

Benevity Webinar | Dec. 7, 2022

Recession-Proof Your CSR Program

Our panelists shared ways to strengthen company culture and consumer loyalty through CSR and remain effective with limited resources during times of uncertainty.

This webinar also provided suggestions on how to increase program engagement to keep your teams motivated through uncertain times.

Featured Panelists



Mark Daniels

Director, Global Mobility, Guidewire



Megan Baker

Associate Manager, Social Impact, Stryker



Erica Graham Jordan (Moderator)

Area VP of Sales, Benevity

Key Themes

- Keeping employees engaged during times of uncertainty is crucial for businesses.
- Communication about programs is key to making employees aware and engaged.
- Employees tend to look for ways to give their time or money back to during times of uncertainty.
- Benchmarking can build awareness and advocate for your program.

Key Takeaways

- Implement new ways to keep your employees engaged in your program such as small acts of kindness counting towards volunteering.
- Be ready to pivot in times of uncertainty to uplift your people and come together to make a difference.
- Consider collaboration with other teams and allocate funds from their budgets to contribute to your CSR program.
- Socialize your program to your employees and leaders and find out what is important to them when starting out your program.

Watch the on-demand webinar
Recession-Proof Your CSR Program

