Who Else Wins When You Win?
The Art and Science of the “Good Exchange"

Ed Martin / Doug Pitt
Agenda

1. Purpose Drives Engagement
2. The Power of Doing Good
3. Doing Good is Finally Trending
4. Where to Look for Win-Wins
5. What is a Good Exchange?
6. Who Else Wins When You Win?
7. Don't Forget Those Next to You
Purpose Drives Engagement

In 2015, the majority of employees in the U.S., 50.8%, were considered "not engaged" in their jobs, while another 17.2% were considered "actively disengaged." (Gallup 2015 Study)

“A purpose mobilizes people in a way that pursuing profits alone never will.” (Fast Company).

Gallup: Employee Engagement in U.S. Stagnant in 2015
Fast Company: Why Purpose-Driven Companies Are Often More Successful
The Power of Doing Good

When choosing between two brands of comparable quality and price, **90%** of U.S. shoppers are likely to switch to a cause-branded product. (Cone Study)

People in general - shoppers, employees, students, etc. - want to be connected to brands and companies who deliver on their brand promise and have higher levels of **brand warmth**. (Princeton study)
Doing Good is Finally Trending: New Models Helps Brands, Employees and NGOs

CSR/Foundation teams have long been the leaders in incorporating cause into business initiatives and mobilizing employees around purpose.

Now, the Cause Marketing budgets will soon hit **$2.06 billion**, which means the profit focused teams are finally catching on. **Building authentic relationships with customers matters.**

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Statista: Marketing services spending worldwide from 2015 to 2017 (in billion U.S. dollars)
Prosperpad: The Case for Cause Marketing — Statistics for Businesses & Nonprofits
Social Media Multiplies the Impact

Young workers have an expectation of their employers to offer giving experiences that are engaging, empowering, and catalyzing.

In response, more than **50% of employers** - surveyed by America’s Charities - plan to **implement more social media tools into their employee giving programs** in order to attract younger employees.
Where To Look For “Who Else Wins When You Win?”…Right Next To You!

• These groups reach your markets, consumers, shareholders, influencers, stakeholders in many ways that have yet to be unlocked.

• With your current partners who already have all the tremendous ingredients to create incredible win-win-win opportunities.
Who Is Doug Pitt and How Did He Help Drive Employee Engagement?
Mattel/Fisher-Price + Holiday Toy Drive

With over **76,900 video views** and **shares** of content with **#ECDToyDrive**, the max goal of **50,000 Fisher-Price toys** were donated to kids in need through Mattel’s cause partners.

With the help of the digital platform, Profits4Purpose, an additional **7,500** toys were donated by employees of ViaSat and Sierra Nevada, for kids in need.
Together, over 25 million unique people were reached and 3,000 photos were posted on social with #RedNose!

Unilever donated Red Noses for many of the attendees of Leadercast, which is the largest single-day leadership event and community in the world.

With the theme of “Powered by Purpose,” Global brands — including PepsiCo, IHG, Home Depot, SalesForce, etc. — and their employees put on Red Noses to support children living in poverty in the U.S.

PURPOSE DRIVES ENGAGEMENT!
Profits4Purpose

Win-Win Activation

- Activate employees, customers and network during urgent times of need
- Collaborate with like minded companies for greater good
- Tell your brand’s collective impact story
- Participate in brand competitions to unlock additional donations
- Leverage donations by 400% through matching partners
Employees From All Functions Can Engage In “Win-Wins”

**DELTA**
Educing employees around Prevention of human trafficking.

**HERSHEY**
Opening a peanut butter factory in Ghana.

**Ford**
PEPFAR - Using data to combat AIDS

**Walmart**
Employees engaged in the largest health and wellness fair in the country.
Who Else Wins When You Win?

Allow your employees to engage in good through their diverse and unique experiences, and your company will thrive, as will the communities in which you operate.
Thank you!

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