



THE CASE FOR EMPLOYEE ENGAGEMENT

HOW EMPOWERING EMPLOYEES TO LEAD
GIVING AND VOLUNTEERING PROGRAMS
IS GOOD FOR BUSINESS

70%

OF US EMPLOYEES ARE DISENGAGED

It's a troubling statistic, and one that has real impact on your business bottom line. These workers aren't just unmotivated. They're completely checked out. Lower productivity. Lousy attitudes. Lame results.

And worst of all: 20% of these 70 million are "actively disengaged". These, the most disengaged of all employees, may even be engaged in active sabotage against your business.

Each disengaged employee on your payroll is costing you between **\$3000 and \$10,000** in decreased productivity.

**Disengaged employees
cost your business real
money.**



PROFITABILITY LOYALTY+12%

QUALITY+60%

PRODUCTIVITY+18%

Improve Key Performance Indicator
(KPI) metrics across the board

**Employee engagement
dramatically improves
the business bottom line**

The positive impact of an engaged workforce on financial performance is becoming clearer every day. For companies seeking the highest level of financial performance, employee engagement is no longer viewed as a “nice-to-have”, or a “by-the-way” – it’s being managed as absolutely essential to the business bottom line.

80% of CEOs underperform on the S&P when engagement is low. Contrast that with those with engaged workforces: those companies with top quartile engagement see 2x net profit and 2.5x revenue growth versus those in the bottom.



93%
**OF EMPLOYEES WHO
VOLUNTEER ARE
HAPPY WITH THEIR
EMPLOYER**

Volunteering and giving drive transformational engagement levels

Today, **no fewer than one-third of U.S. corporations** embrace some form of employee volunteering or giving program.

And the evidence is mounting that those who do so with an eye towards creating lasting social change -- not just a temporary spike in consumer good will -- see important brand benefits.

They command premium prices, and ultimately, find themselves in a position to **command a higher brand valuation.**



8

70%
OF MILLENNIALS
STRONGLY FAVOR
COMPANIES THAT ARE
COMMITTED
TO THE COMMUNITY

Attract, retain and inspire innovative talent

Top talent, customers, and shareholders now expect a strong corporate commitment to giving and volunteering. What's more, it's table stakes if you're trying to attract millennial talent (who'll make up an estimated 50% of the workforce by 2020).

Millennials expect to see a social change program in the company they work for.

They're also more likely to stay with you and experience higher levels of satisfaction if you engage them through volunteering and giving.



54%
**OF EMPLOYEES WHO
ARE PROUD OF THEIR
COMPANY'S
CONTRIBUTIONS
TO SOCIETY
ARE ENGAGED AT WORK**

Transcend traditional philanthropy

A high-impact, engagement-centric volunteering and giving program includes among its strategies:

- Deputize leaders at all levels to drive the program, thereby building leadership capability at all levels of the organization
- Harness the new energy and inspiration the workforce gains through giving back to help innovate and transform your core products and services
- Instill organization-wide commitment to great business results and lasting social change as a part of your corporate DNA



Innovative giving programs demand transformational technology

Traditional giving programs have been handcuffed by technology infrastructure and vendor mindsets focused on the bare minimum – limping along trying to manage through administrative tasks like managing donations and volunteer sign-ups.

Your program must place new levels of attention on sharing and interaction, and empowering local administrators.

As your workplace grows and changes, the investment in a solid technology solution and partnerships with industry experts can help move your program forward, faster, with a lower overall total cost of ownership.

This is where the Causecast Community Impact Platform steps in.



What Makes Us Different

1. The first, true SaaS technology solution built for employee giving and volunteering. Get started giving back faster, and scale your program more easily. For less time and money -- so it's easy to make giving part of your company DNA.
2. A revolutionary approach to driving action and measuring impact. A true banking solution, seamless volunteer and donor management, an intelligent campaign infrastructure, and intuitive analytics take the guess-work out of giving back.
3. Flexibility and ease of use at the lowest total cost of ownership. It's faster than ever to create and manage giving and volunteering campaigns, and involve your employees. Integrates easily with existing systems -- plus, you get automatic upgrades and easy scalability, so your technology can -- at long last -- match the pace of your program's evolution.
4. Local and global engagement. Engage local community leaders in a way that's strategic AND relevant company-wide. Social, mobile and interactive technology makes it possible for administrators to plan, communicate and execute for impact, while empowering local leaders to their full potential.
5. An unprecedented vision. For how corporate philanthropy and employee giving and volunteering should evolve, and the commitment to actually make it happen. Robust nonprofit opportunities, world-class service,



In Summary:

- Over 70M disengaged employees = a cost to the US of \$450-\$550 billion a year in lost productivity
- Engaged employees contribute to a healthy business bottom line: 2x net profit – 2.5x revenue growth...
- ...and ultimately contributes to brand valuation, corporate reputation, talent attraction and retention, and drives leadership and innovation capability
- A strategic employee giving and volunteering program is the most vital tool in your toolkit for reaching inspirational (90%+) engagement levels
- Transcending traditional philanthropy and driving sustained impact and engagement requires transformational technology and unprecedented vision



Engage your employees through
workforce giving and volunteering

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