

## CASE STUDY

## Surpass Campaign Goals with Holiday Giving and VolunCheers!



“We’re so proud to have such a compassionate team and are thrilled to be supporting these meaningful and diverse causes.”

—Wayne E. Chaplin, Chief Executive Officer, Southern Glazer’s

The Southern Glazer’s Wine & Spirits Holiday Giving Campaign, originally launched in 2018, was the first enterprise-wide philanthropic campaign specifically established by the Company’s CSR team to engage all employees across North America in volunteering activities. When the CSR team began planning for the second annual campaign in 2019, they were aiming to not only see more employees engaged in volunteer events, but also looking to register as many first-time users as possible on Southern Glazer’s VolunCheers Online engagement platform, powered by YourCause + Blackbaud. To achieve their campaign goals, Southern Glazer’s leveraged the CSRconnect platform to execute a strategy that increased participation and results.

## VolunCheers!

For the Holiday Giving Campaign, Southern Glazer’s came out swinging! The company pledged \$25 for each employee volunteer hour recorded within the VolunCheers Online platform during the campaign period. To incentivize employees even more, Southern Glazer’s pledged an additional \$50 for each employee (up to the first 500 employees) that registered as new VolunCheers Online users during the campaign. To increase employee engagement, the CSR team put the decision of which nonprofit organizations would receive Southern Glazer’s pledges in the hands of employees.

28%

Of employee base registered on VolunCheers.

Employees were asked to cast their votes through a voting tool on VolunCheers Online from a pool of 10 deserving nonprofits that aligned with Southern Glazer's philanthropic priorities. This strategy encouraged many first-time users to log in to the platform to ensure their favorite nonprofits were chosen to receive the Company's donation. The top three charities with the most votes that ultimately received Southern Glazer's pledge included Feeding America, the Humane Society and Operation Gratitude.

## Communicate!

To promote the campaign internally, Southern Glazer's CSR Team sent out email blasts every week reminding employees about events, incentives, and how they could get involved. They had the support of leadership, with the CEO sending out a Company-wide memo announcing the start of the campaign. Their team of nationwide VolunCheers Ambassadors located in every market the Company does business created events in the VolunCheers Online platform and encouraged employees to sign up alongside them.

## Impact

Overall, employees recorded 3,850 hours during their Holiday Giving Campaign, registered more than 1,000 new users on VolunCheers Online and raised a total of \$121,250. Following this campaign, Southern Glazer's Wine & Spirits was able to donate \$40,417 each to Feeding America, the Humane Society and Operation Gratitude, and had registered more than 25% of their employee base onto the VolunCheers Online portal.

Find out how YourCause + Blackbaud can help you meet your campaign goals at [www.yourcause.com](http://www.yourcause.com).

### Southern Glazer's Wine & Spirits is powered by YourCause + Blackbaud for:

- ✓ Year-round giving
- ✓ Volunteering
- ✓ International
- ✓ Groups



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