benevity

**Convert Non-Participants into Passionate Contributors**

# First time user log in: Activation Kit

Your people want to contribute to positive change in their community, especially in these unusual times. You help your people do that every day — but what about employees who still haven't logged in to your CSR portal? Chances are they are looking for a way to engage, but aren't aware of your program or don't know how.

We've created an Activation Kit with everything you need to encourage employees to log in for the first time. With so many people experiencing donor fatigue, it's a great way to engage others in giving, volunteering or small acts by providing fresh opportunities and a sense of shared purpose.

## *Take the first step*

Your people want to participate — all you need to do is inspire them to take that first step! Use this Activation Kit as a catalyst to engage your employees and start them on the path toward impact.

# How to use your *activation kit*

### 1. Download the customizable email template from B-Hive

### 2. Customize the copy for your program

### 3. Determine your audience

- Log into Benevity Reporting
- Find the "Terms of Use List" report in the stock report library ***NEW***
- Customize filters as needed, but be sure to:
  - Set "User Status" as "Active"
  - Set "User Accepted Legal" to "No"
- Export report in the format needed for email deployment

### 4. Send your email

- To maximize formatting options and ensure deliverability, we recommend that you use your own email channel to send the communication
- However, you do have the ability to send this communication using the Bulk Email Tool in Spark. To deploy using the Bulk Email Tool:
- Follow these instructions to add your list to the email list management tool
- Find step-by-step instructions on how to use bulk email function in Spark

### 5. Track

- View the web analytics stock report to see increase in site visits over time
- Refer to the Admin Dashboard in Spark for the % of Terms of Use acceptance over time

### 6. Let your CSM know

- Keep us updated as your campaign rolls out!

## *Best* practices

- Send your log-in activation email a few weeks before your big annual campaign to maximize new sign-ups.
- We recommend you send this email 2 – 3 times per year and keep engagement going year round.
- Don't forget — seeding is an extremely effective way to drive engagement with new users. Based on our usage data, we know:
  - Clients who used seeding had on average 125% higher overall participation than those who didn't.
  - Clients who used seeding saw 68% more account activations than those that didn't.
- Keep in mind that opening your program allows employees to give or volunteer with any nonprofit they are passionate about, and provides more avenues for engagement with your program.
- No time to set up a campaign? No problem! Check out our campaign kits, which provide you with all the resources you need.
- Consider a mini survey to find out why your people have (or haven't) logged in to your program.