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# Four Easy Ways Your Business Can Give Back Impact on #GivingTuesday

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Today is #GivingTuesday. As the kick-off to the giving season, #GivingTuesday presents an opportunity for employers and individuals to consider how they can give back with impact.

At IMPACT 2030 we spend 365 days a year focused on giving back through volunteerism—on catalysing collaborations between the public, private and social profit communities to help achieve the [Sustainable Development Goals](#) (SDGs). Whether it be SAP, GSK, UPS and Partners in Health working together in Rwanda to strengthen the local health care system, IBMers working with the City of Philadelphia to scale volunteering in cities, or Start-Ups Give Back working with Lava Mae in San Francisco to support pop-up care villages, the private sector is stepping up in new and important ways to give back.

We do this because, for businesses, giving back is win-win-win.

1. **Win with Employees** - [73 percent of employees](#) who say they work at a "purpose-driven" company are engaged, compared to just 23 percent of those who don't. Increased employee engagement contributes to greater employee retention and heightened productivity.

2. **Win with Customers** - [66% of consumers](#) prefer to do business with an organization that is committed to sustainability. Consumers rely on the brands they trust for their product and services needs so consider how you can build that trust for the holiday season.

3. **Win with Community** - When businesses and their employees give, communities win. As a Regional Voice Lead of IMPACT 2030, I'm working with businesses that can have the deepest impact when they incorporate skills-based giving into their giving strategies—these companies encourage and enable their employees to use their skills and passions to deliver impact that are meaningful both to them and to the organization that they are supporting.

**Making Giving Win-Win-Win**  
How Giving Back Benefits Your Business, Your Employees and Your Community

**Employee Engagement**  
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**Customers**  
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**Community**  
When businesses and their employees give, communities win. At Impact 2030 we believe that businesses can have the deepest impact when they incorporate skills based giving into their giving strategies.

So what can you do to give back impact on #GivingTuesday? Here are four quick and easy ways that you and your organization can give back today.

**Ways You Can Give Back Impact on #GivingTuesday**

**Launch a Give Back Challenge**  
Challenge your employees to think of meaningful ways that they can use their skills and passions to give back.

**Do a Food/Toy/Book/ Clothing Drive**  
Connect with local agencies to understand their needs. Then encourage employees to bring in donations. Looking to build more of a relationship with the organization – arrange for a lunch and learn with representatives to have them share more about what they are doing and how your donations

**Share the Love**  
Use your social media and other platforms to profile organizations that are meaningful to your organization and your employees. Do you have an intranet? Encourage employees to share their give back experiences with others across the organization. Do you do morning huddles – save five minutes for employees to share their volunteering stories.

**Make a giving pledge**  
Make a public commitment to give back. Whether it is a day of giving, ongoing engagement or support for a specific project. Choose something that is meaningful for your organization and your employees. You can even expand the group to include customers and partners – volunteering can be a great way to build and deepen relationships.

**1. Launch a Give Back Challenge** – Challenge your employees to think of meaningful ways that they can use their skills and passions to give back. It can be as simple as taking a picture and having employees share their give back on a shared wall or go bigger and make it a team challenge. Edelman Canada's [Little Give](#) is a great example of a fun team challenge.

**2. Do a Food/Toy/Book/ Clothing Drive** – Connect with local agencies to understand their needs. Then encourage employees to bring in donations. Looking to build more of a relationship with the organization? Arrange for a lunch and learn with representatives to have them share more about what they are doing and how your donations and your team can make a difference in the community.

**3. Share the Love** – Use your social media and other platforms to profile organizations that are meaningful to your organization and your employees. Do you have an intranet? Encourage employees to share their give back experiences with others across the organization. Do you do morning team huddles? Save five minutes for employees to share their volunteering stories.

**4. Make a giving pledge** – Make a public commitment to give back. Whether it is a day of giving, ongoing engagement or support for a specific project. Choose something that is meaningful for your organization and your employees. You can even expand the group to include customers and partners; volunteering can be a great way to build and deepen relationships.

**How are you going to give back impact on #GivingTuesday?** Share your stories with us on Twitter @impact2030. Together we can give with impact and achieve the SDGs.