



A Buyer's Guide to CSR Software

5 key capabilities to look for
in a technology partner

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Building a Case for a CSR Technology Partner

There's never been a more important time to focus on your company's social impact. As events and crises around the globe demand more of your attention, stakeholders at all levels now expect companies to be leaders in taking meaningful action.

The right technology partner will help you do that. Not only can it be a game changer for your CSR initiatives, it can bolster employee engagement and your bottom line. Here's how:

Building the Case for a Technology Partner

Achieve better business outcomes

Investing in CSR can increase market value by 6% and sales revenue by 20%.

Earn higher brand recognition

86% of consumers say they'd buy from a purpose-driven brand, and 74% say they'd be more likely to tell others to buy from the brand.

Attract and retain talent

Millennials and Gen Zers are more likely to support and work for brands who have a clear social purpose, and engaging employees in giving and volunteering can reduce a company's turnover rate by 57%.

Build a culture of purpose

Enable your employees to support the causes they are passionate about and provide more ways to do good, creating a sense of purpose that boosts engagement.

Make a positive impact

Mobilize your people quickly to respond to the needs of your community and crises around the world. Give people concrete ways to take action and make a positive impact in ordinary and extraordinary times.

Top Challenges for CSR Leaders and Employees

Low program engagement

One of the major problems CSR teams face is that the response just isn't there when they try to engage their people in doing good. There might be multiple reasons for that:

- Inconsistency — Offering just a few initiatives a year makes it difficult to build a culture of doing good.
- Top-down initiatives — A limited number of causes are supported, and only leadership gets a say in what they are.
- Lack of agility — An inability to respond quickly in a crisis can hinder a program's effectiveness.

Limited time and resources

Running a CSR program can be time-intensive and demand a lot of resources. Communicating volunteer opportunities, tracking hours, ensuring eligible donations are matched — it's an overwhelming amount of manual work. If you aren't supported by the right technology, it can be a full-time job, and then some.



Lack of accessibility

As remote work becomes the norm across industries, employees are more dispersed than ever. The distance can make it difficult to build culture and engage people on important CSR initiatives. Programs often cater to in-house employees and serve people in only one location, language or currency.

No way to measure impact

Without a formal program in place and the right technology to support you, it can be difficult to calculate the ROI on your efforts. And without measurable statistics, getting consistent, enthusiastic buy-in from leadership is another barrier.

75%

**of employees say it's important
their company shares their
CSR goals, progress and
related achievements**

20%

**of program leaders have not
set actionable goals for their
CSR initiatives**

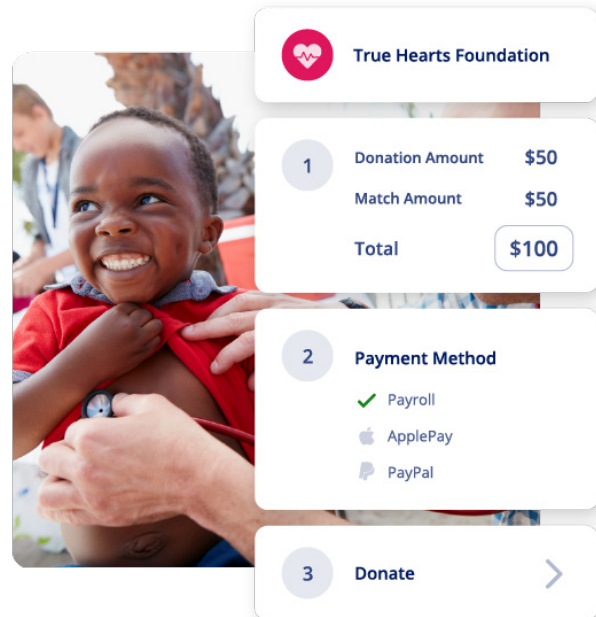
5 Key Capabilities to Look For in Your CSR Solution

1 An engaging and inclusive platform

Increase program participation by offering your people more ways to make an impact through giving, volunteering and taking positive actions.

Provide access to a world of nonprofits for your employees and enable them to create their own giving and volunteering opportunities. This helps your employees feel like your CSR program is built for them, creating a sense of purpose that boosts engagement.

Connect with your global workforce by making your program available in multiple languages, locations and currencies.

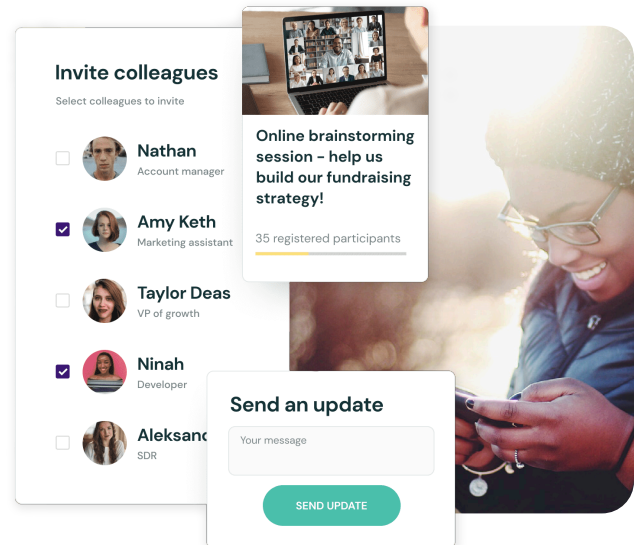


2 Technology that scales

Build a future-proof program that can grow and change along with your company.

Automate time-consuming tasks to ensure the manual work doesn't increase as your program expands.

Look for a solution that can seamlessly incorporate new features into your program when the time is right, like Volunteer Champions, incentives or international capabilities.



Did you know?

Volunteering and donating go hand-in-hand, with **70%** of volunteers also donating

3 Safe and secure delivery of funds

It's important to ensure your donation dollars are going to vetted nonprofits, with as few handoffs as possible.

When researching CSR technology, look for the platform that safeguards your program's data with industry-leading security and compliance practices.

4 Robust, real-time reporting

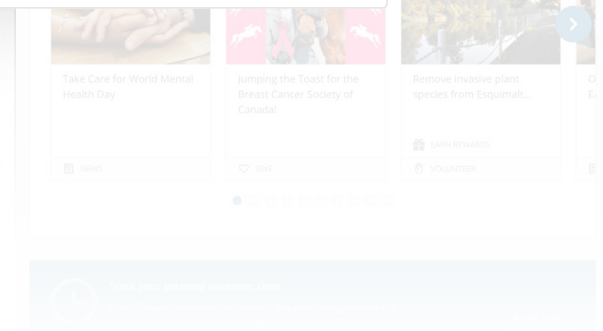
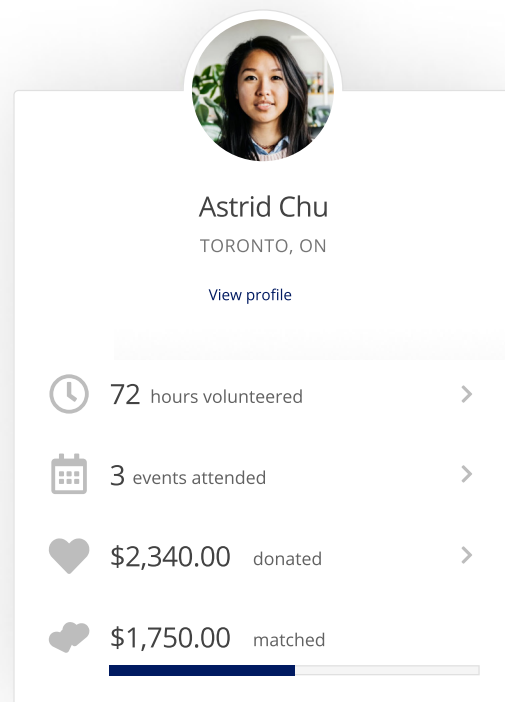
Measuring and showcasing your program's results are important to getting buy-in and support for your CSR initiatives from key stakeholders. Look for a platform that has robust reporting capabilities, allowing you to keep track of participants, volunteer hours and total donation volume.

Also, consider if the platform is able to track real-time campaign participation and program growth over time and provide benchmarks against similar companies.

5 A collaborative partner

It's about more than just the technology. When researching CSR technology, ensure you'll be supported by a knowledgeable team through your entire purpose journey and, specifically, the design, execution and management of your program.

Also, check if the platform offers ready-made content, campaign kits and crisis response to important issues. These resources will help you act fast and provide timely, relevant and accessible content to your people — and keep your program engagement high.



Meet Benevity's World-Leading CSR Software

Benevity's software is designed to support you as you start, scale or streamline your CSR program. No matter where you are on your CSR journey, Benevity's solution can help increase employee engagement and social impact, all in one place.

More ways to do good

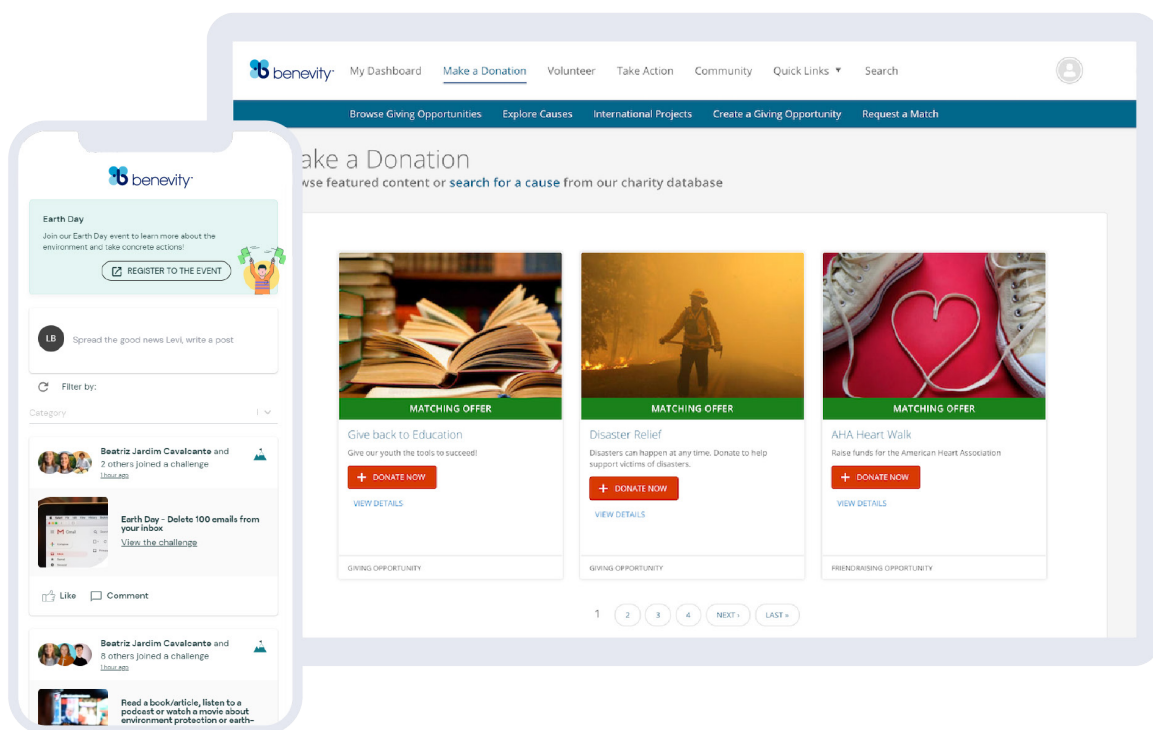
Benevity's solution provides your people access to nearly 2 million vetted nonprofits through an accessible, simple-to-use platform. Your people can easily donate, volunteer and take positive actions. They can filter relevant local causes and opportunities to find what they resonate with the most.

With Benevity's platform available in 22 languages and nearly every global currency, your people around the world can seamlessly get involved and increase their personal and collective impact.

Technology that grows with you

Benevity's solution helps you set and track your goals and expand your program based on the results, providing the right technology and tools every step of the way. And it's not limited to giving and volunteering. Benevity has solutions to support all your CSR initiatives, including grants management, ERGs and more.

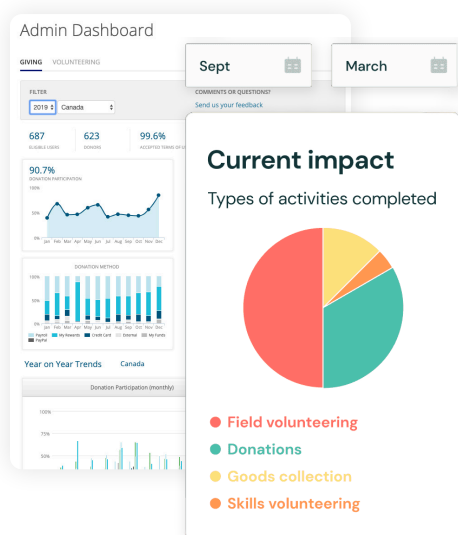
Benevity clients see **22%**
higher employee participation
in their CSR program



Robust reporting capabilities

With the most robust reporting capabilities in the industry, Benevity's solution provides access to real-time reporting so you can iterate on your program strategy and campaigns as you go.

You also have access to custom reporting and data sets so you can view specific use cases that are most relevant to your organization.



The most secure choice

Benevity's platform is updated regularly with vetted and confirmed nonprofits. To date, the platform has processed more than \$8 billion in donations safely and securely. With a dedicated security team, Benevity's solution is fully compliant with SSAE18 and adheres to an ever-changing compliance landscape.



Your trusted partner for the ride

Throughout your journey, you will be supported by the Benevity Client Success team, who acts as an extension of your own CSR team. You'll get design support for your program if you're just getting started, or help with scaling it if you're ready for growth. You can also access a client portal, which includes news, resources, kits and guides to provide answers at your fingertips.





Ready to get started on *your CSR journey*?

Benevity can be your partner in purpose. No matter where you are on your CSR journey, our all-in-one Employee Engagement Solution is the perfect tool to help you get where you're going.

Request a Demo



Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).