Maintaining CSR Impact During Periods of Furlough

Navigating Your Programs with Reduced Employee Head-Count

It's been several months since the first round of furloughs occurred as a result of COVID-19, and for those industries that rely heavily on foot traffic, many of their employees have still not returned back to work. If the social responsibility or citizenship team at your corporation has experienced major cuts or been furloughed, efforts of impact from your employees or organization do not need to be stalled. We have pulled together the steps you need to take to maintain a strong presence during critical times to provide your corporation's programs backing until jobs return again.

During any disaster, there's an even bigger lens on organizations and how they are responding to provide relief. Beyond that, giving back to the community and keeping employees engaged in these efforts enriches a company's bottom line. The good news is that many programs can still run even if your lead is on furlough. If there is someone within your organization that can help fill the shoes of that lead for the time being, your CSR technology account manager can help acclimate that new point of contact and keep the ball rolling.

Getting Started with a New Lead

The first step would be to identify a new point of contact to take the temporary place of the furloughed lead to serve as the admin of the platform. The point of contact will not be alone in this - the account manager of the technology provider will be there every step of the way to help train and provide knowledge on using the platform. A preliminary meeting should be set right away to review existing programs and initiatives, as well as determine if there needs to be any changes to guidelines, content, and approval processes. Just like your department, many of the roles our team interacts with everday may have experienced a little shake up so alerting the account manager of any changes in finance, legal, or processing point of contacts will help ensure your employees' impact is maintained. After that first meeting, recurring check-in calls should be scheduled to answer any questions the point of contact may have along the way.

Many Programs Can Stay Active

Certain program elements may be easier to take over than others. If fundraisers and incentives are set to be approved by the Admin, access would need to be transferred to the new point of contact to continue approving these program functions. Matches can continue to be approved if the customer has access to do so.

Volunteering initiatives for employees to search and sign up individually for events can continue, however, if the Admin for that specific event is furloughed, a new Admin will need to be assigned to manage that event. If needed, the support account can assign itself Admin position for events.

If your program has ambassadors trained to lead Employee Resource Groups, those employees can continue to post updates and manage each of those individual Groups throughout furlough. If, in worst case scenario, an employee is terminated, they will be removed from the HR file and will no longer be users in the system, so the membership of the Group is automated and updated. A new lead will need to be selected at your discretion.

Give the People What They Want

Regardless of if your organization is known for decades of impact or your company was just getting started engaging in your community, you are filling this role at a crucial point for your employees and your CSR programs. Starting something new right away may seem daunting but it could be exactly what people are needing at the moment. Consider possibly starting up a fundraising campaign or an Employee Relief Fund for some of those co-workers you know were hit harder than others. Just because it isn't the every day impact your organization participates in, doesn't mean your executives and corporation don't want to support!

Report, Report, Report

Don't forget about reporting the impact! Once reporting permissions are assigned to the point of contact, they can work with the account managers to find the standard reports and learn how to pull their own. There may be times when the point of contact needs help with adhoc reporting, such as excluding the data from terminated employees, so the account managers can step in to assist. Otherwise, there are plenty of opportunities for the point of contact to always be learning- accessing the client resource library, attending client admin workshops, or even asking a fellow client for some helpful tips!