

E-BOOK

# Build an Ambassador Network

Unify your people worldwide by recruiting local ambassadors

# Building an ambassador network

## Unify your people worldwide by recruiting local ambassadors

Mobilizing a team of dedicated employees across all of your locations 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 participation and creating an engaging, purpose-driven workplace culture. But when trying to build an ambassador network, it can be hard to know where to start.

Whether your corporate purpose program is local, national or global, this guide has all of the information you’ll need to create a robust ambassador network. Your ambassador network can partner with employee resource groups (ERGs), engage more people in a way that is culturally relevant to them, make a bigger community impact and embed purpose into your company culture.



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# Understanding ambassador networks

## What is an ambassador network?

An ambassador network consists of dedicated employees who are passionate about making a difference. You might call them ambassadors, champions or catalysts, and they take on additional responsibility to ensure your corporate purpose program is engaging more people while helping meet your company's social impact goals.

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

## Why build an ambassador network?

Building an ambassador network will help you increase employee engagement throughout your company. People are more likely to get involved in your corporate purpose programs when their peers invite them with a message that resonates. That's why a structured ambassador network is important if you're looking to scale and support the places where your people live and you do business.

## An ambassador network can:

- ✔ **Build a stronger regionalized/international corporate purpose program** that aligns with the passions and nuances of each region.
- ✔ **Create partnerships** with ERGs.
- ✔ **Work and partner** with local causes.
- ✔ **Deepen and increase employee participation** in your corporate purpose 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** localized giving and volunteering opportunities.
- ✔ **Create Peer Matching opportunities.**
- ✔ **Help with content creation** via micro-actions.

## Here's an overview of how you could structure your ambassador network in each location:



### Pro Tip

Give your ambassadors access to your corporate purpose software so they can create content of their own. This valuable content can then be used by other teams.

# Building a business case for investing in an ambassador network

More often than not, the team managing a corporate purpose program will be lean. One or two people might be managing a program that serves thousands of employees in multiple locations and/or countries. Sometimes, it's managed as a side-of-desk project.

Having an ambassador network creates value by supporting the communities where your company does business and your employees live, while helping to create shared ownership of the program and its impact.

CLIENT STORY

arm

## How Arm's ambassador network increased participation and engagement

To support their global programs, Arm – a leading technology provider – developed Team Arm, an employee network of 30 champions and 100 ambassadors. This team leads the volunteering, fundraising, campaigning and nonprofit partnerships in their local offices.

In 2020, despite pandemic restrictions, Arm's people spent over 6,500 hours volunteering. Also, Team Arm's champions made recommendations for local causes, and they raised nearly \$750,000 – amplified by a company match – from more than 1,500 employees! In addition, Arm invited their people to apply for grants on behalf of nonprofits supporting those most affected by COVID-19 in their local communities. This resulted in \$670,000 in grants being awarded to 125 organizations globally.

It's a good time to go global with your ambassador program. In 2021,

67%

of companies and their people gave internationally.\*

64%

of companies offered global engagement programs.\*

39%

of Benevity clients have international users in 126 countries.\*

# Using ambassador networks to create value for business, employees and the community

An ambassador network can help your corporate purpose program deliver significant value to both your business and your local communities. When setting one up, you'll 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.



## Pro Tip

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

When presenting your business case, there are many benefits to consider. An ambassador network can:

- ✔ **Become a driver for meeting and exceeding your company's social impact goals.** These could include amplifying your community contribution globally and locally, increasing employee engagement and improving employee retention.
- ✔ **Boost your business presence,** both locally and globally, while strengthening impact and engagement in ways that reflect each region'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, helping them to grow the program strategically and efficiently.
- ✔ **Reduce turnover,** since employees who are engaged feel proud of where they work, are more productive and stay with you longer.
- ✔ **Build partnerships with ERGs** to amplify their work.



## 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 Local Ambassador Chairs (the leaders of your ambassador network) and creating a small budget for your local teams. 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 helps them co-own the program and feel committed to its success.

Depending on the location sizes and number of activities planned for the year, you can evaluate the individual amounts that should be allocated from your overall budget.

Partnering with ERGs and other teams, such as those responsible for sustainability or diversity and inclusion, is also a great way to share giving and volunteering opportunities while dividing the cost.

# Setting up an ambassador network: Best practices

When setting up an ambassador network, keep the following steps top of mind:



## CLIENT STORY

## Jacobs

### How Jacobs set up their ambassador network by leveraging ERGs

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

They launched Spark globally on day one with an ambassador network built from scratch – the Collectively Ambassador Network. Being true to their core value of “We live inclusion,” they did not want to launch a top-down corporate program, but instead wanted to harness the enthusiasm of employees at a grassroots level, which is exactly what they did.

Jacobs’ CSR team recruited 140 employees who are passionate about making a difference in their communities to be volunteer ambassadors. The ambassadors act as a primary point of contact for their peers, encourage user-created content, support company-wide campaigns, and connect and collaborate with one another across time zones.

To form their Collectively Ambassador Network, the CSR team approached their ERGs and strategically set up a three-tier system of regional, country and office ambassadors who each have a specific role. Office ambassadors are connected with country ambassadors, who are in touch with regional ambassadors. Each role has different responsibilities and access to Spark. ERG leaders were asked to appoint an ERG ambassador who could spot opportunities to tap into 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 nonprofits across 33 countries.

# Knowing who to approach when building your ambassador network

Ideally, when building an ambassador network, you'll want a diverse group to ensure all of your people and locations are represented. After all, what works well at headquarters may not resonate with employees at global locations, manufacturing plants, call centers or retail outlets.

Your ambassador network composition should also reflect the cultural nuances of specific locations, which can differ by region and by country. Consider asking your ERG leads to help you recruit ambassadors, since they will represent a broad range of coworkers with diverse passions and interests.

Having an ambassador network across all locations will ensure your program's success globally. Once trained, ambassadors 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.

CLIENT STORY



## How Xylem increased remote workers' engagement with an ambassador network

Xylem, a water technology provider with over 17,500 employees, has seen increased program participation worldwide. When they kicked off their employee engagement and volunteerism program, they were finding it challenging to disseminate information to wired and unwired employees. It was also challenging for them to collect information from employees. So, they implemented an ambassador network built around champions – employee volunteers at each Xylem location. Ambassadors help their champions to plan and execute events at their respective sites. After introducing their ambassador network, Xylem achieved a 14% increase in participation in the first year and a 70% increase in the second year.

Employees have logged more than

# 110,000

water-related volunteer hours – which is a

# 39%



increase year over year.



**Don't forget to engage desk-less workers.** Try the Benevity app, which puts the power in your people's hands so they can take action whenever and wherever they're inspired! And features like QR codes and push notifications make it easier to do good while on the go.



**The Activity Streams** feature lets 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 then use them to promote your program!





## How AAA ignited their ERGs with Benevity Affinity Groups

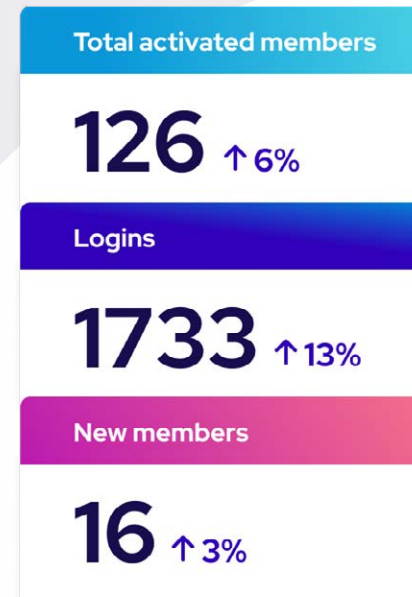
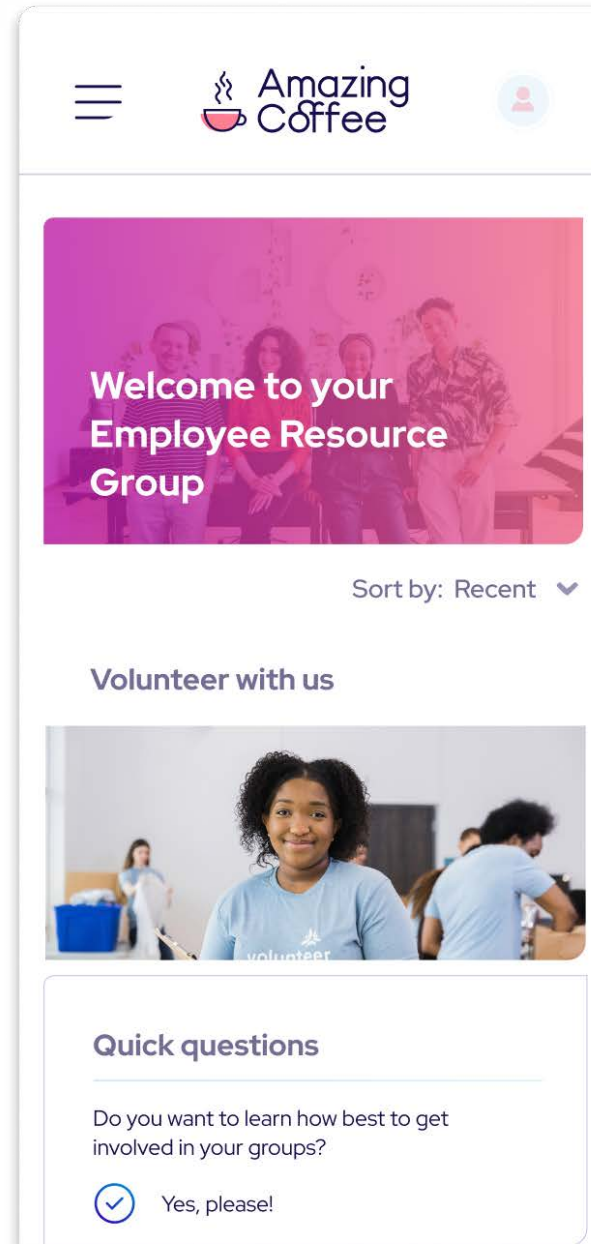
AAA has worked closely with their ERGs for years to understand what issues their people care about and to inspire them to take action through giving and volunteering.

Behind the scenes, however, AAA's ERG leads struggled to create a unified experience for their members, relying on multiple channels of communication – intranet, email, chat, etc. – that left groups feeling siloed and disconnected. The problem was especially acute for individuals who were members of multiple ERGs. Reporting, measuring impact and tracking engagement was even more difficult.

That all changed when AAA introduced ERG Central, a central communication hub built with Benevity Affinity Groups.

### A thriving and unified online community, ERG Central resulted in:

- ✔ **A more cohesive experience** – an organized and thriving space where people could connect, easily find and share resources, instantly discover groups and have conversations that felt less scattered and more focused.
- ✔ **Better reporting** – administrators could easily access an up-to-date member count, and see who's talking, posting and sharing without having to track the information down manually.
- ✔ **More goodness** – when members start discussing a new giving or volunteering opportunity within ERG Central, these opportunities are only a click away through Affinity Group's integration with Spark, making it easier to connect, share and turn talk into action.

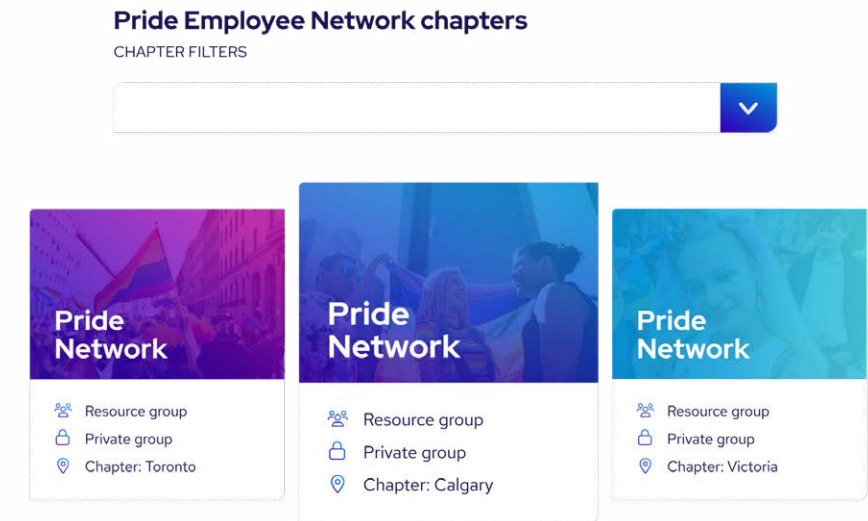


# Creating an effective ambassador network

You may be surprised, but there are likely people at all of your locations who would love 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 their chosen nonprofit(s). Reach out directly and invite them to apply for a role in the ambassador network. You can also send an email to generate interest or write a newsletter/intranet article.

## Here are a few folks who might be able to connect you with employees who may be interested in joining your ambassador network:

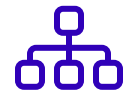
- ✔ **Those people actively involved in the community already.** They'll know more people within your company who are passionate about doing good, too!
- ✔ **Executive assistants.** They'll know which nonprofits your executives support and are passionate about.
- ✔ **Leaders of your ERGs/affinity groups.** Often, these folks are actively involved with causes that resonate with their whole group. They're likely already volunteering, so why not invite them to do this as part of a company-wide initiative!
- ✔ **Members of each business unit.** They can speak at meetings and recruit an ambassador network member from each business area. This approach ensures each unit has someone who can give guidance on how to get involved.
- ✔ **Your HR team.** They'll know who the high-potential employees are and who might be looking for professional development opportunities. For example, being a Local Ambassador Chair provides an 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. Let them know about the opportunity to become an ambassador.



### Affinity Groups Tip

Benevity Affinity Groups makes it easy to organize and manage your ERG programs all in one place. It also makes it easy for you to share results and see your impact. Learn more about Benevity Affinity Groups [here](#).

# Tips for recruiting your ambassador network



## Recruit from all levels of the company

Diversity in membership is important, 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 some 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.



## Emphasize the roles as opportunities for professional growth

Ambassador networks help participants receive the recognition and professional growth opportunities they may be seeking. So, communicate that extra incentive if you want to see your program flourish. We recommend that employees apply for these volunteer positions, since this adds accountability and ownership to the role.



## Team building

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



### Pro Tip

By highlighting some of the organizations your people already support – and by sharing how your ambassador network can help increase volunteering and donations – you'll be able to recruit more passionate members.

# Communicating with impact: tips and templates

## Promoting your ambassador network

To attract candidates for your ambassador network, you'll need to start with a communication plan. Let your people know you're setting up the network and invite them to apply for a position. Post a short article on your internal communication channel of choice (e.g., intranet, Slack, Yammer, ERG platform) about 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.

## Here are a few ways you can let people know:

- ✔ **Have a senior executive sponsor this initiative and make a company-wide announcement through an email, instant message or town hall 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.
- ✔ If you use Spark by Benevity, **add a news article and cover story** to your Spark site.
- ✔ **Send a company-wide email** linking to your employee engagement 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, hang posters and use table tents in communal areas at all of your locations** (especially factories, manufacturing sites and retail outlets). Be sure to get permission from your facilities team before you post anything.
- ✔ **Download QR codes to include** in marketing and promotional materials, directing employees to access your site, opportunity or mobile app.
- ✔ **Have other champions or ambassadors recruit people for you** (as word of mouth is a powerful tool and employees are more likely to engage if invited by someone they know and trust).
- ✔ Ask your HR department if you can **present your program to new hires at onboarding meetings**.
- ✔ Share messages via your company's **social media channels**.

## Pro Tips

1

**Use your data to find passionate members for your ambassador network.** Pull reports via Benevity or use those available in Spark to see which people, teams and divisions are volunteering and donating the most. 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 platforms, so **be aware of what's available based on the country**

3

**If you have Benevity Affinity Groups, use the reporting data** to identify your most engaged ERG members, view activity levels, see event attendance and more.



## 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 coworkers to participate in fundraisers and volunteer campaigns, and they 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 gaining and willing to learn new skills.

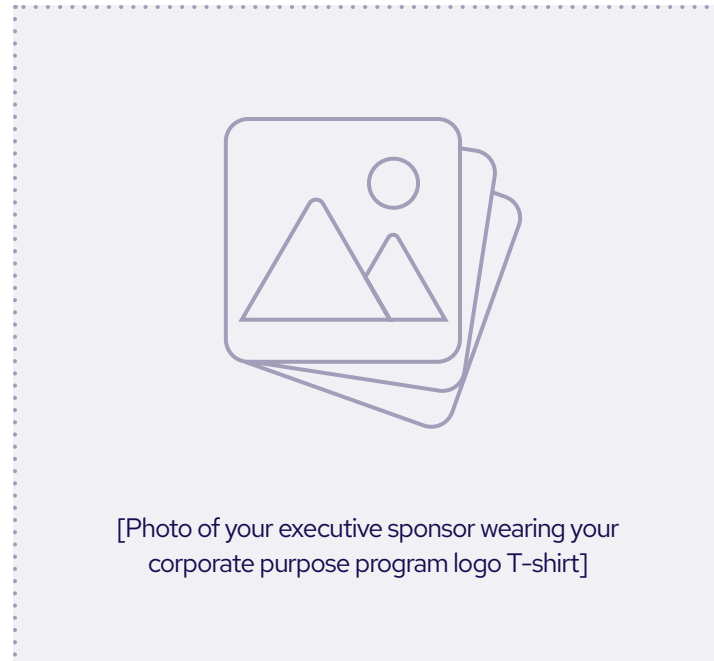
We have a variety of roles and responsibilities, depending on your skill set and availability.

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



Calling all changemakers for good! Join me in becoming part of the [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. 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, you may have several roles to fill in different regions. Check out the position descriptions below and use them to engage volunteers for your ambassador network.

## POSITION DESCRIPTION

### Ambassador Network Chair/Cochair

Are you passionate about giving and volunteering in your community? How 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 coworkers 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 coworkers in your location.

#### Role

- ✔ Create and execute 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 coworkers 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 your employee engagement website with featured giving and volunteering opportunities.
- ✔ Lead Committee Members in supporting local and company-wide initiatives.
- ✔ In partnership with the corporate purpose program manager, develop and manage your location's annual budget.

#### 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.
- ✔ 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/Cochair

- ✔ 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.



#### Affinity Groups Tip

If you have Benevity Affinity Groups, use the Group Leader Hub to manage leaders and members, report on membership numbers and member participation, curate giving and volunteering opportunities and causes, and much more!

## POSITION DESCRIPTION

### Ambassador Network Committee Member

Are you passionate about giving and volunteering? How 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/Cochair in company giving and volunteering campaigns and at a local level alongside coworkers in your location.

#### Role

- ✔ Serve one year, 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 the Chair/Cochair in measuring the 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 employee engagement web 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

## POSITION DESCRIPTION

### Ambassador Network Project Lead

Are you passionate about giving and volunteering? How 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/Cochair as a Project Lead at company giving and volunteering campaigns and at a local level alongside coworkers in your location.

#### Role

- ✔ Lead at least one fundraising or volunteering 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 and 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.



## Pro 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.

## Empowering leadership and professional development

Empowerment is vital to engagement. An ambassador network will enable you to engage more people, so this is your chance to empower employees as much as possible. Whether your people are envisioning and executing community events, building a cross-functional local team or creating an annual budget, you should aim to equip them to take this next step in their career while giving back. Here are a few tips:



### Make it meaningful

Make this a meaningful, engaging opportunity for employees and promote it as a step in their professional development journey.



### Provide funding

Make funding available for Chairs to attend CSR conferences, webinars and other development opportunities (e.g., Boston College Center for Corporate Citizenship/Association of Corporate Citizenship Professionals classes, Benevity Live!) if possible.



### Set goals

Include corporate purpose program involvement in employees' annual performance goals. Their involvement can then be measured and rewarded (if possible).



### Give feedback

Give formal and informal feedback on performance on a regular basis.



# 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, either through their direct role, managing ERGs or leading programs outside of work
- ✔ 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



## 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 volunteering 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?



## 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 or regions and align them with your corporate purpose goals, the result will be more meaningful volunteering and giving opportunities at a local level for all employees.



### Pro Tip

One way you can recruit for these roles is to create a volunteer opportunity where employees can sign up for the position they're interested in.

# Training your ambassadors

Congratulations! You've recruited some passionate team members who will 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 Cochairs together, either by holding a virtual training session or by bringing them together in person to kick-start the new program. If you bring people to one location, you'll need to budget for travel and accommodations for all Chairs/Cochairs who aren't in your local area. If you don't have enough budget, check with the Chairs/Cochairs as they may be able to use their own business unit's allowance.

Use this training session to excite, empower and educate your Chairs/Cochairs about the important role they will play in making fellow employees aware of your program and how they 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 let their coworkers know about campaigns and how they can sign up for volunteering and giving opportunities.



## Pro Tips

**Be aware of regional differences in volunteering and giving preferences.** Benevity has found that generally 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. See if any of your ERG leads can advise you on how people prefer to participate in their local area.

We recommend inviting a business leader from each location to act as local advisors to the community Chairs. The advisors and Chairs could meet on a monthly basis, with the advisors giving the Chairs the support and coaching needed to be successful.



## Affinity Groups Tip

Leverage Affinity Groups event management functionality to organize and manage training for your ambassadors.

# Your training day should include:

- ✔ An overview of your corporate purpose program's strategic plan – scheduled campaigns, 2:1 special matching, executive involvement, goals, what's happening when.
- ✔ 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 coworkers in your program.
- ✔ An interactive overview of your employee engagement platform. If you're using Spark by Benevity, ensure you cover both user and administrator interfaces. Ask people to bring their laptops so they can participate as you go over:
  - How to create a volunteering opportunity.
  - How to create a giving opportunity.
  - How to create a Peer Matching opportunity.
  - How to search for volunteering and giving opportunities.
  - How to track volunteer time.
  - How to approve giving and volunteer opportunities (if you're authorizing them to do that)
  - How to access the B-Hive for self-service training and content resources.

- User support from the 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 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.



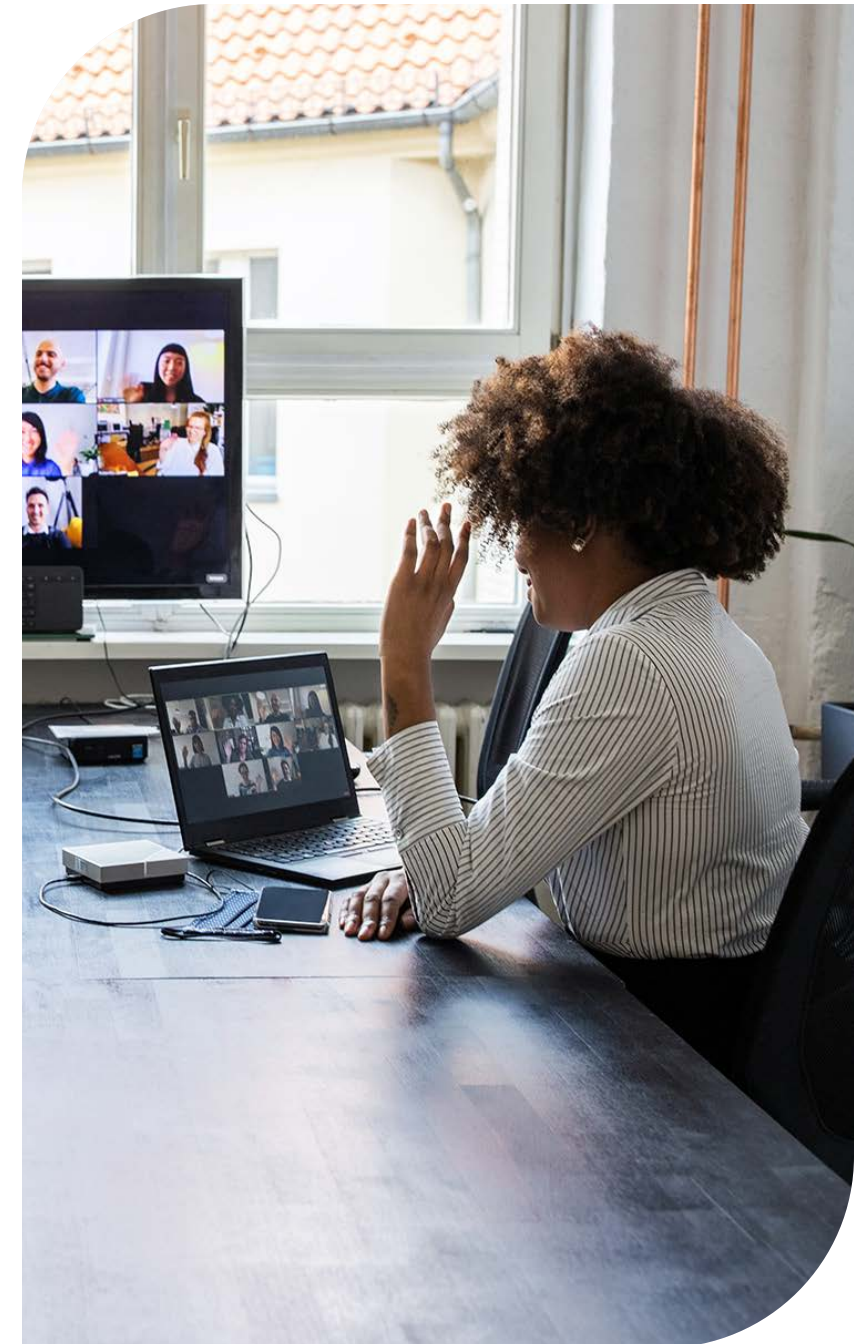
## Affinity Groups Tip

If you're using Benevity Affinity Groups, leverage Group Resources to host important training resources and documents.



## Pro Tip

Ask your Client Success Manager to recommend a Benevity client in your area who'd jump at the chance to share about their giving and volunteering program with your ambassador network.



# Example Agenda

1

## Introductions

Explain each person's position, business unit, location, time at the company, which causes they're passionate about and why they became a part of the team.

2

## Someone from your C-suite

e.g., the chief human resources officer – speaking for 10 minutes about the impact of the team's roles. This lets your team know they are valued!

3

## Corporate purpose overview

4

## Employee engagement platform demonstration

5

## Communications plan & storytelling

6

## Corporate purpose guest speaker from another company

7

## Volunteer activity



### Pro Tip

**Ensure you allow for coffee/snack/bio breaks as well as a break for lunch.**

If you're hosting in person, cater lunch so 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.

# Checking in with your ambassadors

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 various time zones.
- ✔ Pre-assign someone to take meeting notes.
- ✔ Allow time for your team to share feedback on campaigns and other activities at their locations.
- ✔ Review a specific feature in your employee engagement platform (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 time they're spending in supporting your program.

## Example agenda for monthly Chair/Co-chair calls

- ✔ Roll call
- ✔ Announcement of note taker
- ✔ Chairs share campaign updates from their location.
- ✔ Employee engagement platform tutorial
- ✔ Corporate purpose program update – metrics, stories, campaign and budget
- ✔ Discuss corporate social responsibility/corporate purpose best practice (as appropriate).
- ✔ Request that your Chairs go back to their local teams and provide updates.



**Ask for suggestions** 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 and 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 which rewards and incentives will resonate most, 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. So, ensure you have a variety of options so that everyone's covered.

Everyone likes to be recognized for their efforts. Although your ambassadors don't step up to support your program for recognition or reward, 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 prizes at fun events with better prizes for those with a higher volunteer hour count; 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.
- ✔ If you're using Spark by Benevity, seed employees' Giving Accounts.



#### Pro Tip

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

### Recognizing your employees

- ✔ Include the Chairs/Cochairs' roles in their annual performance goals. This shows that you recognize they are going above and beyond the call of duty. 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 a manager/business unit leader, bonus).
- ✔ Partner with HR to create an "Ambassador Network Award" as part of your company's recognition program.
- ✔ Recognize local ambassador network members through articles and shoutouts. You can use your intranet, online collaboration tool

(e.g., Slack or Yammer), office screens, newsletters and posters in breakrooms.

- ✔ Give a shoutout at a company-wide meeting, which could come from an executive.
- ✔ Provide your team (and everyone who volunteers through your program) with branded T-shirts – so folks in the community 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 after a year of service or after organizing local events. Don't forget to include a thank you note!
- ✔ Seed their Giving Account using Spark by Benevity so they can make a donation to their organization of choice.
- ✔ 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, offer them at specific times of service.
- ✔ Offer a spot bonus for outstanding performance. Add a badge of honor on their identification 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/Cochairs.



#### Pro 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!

# 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 at any given time and always have an overview 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 match 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 Chair/Cochair 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 that 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.



## Managing success through feedback

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.



### Pro Tip

**If you haven't enabled Benevity's global solution,** the opportunities for international volunteering and giving will be more limited and you won't be able to offer a consistent employee experience across all locations. Our global solution can help you provide a program that is truly inclusive, with employees meaningfully engaged in locations around the world.

# 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 an impactful and engaging corporate purpose program for your employees and community.

## ABOUT BENEVITY

Benevity is the global social impact software with an all-in-one platform for corporate grantmaking, volunteering, giving, micro-actions and employee resource groups. A certified B Corporation and recognized in Fortune's Impact 20, we empower iconic brands to attract, retain, and engage diverse workforces, embed social action in customer experiences, support communities and understand their impact in the world. Since our inception, Benevity has helped businesses around the world donate over \$14 billion, track 72 million volunteer hours and support communities with over \$19 billion in grants.

