Reducing Employee Turnover Through Purpose
Our speakers

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And more!
What is a corporate purpose program?

- American National Red Cross
  2022080003
  Gift Card Program
  Submitted

- Boys and Girls Clubs of Canada
  2022080008
  After School Program
  Submitted

- Save the Children Federation Inc
  2022080008
  After School Program
  Submitted

Help People Fleeing Ukraine
Seek Shelter and Safety
Provide support to those fleeing the conflict in Ukraine.

[Sign Up Now] [Share]
Turn **social impact into business impact**
Our impact

- Purpose-driven clients: 900+
- Total donations: $10B
- Volunteer hours: 46M
- Positive actions: 777,000
- Grants awarded: 1.2M (worth $12B)
- Nonprofits supported: 326,000
Benevity

Impact Labs

benevity.com/impactlabs
The association between *purpose* and *employee retention*
Companies see a 52% lower turnover among newer employees when they participate in their corporate purpose programs.
Reduction in turnover by employee cohort

- Turnover rate, those who did not participate
- Turnover rate, those who participated
- Reduction in turnover when employees participated

<table>
<thead>
<tr>
<th>Duration</th>
<th>Turnover Rate</th>
<th>Reduction in Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 mo or less</td>
<td>3%</td>
<td>-45%</td>
</tr>
<tr>
<td>2 yrs or less</td>
<td>7%</td>
<td>-50%</td>
</tr>
<tr>
<td>2.5 yrs or less</td>
<td>9%</td>
<td>-52%</td>
</tr>
<tr>
<td>3 yrs or less</td>
<td>12%</td>
<td>-46%</td>
</tr>
<tr>
<td>4 yrs or less</td>
<td>17%</td>
<td>-39%</td>
</tr>
<tr>
<td>5 yrs or less</td>
<td>21%</td>
<td>-30%</td>
</tr>
<tr>
<td>6 yrs or less</td>
<td>23%</td>
<td>-29%</td>
</tr>
<tr>
<td>All cohorts</td>
<td>27%</td>
<td>-24%</td>
</tr>
</tbody>
</table>
Reduction in turnover by *region*

*Reduction in turnover among participating employees with tenure of 2.5 years or less*

<table>
<thead>
<tr>
<th>Region</th>
<th>Reduction in turnover of employees with 2.5 years' tenure or less when they participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>52%</td>
</tr>
<tr>
<td>North America</td>
<td>51%</td>
</tr>
<tr>
<td>Europe, Middle East, Africa</td>
<td>51%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>50%</td>
</tr>
</tbody>
</table>
Reduction in turnover by industry*

* Reduction in turnover among participating employees with tenure of 2.5 years or less
40% of employees are new to their company and/or their corporate purpose program.*

* Based on the addition of new users to the Benevity platform in the last year. Includes clients who have been with Benevity for one year or less.
Employee participation by tenure

- Up to 1 year: 6%
- 1 to 2 years: 14%
- 2+ years: 20%
What does this *all mean*?
7 ways to engage your people with purpose on day 1 (and beyond)

1. Infuse purpose into onboarding
2. Communicate your company's contributions and commitment
3. Activate middle managers
4. Tap in to — and support — your affinity groups
5. Use a mobile app or create a mobile computer station to reach remote workers
6. Don’t wait for your annual campaign
7. Engage your people in corporate granting
Infuse purpose into onboarding

1.

- Provide donation currency to use right away.
- Set up a team volunteer opportunity (with rewards!).
- Send out reminders.
- Be sure to include remote folks!
Communicate your company’s *contributions* and *commitment*

- Show that your company — and your leaders — value purpose.
- Empower executives to be vocal advocates of the program.
- Communicate program impact at companywide events.
Activate middle managers

3

• Have managers train new employees on your program.

• Embed Goodness into team culture and rituals and as employee rewards.

• Tip: Managers can reward and recognize employees with charitable gift cards.
Tap in to — and support — your **affinity groups**

- Make it easy for people to find and join ERGs.
- Help employees find community at work.
Use a *mobile app* or create a mobile computer station to reach *remote workers*

- Create inclusive programs.
- Have a traveling laptop or use the Benevity app.
- Bring opportunities on-site.
Don’t wait for your annual campaign

• Engage your people all year long.

• Use awareness dates and in-the-moment crises to empower your people to take action.

• Enable your people to set up their own giving and volunteer opportunities.

• **Tip:** Allow team members to send charitable gift cards to prospects or vendors.
Engage your people in corporate granting

- Give your people a say.
- Allow your people to nominate grantees.
- Create an internal selection committee made of cross-functional employees.
- **Tip:** This is a great way to introduce more people to social impact and build skills of the future.
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Talent Retention Study

Connecting purpose and employee retention

A Benevity Impact Labs Report

benevity.com/talent-retention-study
The future of work starts with purpose
Questions?
Join us at the corporate purpose event of the year

- **4** days
- **1,600** changemakers
- **70+** sessions
- **20+** networking hours

Early Bird pricing ends Feb. 28 | benevitylive.com
Thank you!

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