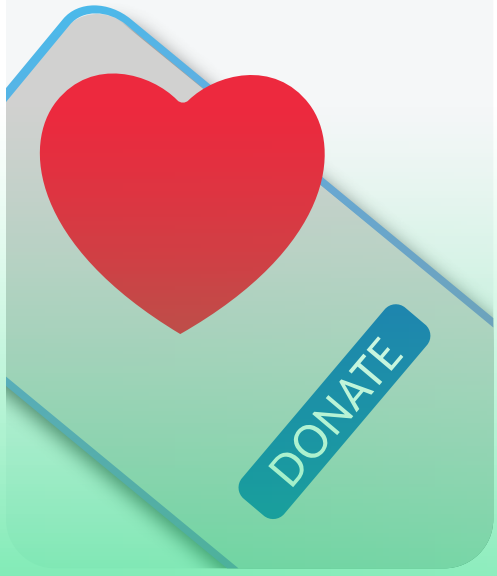
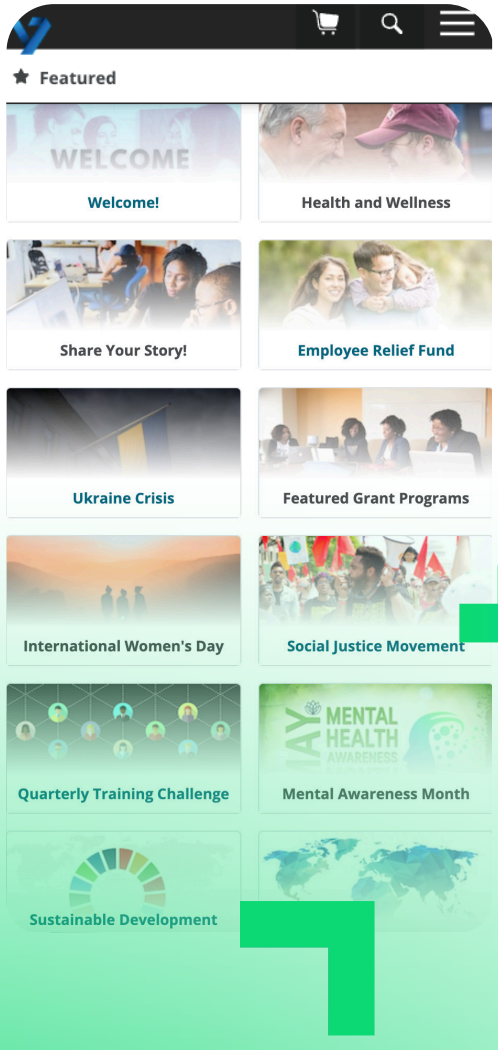
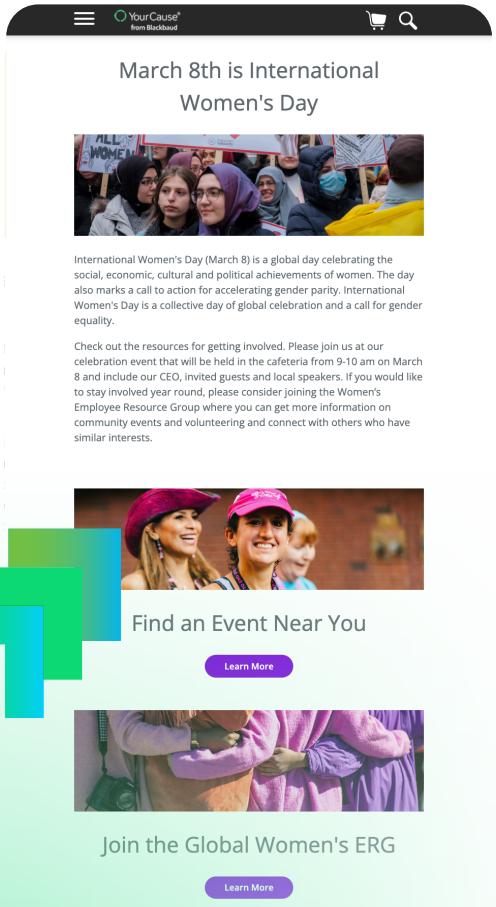
YourCause® from Blackbaud

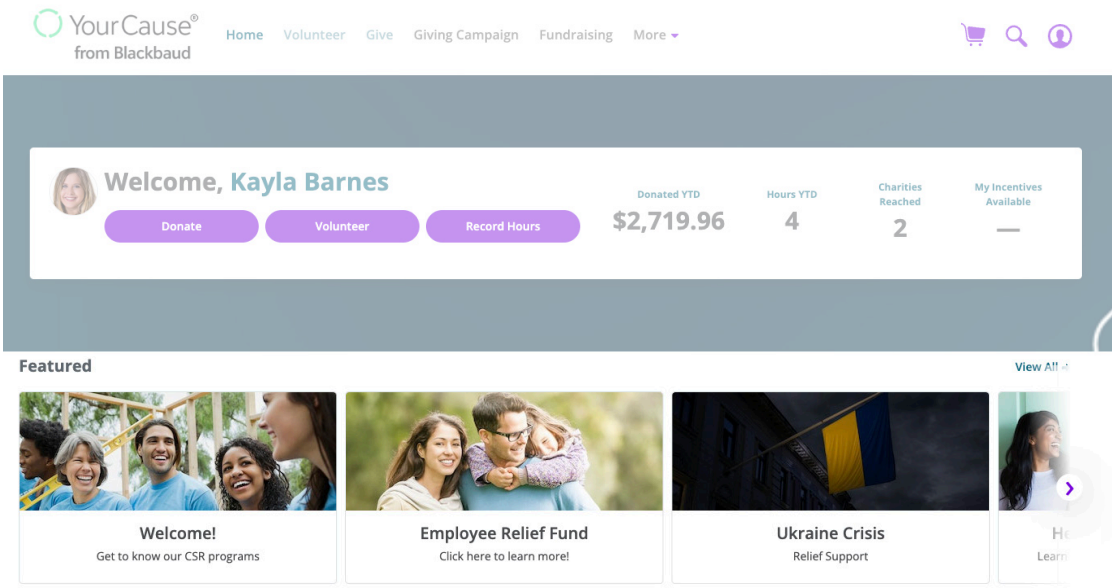
Engagement Elements - CSRconnect Feature Guide

Activate Employee Participation









Engagement Elements (EEs) are highly flexible & configurable tiles that you can use to drive action and awareness to content right on the Homepage of CSRconnect! Clients can create timely, targeted, and transformative content that is proven to increase engagement.

Possibilities with Engagement Elements

It's in the name, Engagement Elements help you ENGAGE your users in whatever your program priorities are. From highlighting nonprofit partnerships, voting on where to plant trees, driving action towards a disaster relief campaign or connecting employees with wellness resources, Engagement Elements give you the space to drive action and awareness.

With a robust set of administrative tools, Engagement Elements make it easy to produce highly visible content that transforms CSRconnect to serve your unique needs. We are passionate about helping our customers meet their goals. That's why Engagement Elements are a standard part of all CSRconnect subscriptions and don't come at an extra cost. We provide a large set of self-help resources and are continually innovating Engagement Elements so they continue to be a feature that helps take client programs beyond the basics and serve as a vessel to drive impact.

Meet the moment at hand with timely content. Quickly spin up disaster relief programs and create informative or action driven Engagement Elements based on Moments that Matter like Pride Month or MLK Jr Day.

Send the right message. Through the use of features like segmentation and translations, leverage the ability to target Engagement Elements to different user-groups on factors like domestic or international region and employee type.

Transform CSRconnect into a platform that truly reflects your programs and goals. Expand beyond giving & volunteering and connect other initiatives, like employee relief funds & health / wellness benefits.

The *Engagement Element Types*

Our five different Engagement Element types give you the starting point to launch from and build content **to drive awareness, action, and participation** in your programs. For each Engagement Element type, we will dive into a high-level overview of common use cases!

DESIGNER

Our newest and most robust Engagement Element type allows you to build complex layouts with easy drag and drop functionality.

GIVING

From disaster relief to Moments that Matter like Pride Month or MLK Jr Day, direct employee giving towards specific nonprofits!

RESOURCE

Keep employees informed with CSR program resources, or spread the word about any topic, CSRconnect related or not.

REDIRECT

Direct employees to specific areas of CSRconnect, or even to outside websites like LinkedIn Learning or your annual CSR report.

VOTING

Give employees influence into decisions like your organization's next charity partner or voting on the next volunteer t-shirt design.

Proven to Increase Engagement

On average, companies that leverage EEs see an overall combined engagement rate of **13.4%** *! That's over 5% higher than companies who don't leverage EEs.*

Click to download our latest Industry Report to see even more CSR employee engagement stats!

Engagement Element Designer

Our most recently released EE type gives clients a brand new way to build and manage EEs. With a more robust set of building tools, including drag and drop functionality, the new EE Designer opens up more possibilities for clients to create more complex templates.

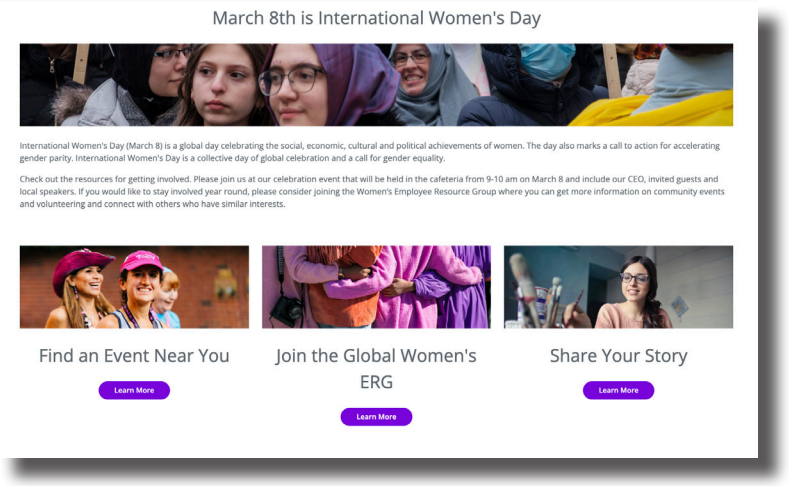
With the Designer, clients can add multiple calls to action within a singular EE.

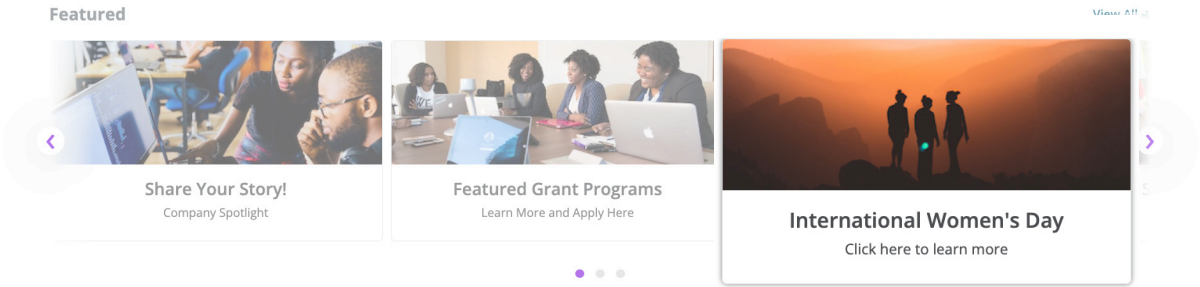
Common Uses:

- Create a hub for activities around Moments that Matter, like International Women's Day, Pride Month, etc
- Create a robust resource-driven EE to help educate employees on your programs and drive action

See it in Action!

Moments that Matter can really be any point or period in time that has a centralized topic. From Giving Tuesday, to Earth Day and Black History Month, these events can help catalyze employee engagement and demonstrate your company's commitment to giving back and creating a more equitable, sustainable world for us all. Below, you'll see an example of how the Engagement Element Designer can be used to create a hub of activity for International Women's Day.





Moments that Matter

Click to learn more about our framework for connecting your programs to important days of recognition and remembrance.

Giving Engagement Element

With the Giving Engagement Element, you can drive giving towards specific nonprofits, and track your impact! We've developed reporting on the back-end to be able to clearly tie the action and impact your employees take when interacting with this type of EE.

Common Uses:

- Disaster Relief
- Giving Tuesday
- Promote giving to specific charity partners

Client Spotlight!

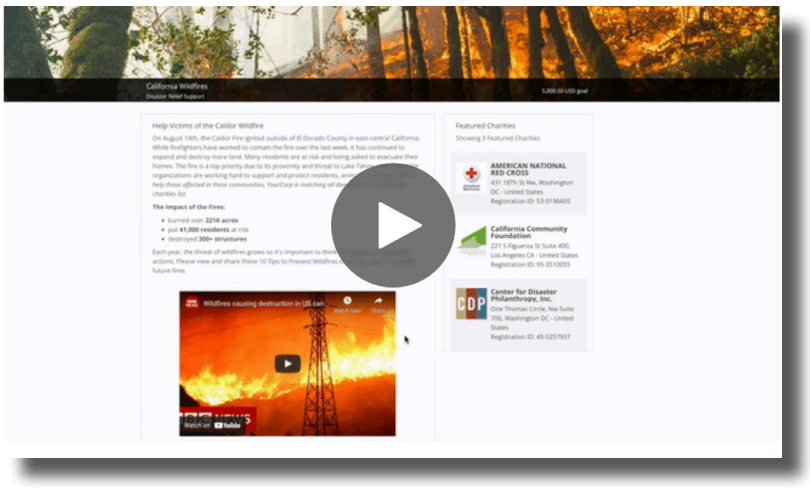
RSM's Pride Employee Network Group wanted to host a month-long giving campaign during the month of June. To encourage participation, RSM's Senior Associate of Stewardship selected a Standard EE that not only directed employees straight to the giving site for the designated organization, but also displayed the total money raised in comparison to the Pride Group's total goal. Having the visual right in front of employees got everyone more engaged the closer they got to their goal and employee participation grew because of the excitement.

"Not only was the setup user friendly, but the administration and reporting were too. I leveraged reporting to provide updates to the firm on a weekly basis throughout the month, reporting on both donations and employee participation in the campaign. The campaign was a huge success, and I look forward to continuing to explore the other bells and whistles EEs have to offer!"

RSM —Bailey Kosiek,
Senior Associate of Stewardship,

Disaster Relief with YourCause Solutions

Disasters strike often, and usually without advanced warning. Having the right tools and support in place gives your company the ability to respond quickly. Check out the video to the right to learn more about how YourCause supports our clients in disaster relief response and how easy it is to configure a Giving Engagement Element to drive action and awareness amongst your employees.



Resource Engagement Element

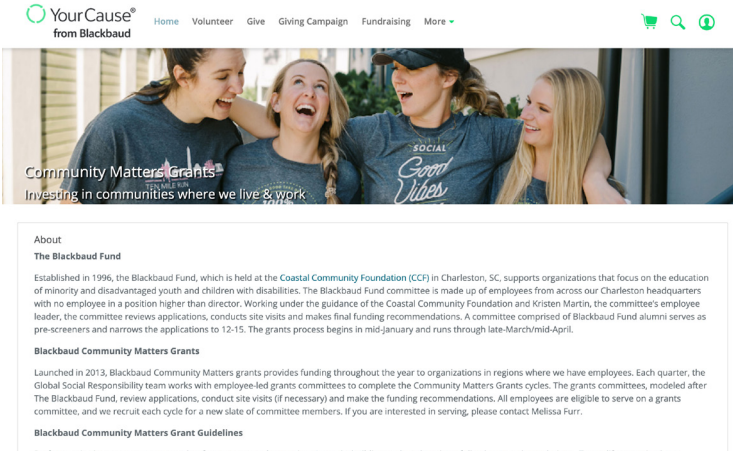
Resource EEs are a great place to store information. Clients use this EE type in a variety of ways to help promote understanding of both programs that live inside of CSRconnect, or even information about programs not directly tied to the platform.

Common Uses:

- Store resources about programs you're running in CSRconnect, like matching gift guidelines
- Promote your latest CSR/ESG report
- Drive awareness on employee benefits and programs that live outside of CSRconnect, like health & wellness benefits, employee hubs, etc.

See it in Action!

At Blackbaud, we walk the walk, including using CSRconnect and GrantsConnect to power our own impact initiatives. Below you'll see how we leverage the Resource EE to drive awareness around our employee-nominated Community Grants program.



Click to learn more about Blackbaud's commitment to giving back and operating responsibly in our 2022 ESG Report!

Redirect Engagement Element

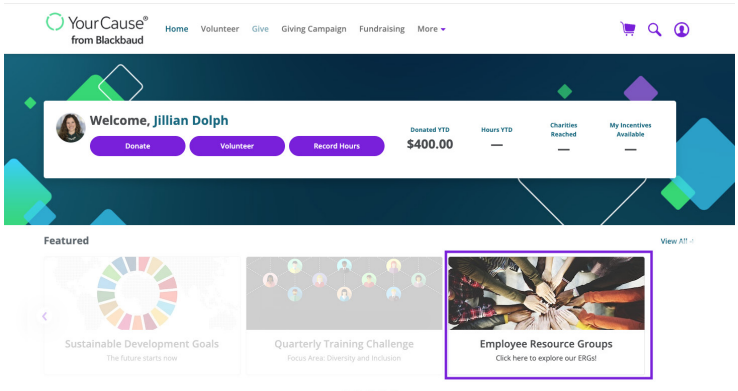
With a Redirect EE, clients can easily point their employees to internal or external sites. This EE type acts as a quick portal to drive engagement to a very specific and targeted space. Get employees to navigate where you want them to go with the click of a button!

Common Uses:

- Point employees towards a pre-saved volunteer search or giving search feed
- Drive employees towards signing up for a D&I Group
- Create a quick click to external sites

See it in Action!

Below, you'll see an example of using the Redirect EE to drive employees to explore Groups within CSRconnect. Our Groups feature provides an online place to house your virtual or in-person employee groups. From D&I based programs to connecting employees with similar interests, Groups gives your employees a place to connect and engage with each other.

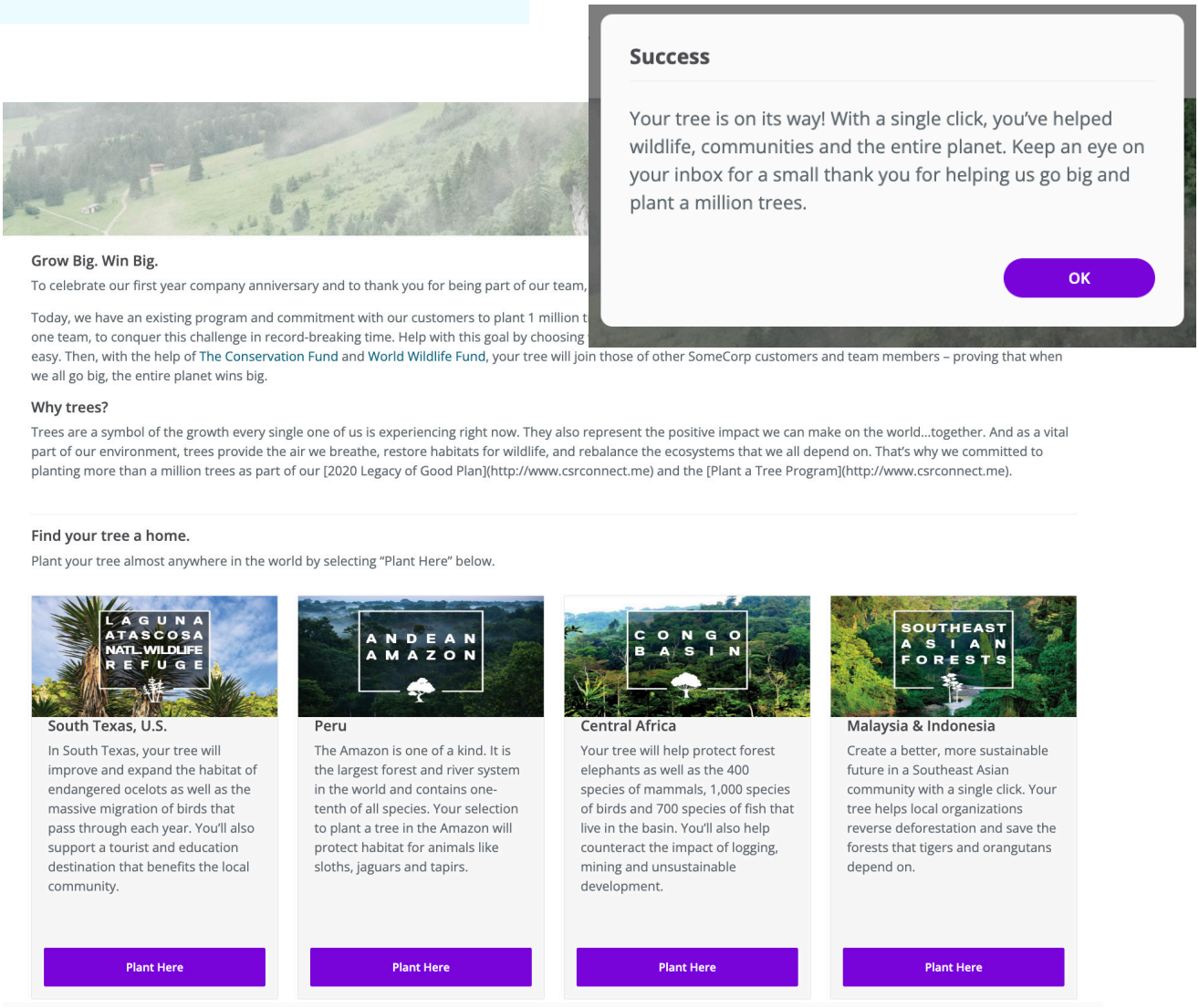


Voting Engagement Element

With the Voting Engagement Element, you can collect insight directly from your employees. Include them in decision making processes, create gamified opportunities, and capture their participation.

Common Uses:

- Vote on volunteer of the year
- Vote where to plant trees
- Vote on which charity partner or cause area the company should support next

Client Spotlight!

The Medtronic Foundation decided to revamp their global ambassador program and empower employees through more leadership and volunteering opportunities. Before establishing this group and accepting members, Medtronic Foundation utilized a Voting EE to pick a new name for the group and ignite excitement for the network. By providing six options previously approved by the communications department, employees logged into the CSRconnect platform and voted for their favorite option, eventually becoming the Community Impact Champion Network.