



# The Goodies™

## 2023 Goodie Awards

Award categories, guidelines, nomination questions & FAQs

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The Benevity Corporate Goodness Awards (aka the Goodies) celebrate outstanding companies and people who are pushing the boundaries with their corporate purpose programs to create awe-inspiring impact.

## Goodie Awards guiding principles

We've identified five guiding principles that are shaping the way companies and their leaders do good in the world. Goodies honorees exemplify these principles to create unprecedented social and business impact.

### Be bold

These changemakers aren't afraid to try new things, pivot when needed and pave the way for others.

### Grow the pie

These truly progressive brands have a positive-sum mindset that opens the doors to creating more Goodness vs. just philanthropy.

### Give voice to your stakeholders

Goodies honorees excel at empowerment — taking a democratized and personalized approach that is creating movements.

### Care about the how

These folks are filling the purpose gap between why and how, driving more efficiency and scale for both their companies and nonprofits.

### Focus on authentic impact

The ultimate goal for these leaders is to generate real impact and action, not just a good PR story.



## Eligibility period

We will recognize client achievement from January 1, 2022 to December 31, 2022.

## Application period

January 9 to February 10, 2023.

## Categories

There are eight awards you can apply for. Review the category descriptions to determine where you, your company, employee or peer might qualify for an award. Please note: Examples listed in the “What makes an award winner” section for each category are meant to illustrate and inspire. You don’t have to be doing all of these things to qualify.

### Bestie Award

*For best-in-class approach for overall impact*

*\*This award is closed to client nominations. Instead, the Benevity awards committee will select a winner from all award category submissions.*

Purpose isn’t just something your company is talking about and thinking about; it’s something you’re actively doing — every day, in a way that’s authentic to your brand. And it’s driving measurable impact for your employees, customers, communities and business. From attracting, retaining and engaging the brightest talent to deeply engaging your customers to using your brand strength to power a positive social movement, you are creating big impact in the world through your corporate purpose.

#### **You are a truly purpose-driven company who is:**

- Transforming your workplace culture, communities and customer connections through Goodness.
- Delivering on the S in ESG through your programs.
- Engaging your stakeholders in defining your company’s areas of impact.
- Empowering and engaging your people and/or customers in creative, inclusive ways.
- Defining impact in new ways and sharing your impact story internally and out in the world.
- Achieving measurable results you’re incredibly proud of (e.g., improvement in employee satisfaction and retention, customer acquisition, site traffic, revenue).
- Leveraging Benevity’s technology and resources to the fullest to create positive change.

### Moonshot Award

*For boldness and creativity*

*\*This award is open to all clients and types of programs.*

Just when we think we’ve seen it all, you come along to delight us (and the rest of the world!) with your innovative approach to community and corporate purpose. You’re a bold thinker willing to try new things, and you’ve created programs, products or approaches that truly reflect what your company stands for. You’re doing it in a creative, disruptive and impactful way that’s resulting in impact for your community and company.

#### **What makes a Moonshot Award winner? You:**

- Think outside the box, challenging the status quo and removing barriers to creatively solve critical issues.
- Collaborate in unique ways with other companies, partners or organizations to take action on societal issues.
- Inspire other companies or brands with innovative ideas on how to approach doing good.
- Use Benevity’s solutions and features to engage your communities, employees or customers in interesting ways to maximize your social and business impact.



## People Power Award

*For promoting purpose through people's passions*

*\*This award is open to all clients and types of programs.*

You create an employee-first culture by engaging everyone — regardless of age, location, income or ability. And you empower your people to co-own your program, whether it's by allowing employee-nominated grants or user-generated opportunities, recruiting employee ambassadors, engaging ERGs, using Peer Matching or empowering everyone to support causes that matter to them in ways that work for them. Your people love your program because it's designed for — and with — them, and you have the data to prove it.

### What makes a People Power Award winner? You:

- Have best-in-class participation rates and inspiring metrics on employee retention, satisfaction or pride.
- Use surveys or data to incorporate employee feedback and behavior to inform your program strategy.
- Empower your people to bring their personal passions and purpose to work, and you engage employees and ERGs to drive many of your corporate purpose initiatives.
- Work hard to remove barriers from your program and find creative ways to leverage the tools, resources and technology for your distributed, frontline, global and/or retired workers to participate in your programs.
- Have special programs dedicated to fostering diversity, equity, inclusion and belonging.

## BeCause Award

*For dedication to causes*

*\*This award is open to all clients and types of programs.*

You're a true partner to nonprofits in your community (or around the world), working closely with them to find out what they really need to advance their social missions and make a bigger dent in the causes they're fighting for. Whether you're using your reach and resources to give grassroots organizations a bigger voice, removing funding restrictions or using your knowledge and strengths to help nonprofits improve efficiencies, you're deeply invested in bettering the cause landscape.

### What makes a BeCause Award winner? You:

- Are making a big impact on societal or community issues by removing barriers for nonprofits so they can operate with more autonomy, flexibility and speed.
- Take a cause-focused approach to your program and use your resources and business knowledge to support them in meaningful ways (e.g., skills-based volunteering).
- Offer nonprofits pro bono expertise or products to help them improve their operations and make a bigger impact.
- Work with nonprofits to increase use of the Benevity Causes Portal to maximize their reach, autonomy and impact.





## NewB Award

*For most transformative approach*

*\*This award is open to clients who launched with Benevity between January 1, 2022 and December 31, 2022.*

You're a new (or newish) kid on the Benevity block who launched between January 1, 2022 and December 31, 2022. Even as a NewB, you've got big things planned — and you're already on your way to achieving your corporate purpose goals! You understand the value of having a progressive approach, and by implementing a few Benevity best practices you've begun to create impressive impact since launching with us!

### What makes a NewB Award winner? You:

- Have already seen a measurable impact and are on track to meet or exceed your goals.
- Adopted new approaches with your launch/relaunch (e.g., shifted from traditional fundraising to a more grassroots approach; embraced unrestricted granting from the start; added new ways for employees to do good, like Missions and Peer Matching; or engaged customers for the first time).
- Had a creative, impactful launch process, leveraging features that might include payroll giving, charitable gift cards, account seeding, skills-based volunteering, matching, Peer Matching or Friendraising.
- Implemented best practices to engage your stakeholders (e.g., employee ambassadors, special matching or seeding, innovative communications plan, use of Benevity's API or Community Impact Portal to engage customers).

## Buzz Award

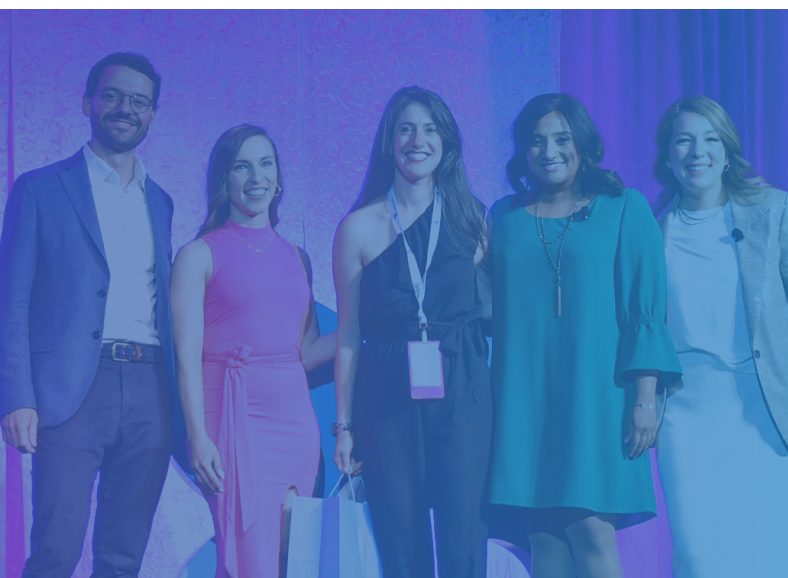
*For catalyzing purpose through communications and storytelling*

*\*This award is open to all clients and types of programs.*

When it comes to corporate purpose, you have a story to tell! Using data, impact stories and various communications tactics, you've perfected storytelling both inside and outside your company, while using your voice to create a network effect of good. Ultimately, you're bringing your corporate purpose to life and using storytelling to catalyze a bigger impact and a better world for us all.

### What makes a Buzz Award winner? You:

- Embrace true storytelling over “numbertelling” by sharing impact stories from employees, customers and/or nonprofits.
- Promote your program with new hires from day 1, through onboarding presentations, seeding campaigns, etc., and leverage your leadership team to help boost awareness.
- Promote year-round initiatives with your employees and/or customers and engage employees and/or ERGs to help with promotion, too.
- Run multi-audience initiatives or cause marketing campaigns to amplify impact on your cause pillars, leveraging Benevity's API or Community Impact Portal.
- Openly share your granting strategies and results internally, engaging employees in the process.
- Work closely with other departments, such as communications or marketing, to de-silo your programs, leverage each other's strengths and communicate corporate purpose as a benefit to your entire company.



## Community Hero Award

*For a best-in-class approach to community investment*

*\*This award is open to all clients with a community investment/granting program.*

You may not wear a cape, but your people, customers and neighbors see you as a hero who's helping communities transform for the better. You have a progressive approach to community investment, focusing on both your communities' greatest needs and what you can uniquely and authentically offer. You engage your employees in strategic decision-making and measure and communicate impact in resonant ways that lead to good things for your community and your business.

### **What makes a Community Hero Award winner? You:**

- Take a strategic (yet creative) approach to community investment.
- Include your people by using their feedback and insights to help inform your strategy, inviting them to nominate causes or even involving them in the decision-making process.
- Have perfected the art of communicating the impact of your community investment program both internally and externally.
- Use your unique resources or talents to help your nonprofit partners, whether it's skills-based volunteering, mentorship, events like hackathons or product donations.
- Tie your community investment program to the overall company strategy and broader purpose and ESG goals.
- Demonstrate a deep understanding of how to leverage your existing technology, tools and resources to help make strategic decisions.

## BUFFY Award

*For individual leadership, innovation and impact*

*\*This is awarded to an individual, not a company.*

We're on the lookout for a CSR star with the Benevity Unicorn Factor (BUF-FY)! Do you know someone (it can be you or a peer) who demonstrates a progressive approach, leadership, creativity and innovation — all in the name of corporate purpose?

### **What makes a BUFFY Award winner? You (or your peer):**

- Suggest new (and creative) approaches to CSR and corporate purpose and share best practices with the Benevity community.
- Think imaginatively and find unique ways to maximize reach and impact, despite limited time and resources.
- Amaze those around you/them, year after year, with an inspired approach that drives big impact.
- Are adept at using Benevity solutions creatively and effectively within your/their organization.

## Employee Catalyst Award

*For an employee whose passion creates movements*

*\*This award is open to employees of Benevity clients.*

You know that superstar employee who is the first to put up their hand when you put out the call? We want to celebrate them! This employee could be a program ambassador, volunteer champion, ERG leader or super-user who's engaging with your program to the fullest and inspiring others to do the same. While CSR isn't their day job, their incredible passion is creating a movement — in your company and out in your community.

### **What makes an Employee Catalyst Award winner? They:**

- Are a program ambassador or champion who helps you run and promote your program.
- Are a content creator with a knack for getting others excited to participate.
- Think creatively and strategically, offering suggestions for ways to elevate your program or initiatives.
- Build strong relationships with local nonprofits.
- Exemplify your program and company values.

## Ready to apply for a Goodie?

**Submit now**

## Deadline for submissions is Feb. 10, 2023, 5 p.m. MST

**Eligibility period: We will recognize client achievements from January 1, 2022 to December 31, 2022.**

- Nominations are open to (and can only be submitted by) Benevity clients.
- There is no cost to submit a nomination.
- Per application, you may apply for one company category and one or both of the individual awards (BUFFY or Employee Catalyst). You can apply for multiple company categories, but must submit a new nomination form for each category.
- You can win only one award in 2023.
- Past Goodie winners are welcome to apply.
- All nominations will be judged by an awards committee elected by Benevity.
- Nominations will be evaluated based on the information you provide and how it aligns with the award criteria.

### Assets and follow-up

- All assets provided with your nomination form may be used for Benevity's external marketing purposes. Please ensure the proper photo rights and waivers have been obtained prior to submitting.
- To make an educated decision on finalists and winners, the Benevity awards committee may contact you with questions or requests for more information, metrics and content.
- Submitting an application for an award may result in follow-up by Benevity's Marketing team for inclusion in future case studies or marketing material. As media coverage during the awards ceremony is possible, information about your program may be published in news stories.

Note: You'll be asked to provide videos, photos or screenshots of your program by uploading them to an FTP site of your choice and providing the link.



# Nomination questions

## General company information

Basic company info to help us better understand who you are:

- Your first name.
- Your last name.
- Your email.
- Your job title.
- Company name.
- Name of the department/group you work in.
- Up to 100-word description of your company.

## Your program overview and impact

All about your program and the good things it's helped your company achieve:

- The name of your corporate purpose program.
- Year your program started with Benevity.
- Year your program started (prior to Benevity, if applicable).
- Do you have a Goodness program motto (e.g., "Power to our people" or "Giving where we live")? *(max. 50 words)*
- Describe your corporate purpose goals and how they tie to your organizational values or business outcomes. *(max. 300 words)*
- What business outcomes has your program helped achieve? *(max. 300 words)*
- Describe how your company's purpose program is transforming workplace culture, communities and customer connections. *(max. 300 words)*
- What program initiative are you most proud of, and why? *(max. 300 words)*
- Tell us about any program initiatives that foster diversity and inclusion and how they're managed. *(max. 300 words)*

- Which product features are you actively using? (select all that apply)
  - ☐ Peer Matching
  - ☐ Benevity OneWorld™
  - ☐ Community Impact (CI) Portal
  - ☐ Payroll giving
- Which program elements are you actively using? (select all that apply)
  - ☐ Open-choice (fairly open and unrestrictive)
  - ☐ Giving
  - ☐ Matching
  - ☐ Volunteer rewards
  - ☐ Skills-based volunteering
  - ☐ Year-round program
  - ☐ Global program
  - ☐ Incentive program
  - ☐ User-generated/employee-created content
  - ☐ DEIB/ERG programs
  - ☐ Unrestricted grants funding
  - ☐ Employees involved in granting process
  - ☐ Employee ambassador program
  - ☐ Benevity app
- Enter the first name, last name and title of each person you would like to receive the award.

*Each of the questions below has a maximum word count of 250 words.*

## Goodies principles in action

Now that we know who you are and what you've accomplished, we want to hear "how" you do it. Describe how you live up to our five guiding principles (see page 2 for descriptions):

- Be bold
- Grow the pie
- Give voice to your stakeholders
- Care about the how
- Focus on authentic impact

# Nomination questions

## Moonshot Award

- What innovative approaches have you taken to your program?
- How have you used your budget in creative ways to maximize your social impact?
- How have you creatively removed barriers to solve critical issues?
- Have you collaborated in unique ways with other companies, partners or organizations to take action on social issues? Tell us how.
- Have you inspired other companies or brands with your creative ideas for doing good? Tell us how.

## People Power Award

- How has your program driven employee engagement? Share your impressive eNPS, employee retention and satisfaction rates.
- How did you use your program to engage and connect with your employees throughout the pandemic and Great Resignation?
- How have you empowered your people to bring their personal passions and purpose to work?
- How have you engaged employee ambassadors and/or ERGs to drive your corporate purpose initiatives?
- How do you ensure your program resonates with all your people, whoever and wherever they are?
- What programs do you have in place to foster diversity and inclusion? Tell us about them.

## BeCause Award

- How does your community investment program elevate the work of the causes your company and people support?
- Have you removed barriers for nonprofits through your granting or employee engagement programs? Tell us how.
- How have you taken a cause-focused approach to your partnerships? Explain how you have used your resources and business knowledge to support causes in meaningful ways (e.g., skills-based or pro bono volunteering, product design and/or product donations).

## NewB Award

- When did your new Benevity program launch?
- What made your program launch creative and impactful? If you launched with user-generated content, unrestricted grants funding or incentives, tell us about it.
- Since launching with Benevity, what measurable results have you achieved? Are you on track to meet (or exceed) your goals?
- How has your program evolved since you launched? Describe any new approaches or best practices you adopted to engage stakeholders.

## Buzz Award

- How have you leveraged storytelling to drive awareness and engagement for your grants or employee engagement program? What internal and external communication channels did you use?
- How are you promoting your program to your new hires, leadership team, employees and/or customers?
- How are you engaging employees and/or ERGs to help promote your program?
- How do you use Benevity Reporting to measure (and share!) your impact?
- How do you work with other departments to promote corporate purpose as a benefit to your entire company?
- Have you inspired other companies to leverage their own brand reach and resources to create more positive change? Tell us about it.

## Community Hero Award

- How does your community investment program elevate the work of the causes your company and people support?
- How have you included your people in your program strategy and/or decision-making process?
- How do you communicate the impact of your community investment program both internally and externally?

## BUFFY Award

- Who are you nominating? (It can be you or someone you admire.)
- Nominee's job title, team and company.
- What are some examples of the nominee's new, creative approaches to CSR and corporate purpose?
- Why is this nominee a role model for others in the Benevity client community?
- How has the nominee thought creatively to maximize program reach and impact despite challenges, which could include limited time/resources and/or the global pandemic?

## Employee Catalyst Award

- Who are you nominating?
- Their job title, team and company.
- How has this employee gone above and beyond their typical role?
- How have they created impact for your company and community?
- How did they rally and inspire others to participate in one or more movements in your workplace?

Please provide supporting data, assets and videos. This additional information gives us a better glimpse into your programs and the opportunity to learn more about your culture and the amazing things your company is doing. Plus, it helps us create the award winners' video that's unveiled at the awards ceremony. Need some inspiration? Check out [past Goodie winner Levi Strauss & Co.](#) as an example of the kind of assets we're looking for.

## Ready to apply for a Goodie?

[Submit now](#)





**Q: Who is eligible to enter?**

**A:** All Benevity clients who are involved in their corporate volunteering, giving, matching or community investment programs are eligible to apply.

**Q: When is the submission deadline?**

**A:** Friday, February 10, 2023, 5 p.m. MST

**Q: How do I submit my nomination?**

**A:** Complete this [nomination form](#).

**Q: Can I save my nomination to submit later?**

**A:** No. Once you've started a nomination you won't be able to close out and come back to it later. Be sure to review your answers thoroughly before you submit your form as you can't edit once it's been submitted.

**Q: Do I need to answer every question on the nomination form?**

**A:** Yes. Please answer all questions to the best of your ability. The more information we have, the better your chances of being selected as a finalist and/or winner.

**Q: Do I have to apply for a specific award category?**

**A:** Yes. Please review the award categories and apply for the category (or categories) that you feel most closely aligns with your accomplishments. When you select a category, its related questions will appear.

**Q: How many award categories can I apply for?**

**A:** You can apply for as many award categories as you like (eight categories to choose from); however, a company can win only one award in 2023.

**Q: I think my program is an ideal candidate for the Bestie Award. How do I submit to win this award?**

**A:** This award is closed to client nominations. Instead, the Benevity awards committee will select a winner from all award category submissions.

**Q: How long does my entry need to be?**

**A:** Most questions specify a maximum character count, but there is no minimum. Generally, aim for concise and precise answers, but be sure they include key details about your program, goals and successes.

**Q: Why do I have to provide photos and videos with my nomination?**

**A:** Photos, videos and other assets associated with your program allow us to better understand your program as a whole and provide us with rich content to use in the award video should you win. Need inspiration? Check out last year's [Bestie Award winner video](#).

**Q: When and where is the awards ceremony?**

**A:** The awards ceremony will take place on May 11, 2023, during Benevity Live! in San Diego. There will be in-person and virtual options to attend.

**Q: Will I be notified if my company or I win an award?**

**A:** Finalists in each category will be notified in advance. If we have follow-up questions or require more information, we may reach out in advance to some nominees. But because we want the winners to be top secret, with everyone finding out together at the awards ceremony, we don't notify winners in advance.

**Q: If I'm selected as a finalist, do I have to pay to attend the conference?**

**A:** Yes. While the awards are a highlight of the conference, there are three action-packed days of inspiring mainstage presentations, keynotes and breakout sessions well worth attending.

**Q: Do I have to attend the awards ceremony to win an award?**

**A:** No, you don't need to attend the awards ceremony or Benevity Live! 2023 to receive an award. In fact, we'll be hosting a virtual watch party for those who are unable to be there in person.

**Q: How are the nominations judged?**

**A:** Benevity will elect an awards committee comprising Benevity leaders and executives from the Client Success and Marketing teams, who will review nominations based on the information that's been submitted and how it aligns with the award criteria. Follow-up meetings may be requested to help the team learn more about your program and initiatives.

**Q: Is there an eligibility period that my nomination achievements must fall into?**

**A:** Yes, we will recognize client achievements only from January 1, 2022, to December 31, 2022.

**Q: Is there publicity?**

**A:** Yes, we love to share our clients' successes! We'll announce the finalists in advance of the awards ceremony via social media and PR initiatives. Winners will be announced at the awards ceremony on May 11, 2023, and promoted the following day on social media and via a press release. We'll also have media coverage for the event.

**Q: More questions?**

**A:** Your Benevity Client Success Manager is happy to help, or contact us at [benevitylive@benevity.com](mailto:benevitylive@benevity.com).

*Ready to apply for a Goodie?*

**Submit now**

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Join the ranks of award-winning companies  
*who are changing the world*



PagerDuty



*Join us May 11, 2023, in San Diego for the Goodies!*





## *What you can expect at the Goodies*

The Goodies awards ceremony is dedicated to making people feel good about the Goodness they spread. It's a night that recognizes their hard work, validates their accomplishments and amplifies their stories.