YourCause + blackbaud

Better Together.

CASE STUDY
Boosting Implementation Excitement with Incentives

vizient™

Vizient provides an abundance of data-driven solutions provided to drive operational efficiency and supply-chain goals within the healthcare industry.

Vizient has been a committed to providing a robust employee volunteer program as part of its corporate social responsibility (CSR) initiative for several years. This year, with the launch of its first engagement platform, Vizient reached new company and industry milestones nearly overnight. In just three months, the company hit a full-time employee participation rate 41% higher than the industry average. Jennifer Lind, community outreach director at Vizient, attributes the program's success to a company-wide strategy re-vamp that incentivizes through participation-based rewards and the implementation of the YourCause platform to help engage, track and collect CSR data.

Challenge

Coming from an organization that had successful and efficient CSR programs in place, Lind knew the best way to create strong engagement was marketing the new program to employees and getting them excited about what was to come. Leaning on her knowledge of the industry, and Vizient's partnership with YourCause, the project team launched a campaign and implemented the CSR software to track employee engagement.

Using the Platform

Without providing employees any information other than a superhero theme and one large number, the CSR team teased the launch of the YourCause platform, Vizient Cares Connect, through a company-wide webinar that

Vizient is powered by YourCause solutions for:

✓ Marketing

✓ Fundraising

✓ Payment Services

✓ Data Enrichment

reached 65% of employees. During the demo of the platform, Vizient's chief people officer previewed program enhancements, the functionality of the platform and online engagement elements; she also shared inspirational volunteer stories. Afterwards, employees were given detailed information on how to work with the revamped CSR program, informed about program benefits like five days of paid time off to volunteer and were encouraged to take advantage of incentives offered by the company.

Redeeming the Cause Cards

To immediately engage employees with the program and platform, Lind created an incentive element - voting on the design for the new volunteer T-shirt. Once employees voted, they immediately received a $25 Cause Card, redeemable to the nonprofit organization of their choice.

This strategy not only encourage employees to visit the new platform to vote and receive a free Cause Card, but it then drove them back to the site a second time in order to donate the funds to their preferred organization. The Vizient CSR team used this strategy to show how user-friendly and navigable the platform was, even for first-time users. Through this engagement strategy, Vizient issued 1,230 Cause Cards, with a total value of $30,750 going to 1138 nonprofit organizations nationwide.

Results

In the seven months since implmentation of the YourCause platform, Vizient has experienced an employee participation rate of 63%. The strategies of utilizing engagement elements like voting on T-shirt designs, issuing incentives like Cause Cards to build confidence and increase participation with the platform, and allowing ample paid volunteer time off to full-time employees has created a reenergized culture of philanthropy and giving company-wide.

+$30K
of Cause Cards issued from Engagement Element Strategy

+41%
Higher Employee Participation than Industry Average

63%
Employee Participation Rate

To learn more about Vizient's CSR programs, or how your team can utilize incentives to boost platform implementation excitement and more, contact sales@blackbaud.com.

Learn more