



Engage employees in *micro-actions* with macro impact

Use Missions to create and choose from a variety of small, positive actions that can add up to big social, personal and business impacts

Create agents of change

Missions empowers and motivates your employees to make an impact through gamified and easy-to-complete activities. Whether it's taking shorter showers or registering to vote, Missions activities can promote awareness, build new habits and encourage socially conscious behavior.

Infuse your culture with purpose

Build a purpose-driven culture and a richer experience for your people by amplifying your giving, volunteering and community investment initiatives. Use our pre-built content or create your own Missions to increase awareness and action around your company's cause pillars and campaigns.

 Did you know?

Companies with Missions see


62%

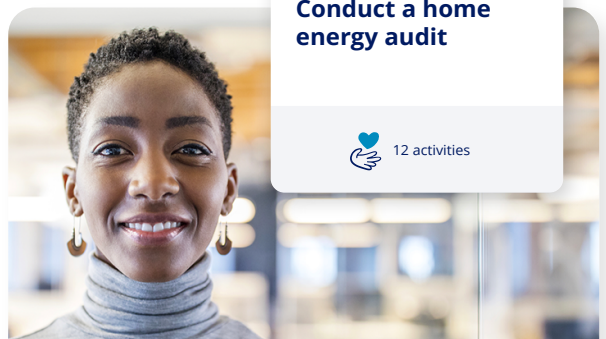
higher overall program participation.

Source: Benevity Engagement Data



Conduct a home energy audit

 12 activities



Racial Justice



665 MISSIONS




169 PARTICIPANTS

[View details](#)

Break down participation barriers

Missions is the great engagement equalizer. Anyone can participate, no matter how much time or money they have or what kind of job they do. That's why Missions is often the first point of entry for many employees in their company's program. And when you pair it with the Benevity app, it's even more accessible for your remote employees, retail workers and digital natives!

 Did you know?

32%

of first-time participants went on to give or volunteer after completing Missions.

Source: Benevity Engagement Data

Integration and tracking

Easily integrate Missions with existing programs and employee resource groups. You can use activity tracking to measure progress and use those insights to inform your strategy. And if your company is committed to supporting the UN sustainable development goals, you can track that progress, too.



CURRENT MISSION





A Greener Tomorrow

2/8 Micro-Actions Completed

- Use recyclable grocery bags
- Turn off all lights for at least 2 hours
- Bicycle to work or for any commute
- Reduce, reuse and recycle
- Eliminate single-use plastics

[View All Tasks](#)

Top Challengers

-  Sam Maneth
-  Sharon McGrath
-  Eila Keth
-  Todd Eroun

[View All Competitors](#)

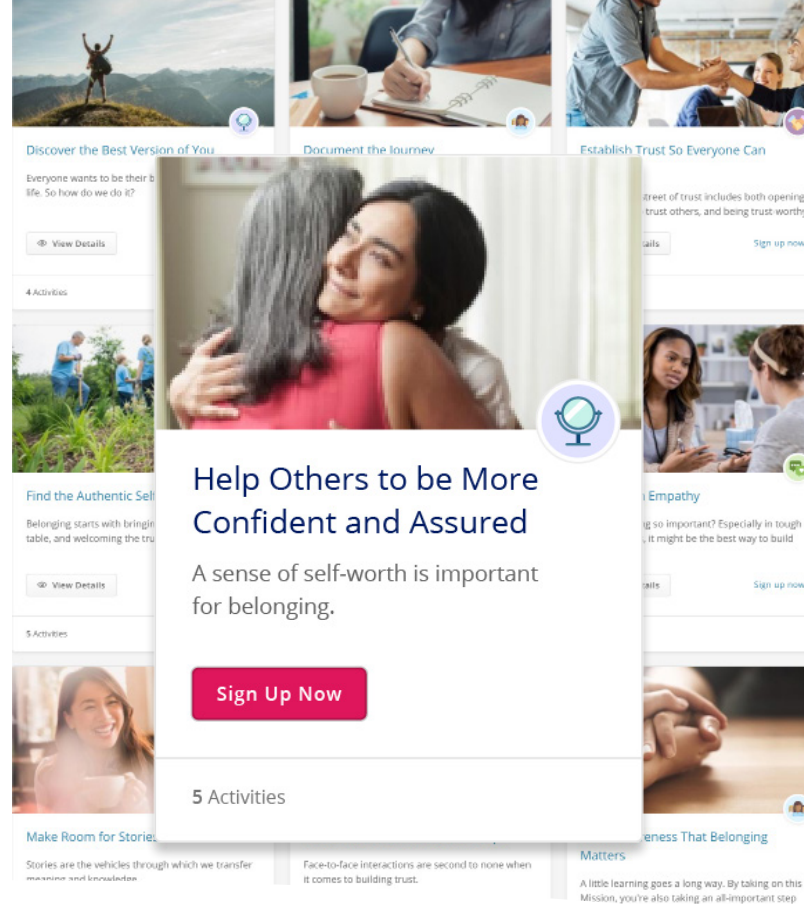
Client Spotlight TC Energy

TC Energy uses Missions to engage their evolving workforce in doing good, without giving time or money. They launched their first challenge over the holiday season to encourage employees to complete small acts of kindness in their communities. And it was a huge success — 691 individuals participated, completing over 4,000 activities and earning over 85,000 points!

Since their start, TC Energy has launched seven Missions in total and have engaged more than 1,300 unique participants. And for 8% of their users, Missions was their first-ever activity in the program and an impressive 80% went on to give or volunteer. That's a whole lot of impact!

Engage employees in today's issues with Missions

Benevity's ready-made Missions challenges make it easy to engage people in the issues that matter most to your company and employees. Get access to thoughtful and actionable content to help you drive more engagement in your program, without the manual time and effort. Simply upload the content as is or customize to your needs from the following libraries:



Sustainability and climate action

Encourage your people to adopt new habits and behaviors to promote a healthy planet, while also tracking your collective progress toward the UN sustainable development goals. By engaging your people in small actions that reduce their footprint, collectively we can create behavioral change and turn climate change into climate action!

Health and well-being

Support your employees in maintaining a work-life balance, managing stress and promoting self-care both at work and at home. With simple activities that anyone can take part in, you can help employees bridge the gap between taking care of themselves and doing good for others.

Diversity, inclusion and belonging

Foster a positive company culture and help your employees feel supported, connected and accepted at work. By empowering people to make small changes, you can help create a culture of belonging from the bottom up and move toward achieving your company's DEIB goals in an authentic way.



Did you know?

When Missions is available to employees from their start date, they are more likely to get engaged in your program in the first three months!

Source: Benevity Engagement Data

Ready to inspire action?

Connect with your Benevity Client Success Manager to see a demo of Missions!