CSR Programs as Employee Engagement Tools

The Current State of CSR Programs

CSR programs can be major business drivers if properly managed. Here's a look at the current state of CSR programs, as revealed in a survey of CSR professionals.

**Importance in Relation to Prioritization and Success of CSR Programs**

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Important</td>
<td>80%</td>
</tr>
<tr>
<td>Moderately Important</td>
<td>6%</td>
</tr>
<tr>
<td>Unimportant</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Where Employee Giving Programs Increase Participation in Employee Giving Programs**

- Increased Participation in Employee Giving Programs (62%)
- Increased Participation in Employee Volunteer Programs (63%)
- Consumer Data Protection and Privacy (65%)
- Community Economic Development (57%)
- Engagement with Stakeholders (56%)
- Reporting on Social Performance (50%)
- Improved Access to New Markets (49%)
- Improvement in Risk Management (46%)
- Reduced Waste in Business Operations (41%)
- Enhanced Reputation (38%)
- To Attract New Customers (34%)
- Reduced Employee Turnover Rate (19%)
- Ability to Attract New Employees (16%)
- Open Choice Annual Giving Campaigns (13%)
- Traditional Focused Campaigns (11%)
- Emergency Disaster Relief Programs (11%)
- Humanitarian Philanthropy (8%)
- Human Services Philanthropy (7%)
- Education Philanthropy (6%)
- Health Philanthropy (4%)
- Arts for Doers (3%)
- Other (2%)

**Top CSR Strategy Priorities**

- Top 3 Extremely Important Factors: Executive Support, Direct Manager Support, Peer Support (96%)
- Top 3 Very Important Factors: Internal Communication Tools, Executive Support, Direct Manager Support (85%)
- Top 3 Moderately Important Factors: Employee Participation in Employee Giving Programs, Increased Participation in Employee Volunteer Programs, Reporting on Social Performance (80%)
- Top 3 Slightly Important Factors: Increased Employee Diversity and Inclusion, Engagement with Stakeholders, Reporting on Social Performance (65%)

**Executive Support and Participation**

- Direct Manager Support and Participation (65%)
- Peer Support and Participation (63%)
- Executive Support and Participation (56%)

**Business Education/Training**

- Education for CSR Professionals (66%)
- Training for CSR Professionals (64%)

**Current or Potential Barriers to Success of CSR Efforts**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability</td>
<td>46%</td>
</tr>
<tr>
<td>Time</td>
<td>45%</td>
</tr>
<tr>
<td>Money</td>
<td>45%</td>
</tr>
<tr>
<td>Space</td>
<td>38%</td>
</tr>
<tr>
<td>Energy</td>
<td>34%</td>
</tr>
<tr>
<td>Water</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Top CSR Strategy Priorities**

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**Where Employees and Educating Programs Succeed Today**

- Employee Engagement is only recently being valued as a key benefit of CSR programs. As companies grow their understandings of this dynamic, CSR programs are seen as increasingly integral to their operations.

**Measuring Societal Impacts**

Measuring the impact of effort in CSR programs is critical. Only 13% of respondents measure impact for all grants they give, and nearly half of respondents don't measure impact for any of their grants. This remains a huge opportunity area for CSR programs to showcase their true value.

To learn more about employee program trends, read the full report.