



Reducing Employee Turnover Through *Purpose*



Sona Khosla

Chief Impact Officer
Benevity



Erica Graham Jordan

Area VP of Sales, Mid-Market
Benevity

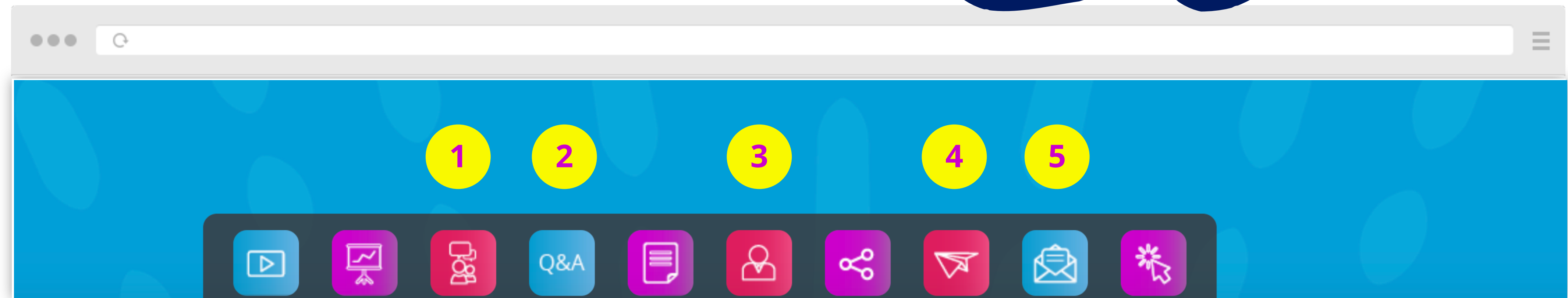
Our *speakers*

Menu dock

Our webinar is at your fingertips. Click the icons to:

- 1 Chat with fellow webinar attendees
- 2 Ask our team and speakers questions
- 3 Find out who's speaking
- 4 Share the webinar on your social platforms
- 5 Email the Benevity team directly

And more!





What is a *corporate purpose program*?



Insights

45 Grants requested	US\$1.8M Total requested	US\$12M Fiscal year budget
-------------------------------	------------------------------------	--------------------------------------

☐ American National Red Cross

2022080003
Gift Card Program

Submitted

☐ Boys and Girls Clubs of Canada

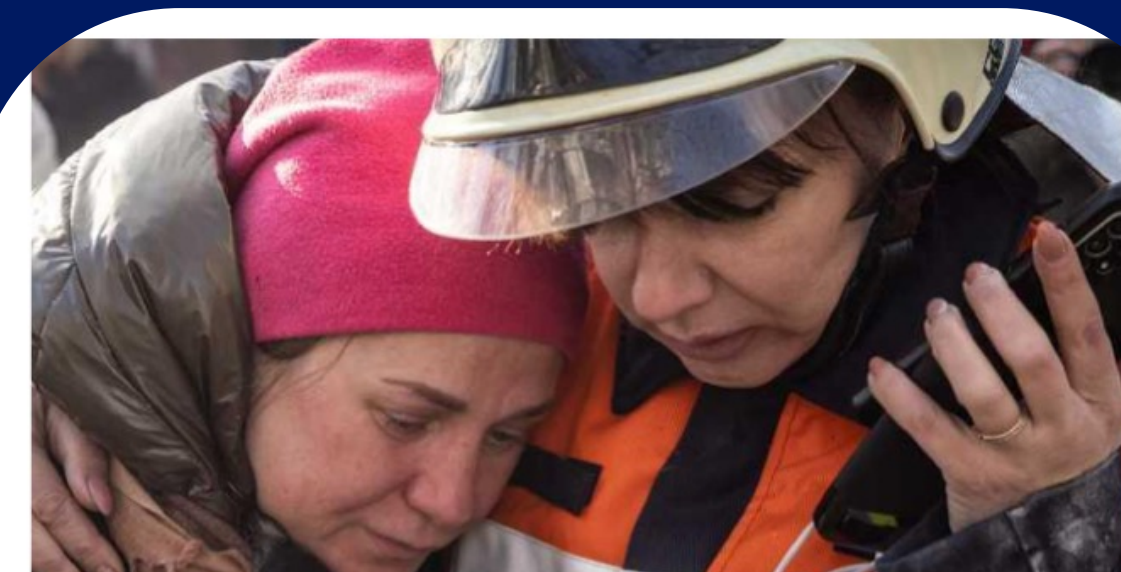
2022080008
After School Program

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




FEATURED CAUSE
HABITAT FOR HUMANITY




Turn *social impact* into *business impact*





My DashboardMake a DonationVolunteerTake ActionCommunityQuick LinksSearch

Hi AshleyHelp




Take Climate Action on Earth Day

Find causesSearch

Explore


Featured Content



Support Those Impacted By The Ukraine Crisis

Peer and Company Matched


GIVE



Pride Parade and Festival Planning

Earn Rewards


VOLUNTEER



Stand Against Prejudice and Discrimination on Martin Luther King Day


TAKE ACTION

Trending Now



Work Together to Defeat Cancer

Everyone deserves access to life-saving treatment.



Ashley Holden

View profile

My Impact

Jan 2022 - Dec 2022

\$780.00 donated

24 hours volunteered

ALL TIME

13 activities completed

Company Impact

View Company Impact

Matching and Volunteer Rewards


Use before Dec 31, 2023

\$1020.00

Used

\$480.00

Remaining



Amazing Coffee

Welcome! Learn how you can get started

GET STARTED

SORT BY: Recent

Quick Questions

Do you want to hear more about ERG communities and how best to get involved in your groups?

Yes, please!

No, thank you!

Submit Answer



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

Talent Retention Study

by Benevity Impact Labs





A blue-tinted photograph of five business professionals walking on a modern staircase. Two people are on the upper landing, and three are on the lower flight. They are dressed in business casual attire and appear to be in a collaborative work environment.

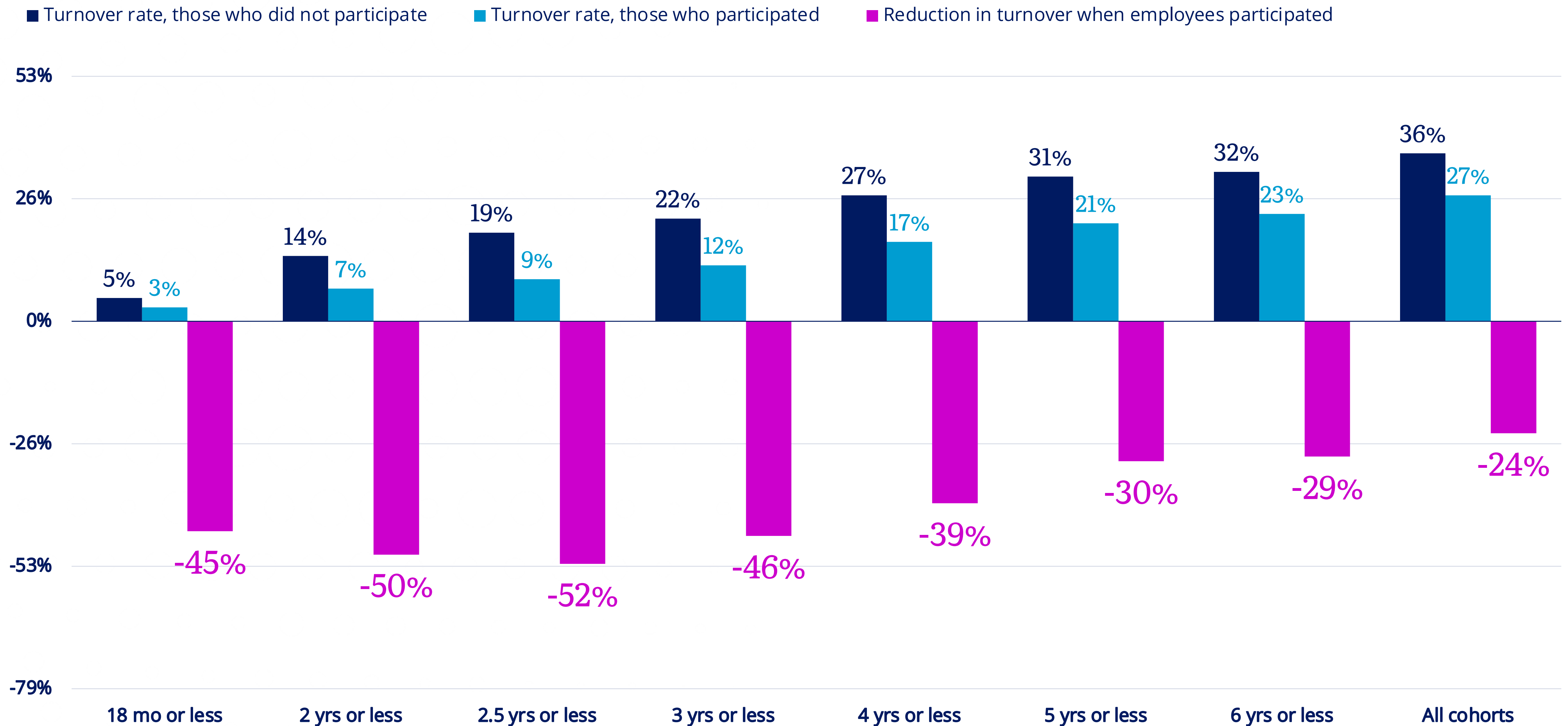
The association between *purpose* and *employee retention*

Companies see a

52%↓

lower turnover among newer employees when they participate in their corporate purpose programs.

Reduction in turnover by *employee cohort*



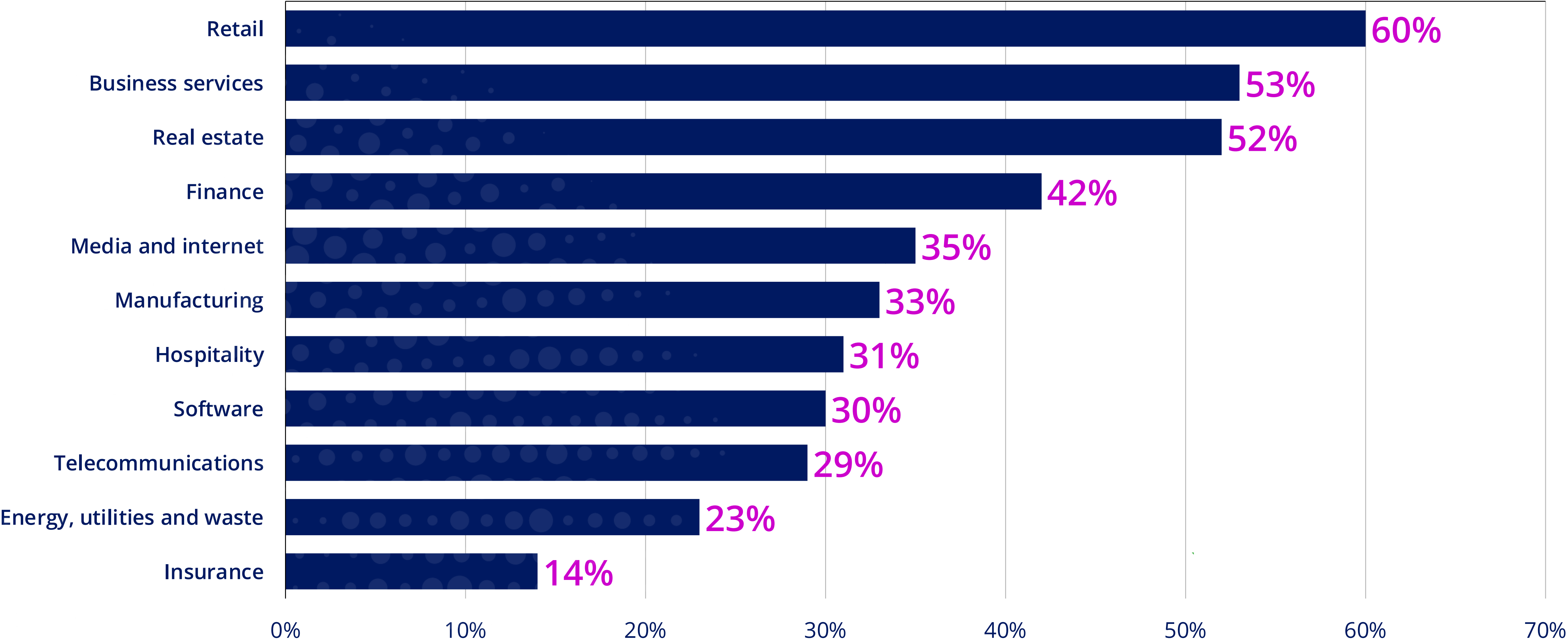
Reduction in turnover by *region**

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

Region	Reduction in turnover of employees with 2.5 years' tenure or less when they participate
All	52%
North America	51%
Europe, Middle East, Africa	51%
Asia-Pacific	50%

Reduction in turnover by *industry**

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

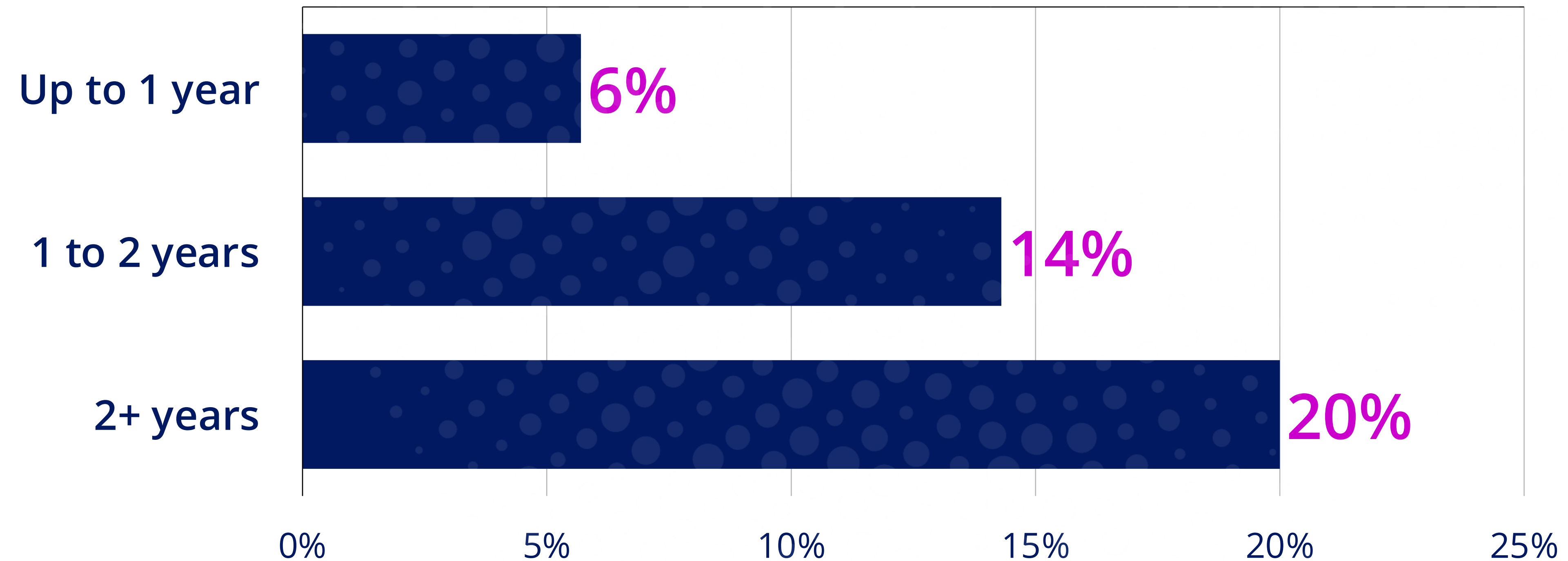


The background of the slide is a photograph of a group of people in a meeting, overlaid with a semi-transparent purple filter. On the left side, there is a decorative pattern of white dots of varying sizes.

40%

of employees are new to their company and/or their corporate purpose program.*

Employee participation by *tenure*



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

1

Infuse purpose into *onboarding*

- Provide donation currency to use right away.
- Set up a team volunteer opportunity (with rewards!).
- Send out reminders.
- Be sure to include remote folks!

2

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.

3

Activate *middle managers*

- 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.

4

Tap in to — and support — your *affinity groups*

- Make it easy for people to find and join ERGs.
- Help employees find community at work.

5

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.

6

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.

7

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.

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



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!*

Sona Khosla

Chief Impact Officer

skhosla@benevity.com

benevity.com/impactlabs