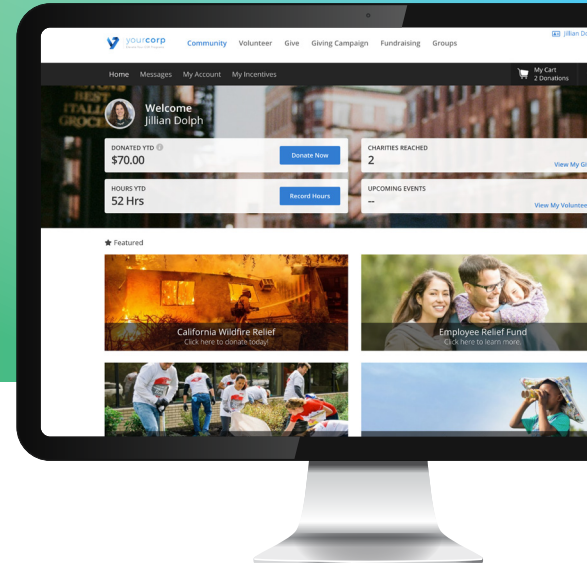


Employee-Led Events

Support Your Employees' Interests



Empowering employees to create their own fundraising and volunteer events is a strong way to drive engagement.

Passionate employees who radiate enthusiasm about their personal causes will give events everything they've got. They will take the time to personally invite their co-workers to join the event and the cause. As a CSR practitioner, the path to support these employee-led events can be confusing. The causes might be outside of your company's CSR focus and the events might take place outside of work hours of the office location.

TRAIN EMPLOYEES ON THE CSR PLATFORM

Bring a computer: 1) Accept donations through the platform at the fundraising event, 2) Have employees check-in through the platform so volunteering hours get logged immediately for the event.

SHOW EMPLOYEE SUPPORT WITH MATCHING

Some companies choose to add an additional corporate match for employee-led events. Every extra donation will help the cause and show employees that you back them 100%

CREATE USEFUL TOOLS

It's important to remember that while everyone can have passion, not everyone is an expert event planner. We love this simple checklist to make sure that the employee ambassador has accounted for every detail.



Successful employee-led events are the key to an engaged employee population, a source of inspiration and ideas as you tell your CSR story each year and are a great tool for employees to learn and grow as they engage in a new type of planning at work!

AID IN COMMUNICATION

The key to engaging employees, in any event, is to make sure they know about it! Make sure the employee has logged the fundraiser or volunteer event in your CSR platform so it is clear which nonprofit the event supports, what they will do and where and when other employees can help.

WORK WITH YOUR CORPORATE POLICIES

It may not be possible to feature every employee fundraiser within the company on the front page of the CSR platform, but it is possible to provide tools and resources to ensure the events are logged, that others are able to find them and participate, and resources are available for a successful event!

Events Checklist

Supporting passionate employees in their quest to do good is crucial to successfully engage employees and their peers, even if they don't know where to start - so we created a checklist to ensure anyone can plan a successful volunteer or fundraising event.

Step One

- Choose a Nonprofit Organization to support
- Decide whether it's a fundraiser or volunteering event

Step Two

FUNDRAISING

- Pick a venue and a date (confirm with the venue)
- Decide what type of fundraiser you're having (Bake sale, virtual, etc.)
- Create the fundraiser in your CSR platform
- Recruit co-workers to help you on the day-of
- Invite co-workers to attend
- Draft event messaging in CSR platform

- Educate co-workers about the Nonprofit Organization you're supporting
- Let co-workers know what to expect on the day-of
- Post on social media to spread the word
- Connect with local businesses to see if supplies can be donated
- Make sure the necessary pre-work is done before the event
- Bring all supplies necessary! (table, signs, computer for logging hours, etc.)

VOLUNTEERING

- Understand what volunteers can do for your Nonprofit Organizations
- Understand your company's culture and plan the event accordingly
- Confirm the scope of the volunteer project, date and time with the Nonprofit
- Create the volunteer event in the CSR platform
- Draft event messaging in the CSR platform
- Educate co-workers about the Nonprofit Organization you're supporting
- Alert co-workers to any supplies or special attire that is needed
- Post on social media to spread the word
- Personally invite peers and champion the cause!

Step Three

- Thank those who attended and gave their time to support the Nonprofit's mission
- Ask for quotes, pictures and personal stories from employees to share your CSR story

Learn more about Employee-Led Engagement opportunities and more checklists just like this one at www.blackbaud.com.

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

