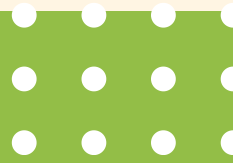




INCORPORATING GIVE BACK ACTIVITIES INTO ANNUAL EVENTS

COMMON CHALLENGES AND SOLUTIONS GUIDE

BENEFITS OF GIVING BACK



Incorporating a give back component into your annual corporate events does more than just enhance teambuilding—it supercharges your company’s reputation, motivates the group for the year ahead and builds fierce employee loyalty!

If you’re aiming to engage your team, boost loyalty, and establish your brand as a purpose-driven leader, this guide can help! We’ll tackle the common challenges of weaving philanthropy into corporate events and deliver creative, actionable solutions to make sure your give back initiatives hit the mark.

Get ready to turn potential obstacles into opportunities and make your impact bigger than ever!

Employee Retention

89%

of employees are more loyal when working for a company with purpose. They also retain talent 40% more than their competitors.

[Deloitte's 2020 Global Marketing Trends Report](#)

Productivity

95%

of employees report being more productive when they work for a company with a strong purpose.

[AFLAC CSR US Research Report](#)

Employee Values

93%

of employees believe that a company must lead with a purpose.

[PorterNovelli Purpose Tracker, 2020](#)

Recruiting Power

60%

would take a pay cut to work for a purpose-driven company; 69% of employees won't work for a company that doesn't have a strong purpose.

[PorterNovelli Purpose Tracker, 2020](#)

COMMON CHALLENGES

When we asked our clients about their biggest challenges, four key responses stood out:

- **Not Enough Budget:** Tight budgets can make it hard to justify adding charitable components, but there are creative ways to deliver impact without breaking the bank!
- **Not Enough Time on the Agenda:** Packed schedules may leave little room for give-back activities, but we have lots of creative ideas to find time to make a difference.
- **Event Participants Spread Out Across Locations:** When attendees are in multiple locations, coordinating a unified give back activity can be tricky, but virtual and hybrid options can bridge the gap.
- **Not Enough Space in the Meeting Venue:** Limited physical space? No problem! Compact, high-impact activities can fit in any setting, or even take place off-site.

These challenges may seem daunting, but with the right solutions, your give back initiative can fit seamlessly into your event!

CREATIVE SOLUTIONS MAPPED TO CHALLENGES

We've outlined 11 different solution approaches in this guide and many combat more than one of the challenges. The below chart maps which solutions help each challenge. Descriptions are on the following pages.

Solutions	Budget	Time	Space	Participant Locations
DIY Impact Kits	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Drop-In Assembly	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Entry Tickets	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exercise 4 Good	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Great Giveback Gameshow	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Impact Tokens	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Month Challenge	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mural of Hope	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reception Style Give Back	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pre-Event Engagement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Voices 4 Change	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

CREATIVE WAYS TO GIVE BACK



DIY Impact Kits: Impact Kits make giving back easy by packaging all the materials needed to make a donation along with step by step instructions for the host to lead the activity. There are 11 different kits to choose from.



Drop-In Assembly: Drop-in stations work well when placed in areas where participants convene. This includes hospitality suites, outside of general session, next to registration, at the entrance to a meal or reception, on a trade show floor, etc., allowing participants to make a difference in as little as 3 minutes as they walk assembly lines to pack STEM kits, school supplies, hygiene care kits, weekend food bags, breakfast bags, energy booster packs, and more, each with handwritten messages of encouragement.



Entry Ticket: Set up an assembly line where attendees pack donation kits for a charitable cause just before entering their conference sessions. After packing a kit, each attendee will receive their “entry ticket” to the session. Examples of kits could include school supply backpacks for students, hygiene kits for the unhoused, or STEM education kits for after-school programs.



Exercise 4 Good: On many an event morning, the hotel gym is PACKED with event attendees looking to get a workout in before the first meeting. Take advantage of this motivation and put it to good use! Consider a fun run, walk, bootcamp exercise, yoga, etc., with participation fees going toward a local nonprofit organization.



Give Back Game Shows: The facilitator challenges your team with a variety of fun and engaging questions with participants using their cell phones to log answers. (No app required) Using existing screen/projection and A/V, individuals or teams can compete in a fast paced trivia challenge that can reinforce conference, business and company content while raising awareness about causes being supported.



Impact Tokens: Simply showing up is the first step for any philanthropic event. Encourage participation and attendance throughout the event while making a difference. Provide tokens/chips/coins after each session (or based on criteria such as asking questions, etc.) that participants can place into bins for local non-profits. Ultimately, tiered financial donations can be made to those organizations based on how many tokens each receives.

CREATIVE WAYS TO GIVE BACK



Pre-Event Month Challenge: Leading up to an event, host a month-long challenge for team members to participate in a give back initiative that could either combine with the in person give back at the event or stand on its own as a donation.



Mural of Hope: Prior to the event, a custom image can be created with input from stakeholders. Willing participants can visit a room or station throughout the event to paint small, paint-by-number panels. While individually they may not look like a complete work of art, when placed with all other panels, they come together to create a mosaic mural of hope to donate to a local organization, showing that everyone is part of the “Big Picture” when they come together as one.



Reception Style Give Back: Receptions provide great opportunities to make a difference since they usually have a great draw for the audience: food and drink! When you don't have time on your agenda but do have a welcome reception, closing night reception, etc., consider something like this to make a difference:

- **Searching 4 Purpose** - Prior to the reception, participants learn of 3 nonprofits being supported during your event. Upon entry into the event, attendees scan a QR code (no app required), enter their name into the game portal, and select which non-profit they would like to support from a drop down. Participants find 4-digit codes throughout the space to enter into their device which prompts a question to pop up on their screen! The faster questions are answered correctly the more points received for their adopted non-profit. Ultimately, the non-profit with the highest average score wins the highest tiered financial donation.



Pre-Event Engagement: When the meeting agenda is packed and you have a group passionate about making a difference, invite attendees to arrive to the conference a day prior to the start to participate in a volunteer experience out in the community. Please note: you may need to limit the number of spots to allow for engagement out in the community without disrupting operations at the nonprofit. As many conferences kick off in late afternoon, service project could also take place on the morning of the first day



Voices 4 Change: Individuals stop by a room (think like how they do headshots) to record a video. The space is staffed by an I4G team to ensure all videos are uniform and to give instruction on the kinds of things to say. Messaging can be varied and fine-tuned to the beneficiary. Attendees would create a virtual album of videos geared towards providing moral support, tips, imparting knowledge, skills, or advice. This could be to help kids find a career path, job seeking advice, “how I got here” stories, and more. I4G would compile the video submissions for sharing with beneficiary

IMPACT 4 GOOD CAN HELP YOU



Our programs fuse teambuilding with purpose. Philanthropic and CSR programs engage employees and foster loyalty and company pride in a way that sets us apart from other companies. We bring your team together to strengthen relationships and make a positive impact in the community!

Services Include

- In Person Teambuilding Events
- Virtual & Hybrid Teambuilding Events
- DIY Impact Kits
- Volunteer Connect
- Trade Show “Drop-In” Events
- Reception Giveback Experiences
- Day of Service Planning
- CSR Event Strategic Planning

>> [Full List of Programs](#)

>> [What Our Participants Say](#)

>> [What Our Clients Say](#)

9.7

When asked how likely our customers are to recommend Impact 4 Good, the average rating was 9.7 out of 10.

Blazing a trail in socially responsible teambuilding since 2005, we drew the map for impactful team experiences. Impact 4 Good is a CSR company that collaborates with businesses to develop purposeful teambuilding activities and events.

Why Impact 4 Good?

- Focused Solely on Give Back Programs
- Consultative Approach
- Expert CSR Managers & Facilitators
- 1,000+ Beneficiary Relationships
- A to Z Program Management

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Impact 4 Good continues to deliver an exceptional event with mind blowing engagement. The attention to detail during planning sessions is so impressive and the on-site facilitation is an absolute 10. I4G is a trusted partner that knows how to get people excited about giving back to their communities.

Amber Peacher
Sr CSR Manager, Optiv



Visit impact4good.com or call 972.952.9052 for a consult today!

