5 Ways CSR Software Boosts Corporate Social Impact

The business case for replacing spreadsheets and manual admin with the right tech

Authentic and effective Corporate Social Responsibility (CSR) or social impact programmes not only help create a better society but also improve employee engagement, customer loyalty, and brand reputation. Investing in these programmes also comes with a **significant load of admin and the ever-present challenge of demonstrating results.**

The solution? Purpose-made CSR software. The right software can dramatically change the way your organisation does CSR, increasing employee participation, boosting your organisation's social impact, and making reporting easy-peasy.

Need to make the business case for replacing all those Excel spreadsheets? Read on to learn the 5 ways in which CSR software is a good investment.

1. SIMPLIFY AND CENTRALISE

The challenge:
Employees often must navigate different processes to sign up for volunteering events, nominate a charity for a grant, donate to fundraising campaigns, share campaigns with colleagues, and join affinity groups (also known as employee resource groups).

Why this is a problem:
Complexity makes engaging in social good too hard! It results in low participation rates and small social impact.

How software can help:
The right tech can seamlessly get all your employee engagement initiatives in one place. Imagine a centralised online hub which can be accessed through Single Sign-On (no need to remember another password!), where employees can easily find:

- Fundraising and charitable donation campaigns
- Applications for corporate matching grants
- Volunteering opportunities and incentives
- Employee affinity/resource groups

By making participation easy, your organisation will see more employees engaging more often, with greater benefits for your community.

2. DO MORE WITH LESS

The challenge:
CSR teams are usually small and often accumulate other functions in addition to social impact. As passionate as these professionals are, it takes a lot of work to set up charity partnerships, organise volunteering events and charitable donations, and run social impact and employee engagement campaigns.

Why this is a problem:
Organisations tell us that they would like to create a bigger impact in their community and among employees, but they just don't have enough resources to make it happen. A lot of time is spent on admin when it could be used in planning and delivering social impact.

How software can help:
For less money than you would spend on an administrative assistant, CSR software can save you tons of time by automating tasks such as:

- Setting up and managing philanthropic campaigns
- Sharing campaigns with employees and notifying them of upcoming campaigns
- Tracking employee participation and donations
- Reporting on results and identifying trends

By leveraging purpose-built software, your CSR team can free up their time to focus on impact.

3. GO GLOBAL

The challenge:
Organisations with a presence in multiple countries often struggle to scale up their social impact and employee engagement programmes. If their activities are managed through spreadsheets, emails, a generic intranet, and a small team, how can they hope to reach other territories that are relevant to them?

Why this is a problem:
Whether your organisation has employees in multiple countries or sells to consumers around the world, your CSR should be supporting them. With multiple studies proving the value of CSR in brand equity and employee engagement, going global with your initiatives should be a business priority.

How software can help:
Purpose-built CSR software developed with global organisations in mind makes it easy to scale your programme across territories. Your CSR can become a global force with features such as:

- Automatic currency conversion
- Custom form translation
- A database of international nonprofits you could support
- Integration with third-party nonprofits that organise local and virtual volunteering events across the world

4. KNOW (AND SHARE) YOUR IMPACT

The challenge:
It's hard enough for a small team to run impactful programmes that engage employees in social good. But having to collate information from different spreadsheets and platforms, manually analyse the data, and come up with impact reports? That's another level of time-consuming work.

Why this is a problem:
Increasingly, organisations are feeling the pressure to demonstrate their social impact, and CSR teams are constantly having to justify the investment made in their programmes by showing results. There's no room for lacklustre reporting.

How software can help:
The right software, powered by AI and the best that technology can offer, can make it quick and easy to track and report the impact your organisation is having. You can expect:

• Automated data collection and analysis

• Any-time overview of your progress

• Built-in reporting that lets you see the entire picture: employee participation, hours volunteered, cash donated, grants given

5. ENSURE COMPLIANCE

The challenge:
Donating money to charities can look like a simple transaction, but it can be complex. How do you ensure the money is being used for its intended purpose? And how much work goes into ensuring those money transfers comply with local regulations?
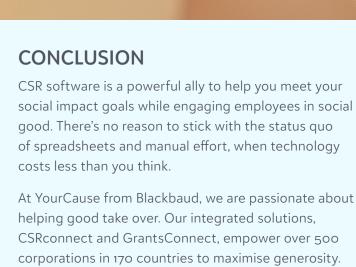
Why this is a problem:
You wouldn't want to partner with a charity that can't be trusted to use well the money they're given. You also wouldn't want to inadvertently infringe financial regulations! These risks become even greater in global programmes, when other countries' laws need to be respected and local nonprofits are not well known.

How software can help:
If your CSR software has an experienced and knowledgeable company behind it, it will be able to help you through the most challenging aspects of charitable campaigns. You can expect help with:

• Vetting the charities you'd like to support

• Transferring charitable donations securely and legally around the world

CONCLUSION

CSR software is a powerful ally to help you meet your social impact goals while engaging employees in social good. There's no reason to stick with the status quo of spreadsheets and manual effort, when technology costs less than you think.

At YourCause from Blackbaud, we are passionate about helping good take over. Our integrated solutions, CSRconnect and GrantsConnect, empower over 500 corporations in 170 countries to maximise generosity.

LEARN MORE ABOUT OUR SOLUTIONS

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, schools, healthcare organisations, faith communities, arts and cultural organisations, foundations, companies, and individual change agents—Blackbaud connects and empowers organiations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.