

CASE STUDY:

Blue Cross and Blue Shield of North Carolina Encourages Employee Activism and Gives Back



BlueCross BlueShield of North Carolina

“
*It's a win-win for our
employees [because they]
direct corporate funding to
a nonprofit that makes a
difference to them.”*

KRISTY KENT,
PROGRAM MANAGER FOR
COMMUNITY RELATIONS

The Challenge

CREATE A REWARDS PROGRAM TO ENCOURAGE PARTICIPATION IN THE BCBSNC POLITICAL ACTION COMMITTEE

Blue Cross and Blue Shield of North Carolina (BCBSNC) provides health insurance for 3.7 million customers and employs 4,000 people. Since 1997, employees have logged more than 352,000 volunteer hours at a value of over \$6 million dollars in donated time.

As part of its culture of community involvement, BCBSNC has created an employee political action committee (Blue PAC) that gathers campaign contributions from members. The Blue PAC board directs this funding to support candidates. BCBSNC needed a program to help reward employee PAC donations that:

- Increased employee participation
- Raised more money for Blue PAC
- Provided further benefits to local communities

The Solution

REWARD EMPLOYEES WITH A CHARITABLE GIFT CARD

BCBSNC partnered with Network for Good to reward Blue PAC employee donors. BCBSNC annually matches each employee's contribution with a Good Card® worth up to \$5,000.

- **Employees are rewarded for their donation and enabled to deepen their community involvement.**
Adding the Good Card to its existing Blue PAC program allows BCBSNC to recognize individual giving. It also lets employees make an additional impact on their communities independent of local politics and policies.
- **Good Cards enable employees to donate to their chosen charities.**
Historically, companies direct charitable giving with little involvement from their employees. With the Good Card, employees have the opportunity to donate to the charities of their choice. With more than 1 million charitable options, the causes that BCBSNC's employees can support are endless.



Network for Good is a social enterprise that empowers corporate partners and nonprofits to unleash generosity and advance good causes. Network for Good works with companies to help refine a cause strategy perfectly suited to business and philanthropic goals and implement effective cause initiatives powered by our proven donation platform. We have processed \$1 billion in donations for more than 100,000 nonprofits since our 2001 founding by AOL, Cisco, and Yahoo!. For more information, visit www.networkforgood.org/partner.

The Benefits

INCREASED BLUE PAC PARTICIPATION WITH A LOW-COST, EASY-TO-ADMINISTER PROGRAM

Participation in Blue PAC has increased because BCBSNC gives employees the tools to direct corporate charitable contributions. Added program benefits? Fewer resources are required and employees feel empowered.

→ **The reward fits.**

Studies show that employees want to be involved in their company's giving programs and are interested in cause-related efforts generated by matching grants. The Good Card seamlessly fits within BCBSNC's existing volunteer programs and community-focused initiatives, achieving the aforementioned aims.

→ **Low implementation costs.**

Due to producing electronic—rather than physical—cards, BCBSNC allocates more resources to donations, avoiding overhead and administrative costs.

→ **Blue PAC personalizes rewards.**

Employees receive an individualized email with a Good Card code that is redeemable online. Using electronic codes allows Blue PAC to track each Good Card, and means that a lost card doesn't result in a lost opportunity to donate.

About Good Cards

The Good Card® is a charity gift card that can be branded to any company's needs. With more than 1 million charities available, it gives employees the ability to spread help and hope wherever they choose.

LAUNCH YOUR EMPLOYEE REWARDS PROGRAM TODAY!

Contact partnerships@networkforgood.org