer Matching!) so their co-workers can get involved, too. Our Peer Matching feature lets employees and execs offer a match using their own funds, and others can join the match pool or donate to get a match. If you're already a Benevity client, make sure the User-Generated Content feature is turned on so your people can activate Peer Matching.

### *Amplify Your Impact*

**Model the Goodness you wish to see. Get an executive to run a peer match to encourage employees to create their own. And if you offer corporate matching on top of people's peer matches, you can triple their impact!**

## 7 Special company match campaign

Employees are two times more likely to donate when their companies offer a matching program, and an increased match of 2:1 or 3:1 (or even higher) for a set time frame will make people more likely to do their giving through your program.

Turnover is reduced by

# 57%

for employees actively engaged in company giving and volunteering efforts

## 8 Timely giving

Give your people a way to respond to crises or social issues they're passionate about. One idea is to rally them to join the WHO Foundation's [Go Give One](#) campaign to ensure people in lower-income countries have better access to COVID-19 vaccines. Access a variety of timely campaigns that include ready-made content like Giving and Volunteer Opportunities, so you can activate your people quickly. Check the [Campaigns](#) section on the [B-Hive](#) regularly for updates.

## 9 Less swag, more good

Give feel-good charitable gift cards to your partners or vendors when you want to say thank you, and encourage your employees to give charitable gift cards to their friends and family, too!



## 10 Grants for good

Support the causes your people care about by involving them in your community investment programs. Encourage employees and/or customers to nominate causes for grants or invite employees into the review process.

## 11 Create a movement

Invite your customers and community members to join your Goodness initiatives by creating a public Giving Opportunity, with or without a company match. It's a great way to share what you're doing as a company and multiply your impact.

### Pro Tip

Create a public Giving Opportunity in times of crisis or disaster (or any time at all) to rally your community and increase your impact. At Benevity, our clients can publish opportunities on their own Community Impact Portal, a brandable, public-facing site that accepts donations from anyone.

### Pro Tip

Let your employees rally their own networks to join in on the Goodness. Benevity's Friendraising feature allows employees to invite their friends and families to contribute to your company initiatives, and Peer Matching lets them double (or even triple) the impact of co-workers' donations.



# Volunteering

There are tons of ways to volunteer, and it's a great way to help your people feel connected to one another, your company and your communities.

## Did You Know?

Volunteers donate

# 50%

more than non-volunteers

## 12 Virtual volunteering for an online world

With remote work continuing for many companies, virtual volunteering is on the rise, from tracking animal behavior in Africa to using accounting skills to help the nonprofit down the road.

## 13 Micro-volunteering, macro-impact

Make it easy for both newbie and veteran volunteers to do good! Offer opportunities that can be completed in one hour or less (and can be tracked in real time).

## 14 (Because you) care packages

Rally your employees to build hygiene kits with toiletry items for people in need.

### Pro Tip

Have a drawer of unused beauty samples? Items like makeup and lotions can be a hugely uplifting gesture for women working to get back on their feet.



## 15 Thank you for your service

A thank you goes a long way — especially for the dedicated individuals who serve your country. Ask employees to sign branded postcards (or make their own) and let these valued community members know how much you appreciate them.

## 16 Rewards for all

Do you have a minimum requirement for tracked volunteer hours? Consider removing those thresholds for a week, a month (or forever!) to encourage more people to try volunteering.

## 17 Get artsy

Channel your inner Bob Ross! Gather some card stock and art supplies and create beautiful handmade cards for your local health-care workers, teachers or seniors.

## 18 Small acts of kindness

If the past couple of years have taught us anything, it's that we need one another. Consider including small acts of kindness, like checking in on a neighbor, in your volunteering program. And reward these acts the same way you would any other kind of volunteering.



## 19 More rewards, more impact

Most people intend to volunteer more than they do, so give them a reason to get on it by temporarily increasing rewards.

## 20 I have rewards?!

Many people forget or don't even realize they have volunteer rewards dollars waiting to be used. It might sound obvious, but remind them to check their rewards balances and use them.

## 21 Share the warmth

Put a call out to employees with knitting or crocheting skills (there may be more than you think!) who can volunteer their talents to make hats for newborn babies at your local hospital or warm scarves for people in need.

## 22 Team time

Looking for team-building opportunities? Volunteering is the great connector, so why not encourage your teams to volunteer together, whether in person or virtually?

## Volunteering Tips

- ✓ Have Goodness ambassadors? Get their help to organize everything you need to make your micro-volunteering events a micro-effort for you. Don't have ambassadors? [Learn how to recruit them!](#)
- ✓ For all volunteer events, be sure to create a volunteer opportunity ahead of time so people can sign up and track their time immediately.
- ✓ Enlist your regional volunteer champions to create customized opportunities that support local nonprofits. Benevity's all-in-one platform enables you to target the relevant local opportunity directly to employees in that location!

People are  
**50%**  
more likely to volunteer  
when volunteer rewards  
are offered

# Gamification

Like board games with your family, but with way less tension! Here are some ways to create a fun, gamified experience — and watch small, positive actions turn into big impact.



**23** **30-day challenge**  
Create a month-long (or even week-long) challenge encouraging people to complete a small act of Goodness each day.

**24** **Under the G, Goodness**  
Bingo with a twist. The first person to complete one line of Goodness activities gets a prize, and the first person to complete the entire card gets the big prize (maybe a big company grant to their favorite nonprofit).



## We made you a homemade gift!

We know you're busy, so we've made you bingo cards packed with fun activities and put them at the end of this catalog. Add some of your own and get the competition started.



[Check it out](#)

**25** **Friendly competition**  
Get your people fired up with some healthy competition where everyone wins! Get each team in your company to compete for the highest participation rate for one month and award the winners.

**26** **Jackpot!**  
Draw names from everyone who has participated in your program and reward the winners with donation currency to say thank you (and encourage them to continue giving back!).



## Want to gamify your Goodness?

Benevity's Missions module helps you engage your people in fun, easy-to-complete activities.

They can complete one — or 10! — in any order. And their personal dashboards will show them their progress (and how they stack up against their co-workers).

## Ready to learn more about Missions?

[Check it out](#)

# Bonus Ideas

A little bit of good goes a long way! Take Goodness one step further with these fresh ideas.



01

## Save the date!

Plan, create and run a year-round program that engages more people, supports your company's CSR goals and drives impact in your communities with [Benevity's Goodness Calendar](#). It's packed with 100+ cause awareness dates for the whole year!

02

## Thank you from the top of my heart

Have a VP or C-suite send a personal thank you to your people for doing good. When people know their leaders value giving, volunteering and positive actions, it goes a long way to creating a purpose-driven culture.

03

## The making of a champion

If you don't already have program champions, now is the perfect time to recruit some passionate people to help you promote your program and events in the coming year. If you do have champions already, be sure to thank them for their enthusiasm! It really is contagious.

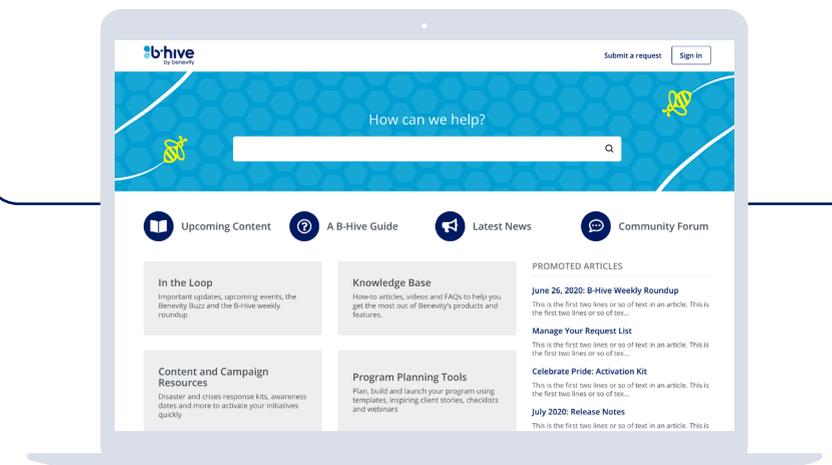
## Bonus Tip

Many people want the ability to respond to newsworthy events, like global crises, human rights issues or natural disasters. Help them plan ahead by encouraging them to create a response budget. Benevity users can add funds to their Giving Accounts now so they're prepared to give quickly when it's needed most.

## Bonus Tip

**Get the latest buzz from other CSR pros on the B-Hive, Benevity's online resource center and community.**

When you join Benevity, you get full access to the B-Hive to swap tips, share knowledge and get great content to power your corporate purpose programs!





# *Make Your Mark* on the World

Planning engaging campaigns all year long just got a lot easier!

Download the Goodness Calendar

[benevity.com](https://benevity.com) | [goodness@benevity.com](mailto:goodness@benevity.com) | 1.855.237.7875

# B I N G O

|  |   |   |   |   |
|--|---|---|---|---|
| Follow 3 nonprofits on social media  | Pick up groceries for a senior  | Read about the UN SDGs at undp.org  | Share a website, article or video from your favorite nonprofit            | Sign up for a virtual volunteer opportunity                   |
| Add a comment to a company volunteer event you've participated in                  | Share a charitable gift card through our platform with family and friends | Take a shorter shower   | Tell someone in your circle that you care about them                      | Bring an item to the food bank                                |
| Donate to your favorite nonprofit  | Donate to a company-supported cause                                       |  | Set a goal for how much you want to donate/volunteer in the next 6 months | Support a co-worker's favorite cause                          |
| Create a giving opp for family and friends to share on our Community Impact Portal | Send a co-worker a thank you note or holiday card                         | Walk your neighbor's dog  | Donate blood (and track your volunteer time)                              | Set a recurring donation                                      |
| Organize a virtual volunteer event   | Walk, ride a bike or take transit to somewhere you'd usually drive to     | Share a story about an everyday hero in the company                               | Introduce yourself to someone you don't know                              | Let someone in front of you (in traffic, grocery store, etc.) |

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