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**NUCLEUS
RESEARCH**

**GUIDEBOOK
SALESFORCE.ORG
PHILANTHROPY CLOUD**

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THE BOTTOM LINE

Organizations are increasingly challenged to show they are socially responsible – both to support their brand, sustain customer loyalty, and recruit and retain talent. In looking at Salesforce.org Philanthropy Cloud, Nucleus found that it provided early users with a single, turnkey solution for company giving and community service that could be turned on as quickly as any cloud application. Philanthropy Cloud aligned a company's social responsibility goals with the goals and interests of employees, streamlined the organization philanthropic campaigns and efforts, and provided companies with a single, consistent means of measuring the social impact of their employees.

THE SITUATION

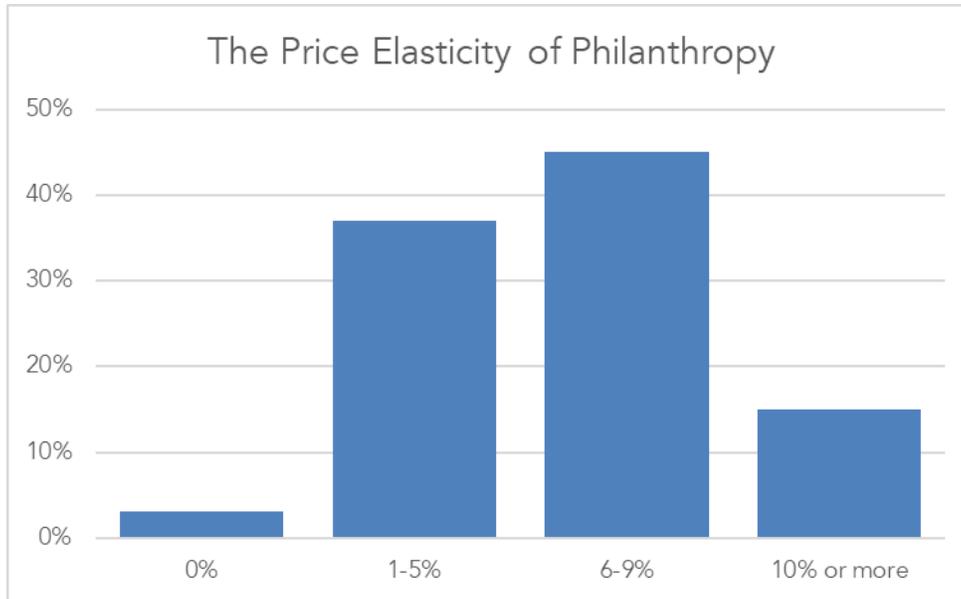
Corporate social responsibility is not new. What started as a simple checklist of managing risk – buying from reputable suppliers, being environmentally conscious, supporting humane work conditions – has become a far more complex and nuanced field. Today, corporate social responsibility (CSR) leaders are looking to link the core mission of a company and create value through different channels. They need to build a strategy that includes philanthropy not just as a tactical checkbox item but as a long-term plan that is justified over time with clear goals and outcomes.

As CSR has evolved, so have the challenges facing philanthropic organizations such as United Way. With an increasing number of philanthropic organizations competing for donors' attention, United Way recognized that the traditional corporate giving campaign with its iconic red thermometer was no longer sufficient. Donors want to be engaged and educated on the causes they give to, and empowered to give their time and talents, as well as money.

Consumers are willing to pay 6 percent more for a product from a socially responsible company.

The brand impact of CSR is evolving as well. With consumers being highly attuned to the practices and processes of companies they buy from, corporations are increasingly incentivized to promote their philanthropic efforts and show how they give back. Additionally, when corporate mistakes do occur, they are very public, and must be rapidly corrected or risk irreparable damage to the brand, which CSR can help mitigate.

To better understand the impact of CSR on brand and consumer loyalty, Nucleus surveyed 540 people in North America and Europe. We found that 38 percent of people were likely or very likely to boycott a company they believed was not socially responsible.



Question: How much more are you willing to pay for products sold by companies that contribute to their communities?

We also found their affinity for a brand was much more positively influenced by its social responsibility reputation:

- On average, consumers are willing to pay 6 percent more for a product from a company that contributes to its community and is socially responsible.
- Consumers are 64 percent more likely to recommend companies that are socially responsible to their friends, and 63 percent more likely to try new products from socially responsible companies.

50 percent of people believe it's important that their employer supports causes they support.

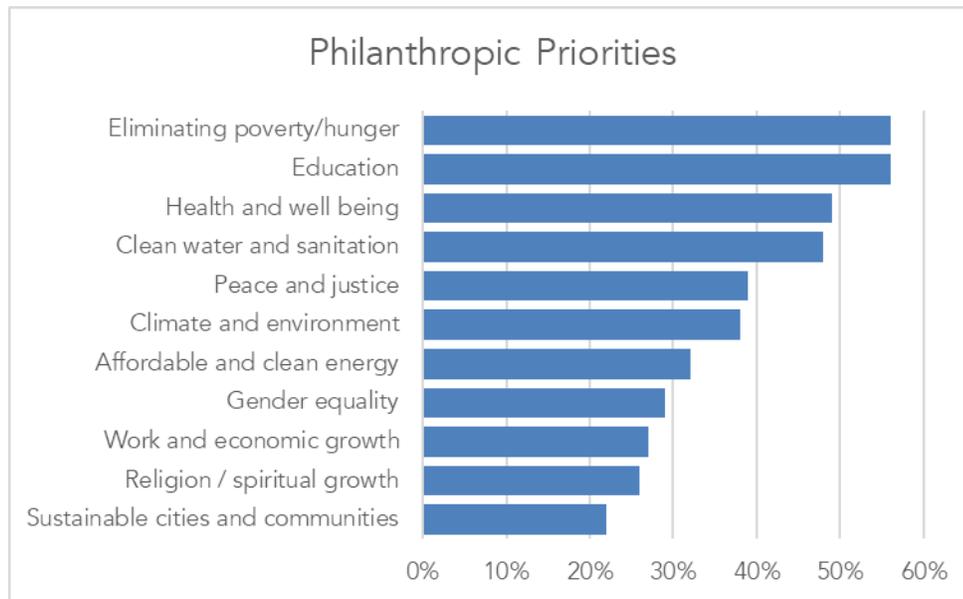
The final – and perhaps greatest – factor changing the requirements for CSR and philanthropy are the employees themselves. Beyond work-life balance, employees

increasingly want to know that the company they work for supports the social causes that are important to them as well. They want company-supported philanthropy and giving programs, the flexibility and the platform to organize volunteer activities with like-minded colleagues, and the ability to promote their philanthropy efforts to their peers.

In our survey, 50 percent of respondents believed it was important or very important to work for a company that supported philanthropic causes that were similar to their own. Key priorities for philanthropic giving included eliminating poverty and hunger, education, and health and well-being.

Salesforce.com was founded with philanthropy as one of its core values, and recognized through its own internal philanthropic activities that there was a need for a turnkey solution to rapidly enable philanthropy and employee giving. Through a partnership with United Way, Salesforce.org developed Philanthropy Cloud as a single application to support companies' philanthropic activities.

To better understand the challenges facing human resources and corporate philanthropy officers today, and how the Salesforce.org Philanthropy Cloud could be used to address these challenges, Nucleus conducted in-depth interviews with a number of CSR leaders at global companies about their experiences and technology challenges. We also analyzed the experiences of a number of Philanthropy Cloud pilot customers.



Question: To what causes are you most likely to contribute?

THE SOLUTION

Salesforce.org Philanthropy Cloud, built on the Salesforce Platform, is designed to address employee engagement by providing employees with a single source of opportunities for philanthropic giving and engagement. Designed in partnership with United Way, Philanthropy Cloud components include:

- Content management. Content provided by United Way, GuideStar, and a growing ecosystem of partners can be complemented by internally-produced content on various giving opportunities the company wants to promote, including stories and details on particular campaigns such as United Way's annual giving campaign.
- Recommendation and personalization. Using Salesforce Einstein AI, the content most relevant to an individual user's interests is delivered dynamically, and according to their geo-location, engagement, and search activity.
- Payments. Using Philanthropy Cloud, users can donate to any 501c3 certified organization in the United States or United Way Impact Fund, as well as all Canadian charities registered with the Canada Revenue Agency (CRA) using a credit card, payroll deduction, cash, check, or stock contribution. The platform uses a third-party payment processor to accept payments, which are then transferred to United Way, which manages disbursement.
- Customization. Philanthropy Cloud includes administrative features that enable administrators to rapidly import and onboard users and customize the user interface so the look and feel reflects the company's brand.
- Analytics and reporting to track and highlight employees or groups with a high level of philanthropic activity.

Other features on the product roadmap include:

- Volunteering, a key driver of engagement, which will enable users to quickly identify, sign up for, and organize community service activities with co-workers.
- Support for matching gifts.
- Native mobile support.
- Social collaboration across users
- Social media integration.
- Support for grant making.

WHY PHILANTHROPY CLOUD

In conversations with CSR professionals and early adopters of Philanthropy Cloud, Nucleus found that while there were some point solutions on the market to support some aspects of employee philanthropy and volunteerism, there was no single platform that brought all aspects of giving together – from corporate CSR goals and charities to financial donations and volunteer coordination and tracking. Philanthropy Cloud presented a single solution that was highly usable. Main factors users cited for adopting Philanthropy Cloud included:

- United Way as a trusted philanthropy partner. Most organizations were already partnered with United Way and found that the platform enabled them to modernize their giving campaigns, gain higher adoption, and contribute while maintaining their relationship with a trusted partner.
- Completeness of the solution. Organizations familiar with the Salesforce Platform in general felt that the capabilities of the solution, roadmap, and integration of capabilities such as mobile and Einstein (Salesforce's artificial intelligence (AI) capabilities) would provide a complete solution for managing, tracking, and promoting volunteerism and giving while tying that back to corporate grants and other CSR initiatives. As one user said, *"We have an existing relationship with Salesforce and they've done some other platform work for us. They have a strong reputation for delivering top-notch products, which makes a difference."*
- High usability. Many organizations already had users that were familiar with Salesforce who found it highly intuitive and easy to use. Additionally, organizations that were currently manually managing multiple applications and Web sites (for donations, various campaigns, and volunteering engagement) found the streamlined sign-on and curated content as great usability improvements over their current technologies.

KEY BENEFITS

Key benefits that Nucleus identified from Philanthropy Cloud included improved brand reputation, improved human resources (HR) and CSR operations, and increased employee engagement and retention.

IMPROVED BRAND REPUTATION AND IMAGE

As organizations look to tie brand and corporate awareness to their CSR efforts, integrating employee giving and volunteerism – and being able to measure and communicate about that giving in a meaningful way that ties to their brand – is a critical component. Nucleus found that many were considering such communications as a key part of not just how they

promoted their brand to consumers, but how they communicated their value to stakeholders.

Nucleus also found that many organizations had no central way to track and manage employee giving and volunteerism, or link employee participation to corporate CSR goals. This gave them limited visibility into overall employee community service efforts, and, with the exception of company-organized giving campaigns such as the ones operated by United Way or specific organized community service events, no way to consistently track and report on the amount of community service employees completed. The ability of Philanthropy Cloud to share content and stories on particular philanthropic activities and highlight individual employees' contributions enable companies to more clearly measure and promote their community involvement. Users said:

- *"Our future state is to be able to tie in our social purpose to building stronger communities, and employee engagement is critical to that."*
- *"We have a history of giving back to our communities, but with each of our facilities contributing in different ways, it was difficult to communicate our values and how our giving aligned with them."*

Philanthropy Cloud will reduce time devoted to coordinating and tracking philanthropy by 50 to 70 percent while increasing visibility and reporting.

IMPROVED HR AND CSR OPERATIONS

Adoption of technology in the CSR space is relatively nascent. Although many human capital management (HCM) providers have invested in tools to measure and track employee engagement, they do not address the management of employee giving and volunteerism.

Nucleus found that the single sign-on, integrated analytics and API-based integration with HR applications in Philanthropy Cloud enable HR and CSR professionals to link overall employee profiles with employee giving and community service records, reducing the need for spreadsheets or other typically highly-manual efforts. Additionally, Nucleus found that many HR or CSR offices have individuals who spend a significant amount of time gathering, curating, and posting information on volunteering. This ranged from part of one FTE to, in large organizations, multiple FTEs devoting time to manual printing and posting, message boards, Web sites, and other company forums.

Philanthropy Cloud automates much of this process by providing United Way-curated information as well as an easy-to-use configurable Web interface and AI-driven dynamic views for individual users to identify service opportunities in their areas of interest. Users said:

- *“A common application minimizes effort in gathering data to report on activities and enables the storytelling element. It also enables us to develop programmatic stuff and have insight on the predilections and intent of employees.”*
- *“The content opportunity – to embed the story and mission of the United Way – has real advantages.”*

Nucleus found that large organizations often devoted up to one third of an HR staff member’s time per location to manual coordination and tracking of employee giving and philanthropy, and in some cases more time depending on the number of initiatives, applications, and processes involved.

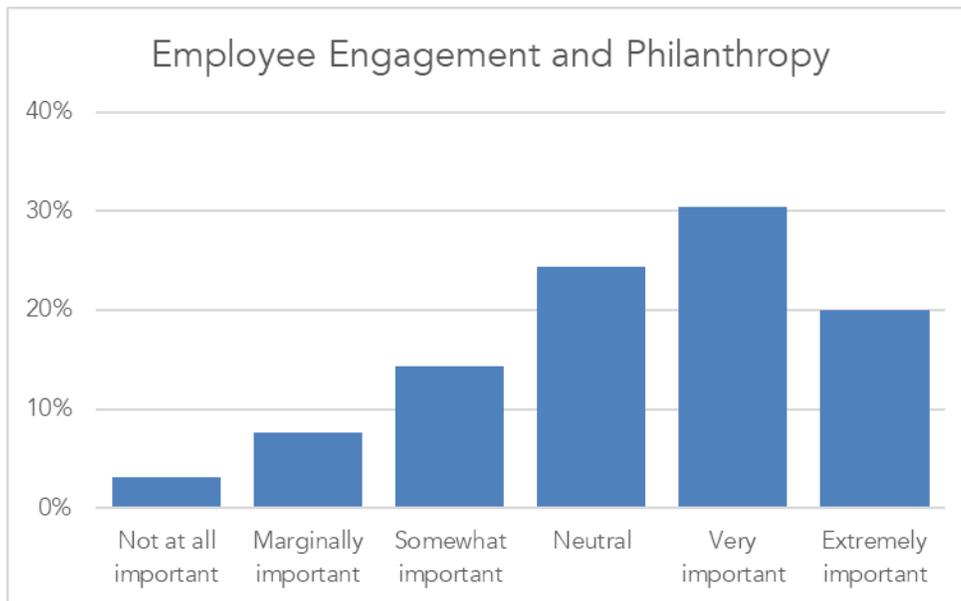
Based on the initial experience of users analysed, Nucleus estimates that Philanthropy Cloud will reduce the overall HR time devoted to coordinating and tracking philanthropy by 50 to 70 percent. Depending on the level of coordination and manual processes, the savings may be more significant for larger organizations.

INCREASED EMPLOYEE ENGAGEMENT AND RETENTION

Nucleus found that corporate philanthropy and support for operationalizing giving as part of the overall workplace was an important factor in recruiting and retaining talent. As one CSR professional said, *“Employees expect both work and company purpose. Increasingly, companies can’t get the talent if they don’t have something in place that encourages employees’ belief system and the workplace as a whole. Employees want to be involved as whole people.”*

Users said:

- *“We see the future of these platforms as being more digital, mobile, engaging, so employees to volunteer on the spot, on location.”*
- *“Employee engagement is front and center. In attracting and retaining talent, much of it is engagement. Other tools allow for superficial engagement but they don’t connect that individual or ensure that hours get done and tracked.”*
- *“Employee engagement is a solid measure for reducing turnover. It is also a selling point for recruiting. We show all the good that we do as a company and how employees can engage with the company to support non-profit activity.”*



Question: How important is it for you to work for a company you believe is socially responsible?

CONCLUSION

Although Philanthropy Cloud is a relatively new solution, both Salesforce.org Philanthropy Cloud customers and CSR experts see the need for a common platform that links social responsibility at the corporate level with employee contributions. This notion of connected giving – from corporate goals to employees’ donations of money, time, or talent – drives greater employee engagement and enables HR and CSR professionals to effectively track, manage, and communicate about the contributions employees make.

Because Philanthropy Cloud is built on the Salesforce platform, it can be deployed as rapidly as any cloud application, providing a single source for supporting a company’s philanthropy and CSR strategy while providing personalized content to engage employees. The combination of curated content, community collaboration, and AI-driven recommendations within Philanthropy Cloud – as well as its mobile access – provide great potential for organizations looking to make philanthropy part of their overall corporate philosophy and brand image.



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