

CASE STUDY:

How HP Empowers Employees, Personalizes Rewards, and Does Good



The reward fits the deed.”

VALERIE LANE, ENTERPRISE
GROUP SITE PROGRAM MANAGER



2013 Global Volunteer Challenge
We make it matter.

The Challenge

CREATE A PERSONALIZED VOLUNTEER EXPERIENCE THAT
REWARDS EMPLOYEES

Hewlett-Packard is the world’s largest technology company, focusing on product innovation for the cloud, security, and big data. In 2012, HP was awarded the #5 spot as a Best Global Green Brand and winner of the 2013 Points of Light Corporate Engagement award.

As part of its tradition of civic engagement, HP provides each employee with 12 hours per quarter of paid volunteer time. The company needed an incentivized program to help them reward employee volunteerism that:

- Was easy to use
- Increased employee participation
- Encouraged the documentation of volunteer hours
- Provided further benefits to local communities

The Solution

REWARD ENGAGED EMPLOYEES WITH A CHARITABLE GIFT CARD

To execute its U.S. Rewards & Recognition program, HP partnered with Network for Good to reward volunteering. All U.S. employees that report at least 10 hours of volunteer work per quarter receives a \$50 Good Card®.

- **Employees are lauded for volunteering and enabled to give back.**
Adding the Good Card to its existing volunteer program allows HP to recognize individual achievements and enables employees to give more to their community without spending their personal money or using vacation time.
- **Good Cards empower employees to donate to their chosen charity.**
Historically, dollars-for-doers programs give matching grants to the charities where employees volunteered. 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 HP’s employee can donate to are endless.
- **Successful volunteers receive a personalized reward.**
Employees receive an individualized email with a Good Card code that can be redeemed online. While physical cards are available, the use of electronic codes lets HP keep track of each Good Card account and means that a lost card doesn’t result in a lost opportunity to donate.

“Marketing the Good Card’s benefits to employees [is] a good story that people can really latch on to. ... [I]t’s so easy and convenient to do.”

PEGGY AMEND, CONVERGED
SYSTEMS ENGINEERING
OPERATIONS MANAGER



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

SEAMLESSLY INTEGRATES INTO HP'S CSR PORTFOLIO

Over 75% of HP Good Cards are redeemed. Volunteers feel empowered because HP gives them the tools to direct the company's charitable contributions.



→ The reward fits.

The Good Card fits seamlessly with HP's existing volunteer programs that encourage career development, leadership, and mentoring. Studies show that volunteer programs imbue employees with a sense of purpose, encourage them to feel more positive about their company, and are a powerful tool for recruitment and retention.

→ Network for Good's online portal is easy to use.

HP volunteer managers can log into Network for Good's reporting system to pull stats on redemption and gauge employee engagement.

→ Leveraging volunteer data to further community development.

Giving employee volunteers a reward has encouraged them to log their hours, providing HP with valuable data. For example, the HP Conway Customer Contact Center in Arkansas learned that in 2012, their 1100 employees logged 5100 hours, with 50% of employees volunteering at least once. Over 80% of Conway's volunteers now log their hours.

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 VOLUNTEER REWARDS PROGRAM TODAY!

Contact partnerships@networkforgood.org