



# Social Purpose Guide PART I

## How to create a powerful staff led social purpose campaign

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# 1 What is social purpose and why is it so important?

A company with a social purpose is one that commits to being a positive force in the world by tackling an environmental or social cause as part of its core business mission.

Leading with purpose is being increasingly recognized as essential for companies to remain competitive and meet demands from staff, customers and shareholders that companies contribute positively to the world.

This is no small feat. We're undergoing a fundamental shift about the role of for profit businesses in addressing the most pressing social and environmental problems of our time. Profit is no longer enough. Even [BlackRock](#), the largest investor in the world, calls it a tectonic shift and expects companies to be mindful of their impact and purpose as conditions for investment and long term success.

The benefits of a strong social purpose mandate are well documented, including increasing customer loyalty, improving employee engagement, and resulting in better financial performance.

The purpose of this guide is to help you create a powerful employee led social purpose campaign that will lead to meaningful and measurable results.

**The difference between [Social Purpose](#) and CSR.**

**90% of Gen Z think companies must act on social issues**

Source: [Porter Novelli / Cone, 2019](#)

**Turnover dropped by 57% in socially engaged employees**

Source: [Benevity, 2018](#)

## 2 The power of an employee-led campaign

Most corporate social impact campaigns are met with eye-rolls and apathy by employees and customers. These campaigns can feel like check-box exercises, marketing ploys or disconnected from the issues that employees care about.

While a social purpose campaign can fail for many reasons, in our experience creating and running various social impact campaigns, the presence of the below factors seem to doom social purpose campaigns to failure from the outset.

### **a Campaign is not authentic**

If employees feel like the company doesn't genuinely care about making a difference on its social purpose campaign, participation is likely to be perfunctory and low. This may do more harm than good to your brand as your company may be perceived as inauthentic by customers and staff.

### **b Campaign is pushed down by the executive**

Being told to care about an issue doesn't work for teenagers and it likely won't work any better for your employees. Some employees will even become resentful if they're told that they need to care about an issue because their CEO has made his personal cause everyone else's cause. These campaigns are often limited to annual fundraising drives or events with little tracking of ultimate impact. This type of campaign tends to have very low participation rates and most employees aren't even aware of its existence. Most corporate social purpose campaigns fall into this category.

### c Impact is not measurable

If you can't measure it, did it happen? Glossy corporate social responsibility newsletters and web pages look good, but the ultimate impact achieved is often murky. The impact often seems to be a matter of interpretation rather than verifiable data. This too opens the brand to criticism of being inauthentic, and worse, of being deceitful and greenwashing. Being able to measure your campaign's impact is also crucial in order to establish specific goals and then work towards meeting those goals. You won't be able to celebrate reaching your destination if you can't identify your destination in the first place.

The first two risks referenced above can be avoided with a well planned employee-led campaign and that's what this guide is intended to help you develop. When employees are asked what issues they care about and provided meaningful ways to contribute in supporting their cause, their enthusiasm will be genuine, their participation will increase, and your company will be well on its way to achieving its social purpose objectives. There will also likely be other run-off benefits such as better employee retention and engagement, greater customer loyalty, and maybe even improved financial performance.

**Let's get started with the steps you'll need to take to create a powerful social purpose campaign that your employees will want to participate in.**





### 3 Employee-led campaign competition

#### a Process overview

We recommend the following three steps, further detailed below, to engage your staff in creating your social purpose campaign.

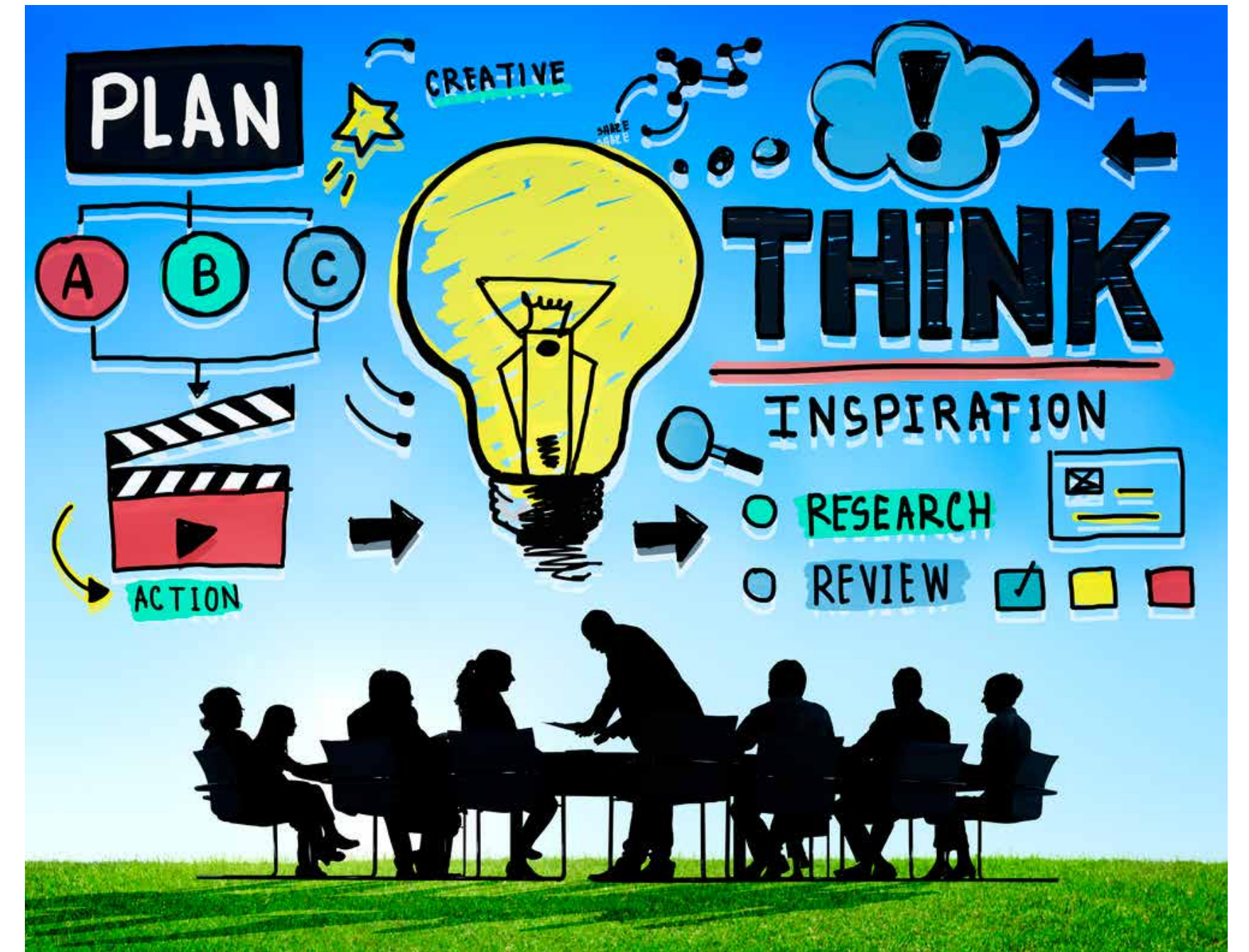


#### i. STEP A - Call for proposals

##### 1. Setting up your Social Purpose Committee

Before you can start compiling feedback from your employees about the causes that matter to them, you will need to establish a Social Purpose Committee that will be responsible for developing the campaign and executing its launch.

The Social Purpose Committee should be made up of internal champions who are passionately engaged in supporting company and employee purpose.





It's worth repeating - the most important quality of members of your Social Purpose Committee should be their passion and commitment to making the campaign successful. They should each commit to becoming an internal adoption champion of your social purpose campaign! If they don't believe in the cause, neither will the employees they will be trying to engage. This means that your company's social purpose campaign must be encouraged and supported by senior leadership and the board of directors. Developing and executing a meaningful social purpose campaign will require time and financial resources. The executive needs to commit to providing the Social Purpose Committee the time and resources it needs to execute the plan.

A Social Purpose Committee should have representation from across the different seniority levels of the organization. Depending on the size of your organization, it may look something like the following:

- > Senior executive responsible for the company's social purpose campaign
- > HR executive
- > management representative
- > support staff representative
- > internal or external CSR or social purpose expert

Once this committee is in place, your company should invite its employees to submit pitches for its social purpose campaign. This will help drive engagement with environmental or social issues and allow your company to better understand which issues are of most interest to your staff.

Employees should receive an email invitation to participate (see proposed template below), with a link to the questionnaire (template on the following page) they will need to complete.

Submissions will be assessed by the Social Purpose Committee and the winning proposal will be turned into a campaign, which will then be launched to your staff.



## 2. Invite your employees to participate

We're using the following email for employee-led campaigns we build for our clients. Feel free to amend it to your own needs.

Dear colleagues,

We would now like to invite all staff to help us define our social purpose campaign.

Our social purpose strategy is focused on two key pillars, **[Ocean Health]** and **[Responsible Consumerism]**. We are keen to hear from you on what specific issues you think we should collectively address to make a difference. This is your chance to move the company on something you care about, helping others to understand it better and to act on it.

To participate, all you need to do is answer the questions in the link below by **[date]**.

Bear in mind that:

- You may submit a proposal individually or as part of a team of up to 4 people
- To help ensure our contributions are part of a comprehensive plan, please indicate a charity / NGO partner who could be part of the campaign
- All complete proposals will be assessed by a Panel formed of our Social Purpose Committee members
- Proposals will be scored against the criteria set out here [link or attachment]

The winning proposal will be turned into a campaign that will be launched to all staff. The winners will be invited to record a video to promote their campaign, and will have the opportunity to help structure and champion the campaign to maximize its success.

Remember, you may submit your proposal until **DD/MM/YYYY**. The winning proposal will be announced on **DD/MM/YYYY** and we expect the campaign to be launched to staff **XXX** weeks later.

We look forward to receiving your ideas!



### 3. Employee social purpose survey [you should turn this into an online form]

Please complete the questionnaire below, which will be used as a basis to develop the winning Social Purpose campaign.

Please note there is a word limit of [50] per question.

1. [Issue] Which cause would you like to support?
2. [Rationale] Why is it important? What do you believe people should know more about to support this cause?
3. [Scale] How significant is the issue?
  - 3.1. How are people impacted by it? To what extent would their lives be changed if the issue were addressed?
  - 3.2. How is the environment impacted? At what scale (e.g. local, regional, national, global)? Are there any important considerations (e.g. any sensitive ecosystems or endangered species impacted)?
4. [Partner] Which NGO partner would you suggest for this campaign and why? Describe their expertise and any experiences you've had with them.
5. [Approach] What do you believe people could do to address this issue? For example, what kind of actions can individuals volunteer for to help support this issue? What personal lifestyle or behavioural changes could individuals pledge to take to make a difference?
6. [Impact] If people act on this issue, what will change? How could the impact of the campaign be measured?
7. [Scalability] Could this campaign be scaled?
  - 7.1. Nationally?
  - 7.2. Other countries? (Please list top 3)
8. [Contribution to SDGs] Which United Nations Social Development Goals would this campaign contribute to the most?

**[Dropdown box]**

9. [Corporate alignment] Is this issue connected to our business?
  - 9.1. How would action on this issue impact the company? Would it increase the viability of our products or services in certain sectors?
  - 9.2. What does action on this issue mean in terms of the company's social or environmental impact? Does it reduce or mitigate any negative impacts caused by the company's business?

## ii. STEP B - Selecting a campaign that aligns employee and company values

### 1. Social Purpose Committee selects winner based on criteria

Once you've had the chance to collate and review all of your staff responses, select the 5 most popular causes selected and assess them against criteria listed in the next section. This will help you select a campaign that not only resonates with your staff but has the potential to make a big impact in the world! This is the time to be bold and to inspire your employees to work together on a campaign that will result in meaningful and measurable change.

### 2. Evaluation Criteria

Use the following criteria to determine the winner of your employee-led social purpose campaign, along with one runner-up. We suggest starting with the launch of the first campaign, and once you achieve traction there, you can also launch the second campaign to get even more participation from your staff.





	Poor - 0 points	Good - 10 points	Ideal - 40 points
<b>Alignment to United Nations Social Development Goals and Company business</b>	None identified	Clear alignment to an SDG OR to the business	Strong alignment to an SDG AND to the business
<b>Significance of the issue</b>	<p><b>Social</b> Issue does not significantly affect the lives of those involved</p> <p><b>Environmental</b> Issue causes easily reversible damage on a small scale</p>	<p><b>Social</b> Issue has a moderate effect on those impacted (e.g. reduces quality of life but does not compromise basic needs)</p> <p><b>Environmental</b> Issue causes damage that is reversible in 10–20 years with some effort</p>	<p><b>Social</b> Issue is relevant globally or impacts over [1] billion people OR Issue has a life-changing impact on those it affects</p> <p><b>Environmental</b> Issue causes irreversible damage, or damage takes over 50 years to be reversed. Area affected is very large or is an endangered ecosystem</p>
<b>Scalability of campaign</b>	Issue is only relevant at a local level; and/or Actions require significant person-hours and cannot be easily replicated	Issue is only relevant locally but is very severe and has significant international appeal	Issue is global or is relevant in several areas and has international appeal Actions can easily be replicated / executed by large numbers of people
<b>Potential impact</b>	The actions proposed won't really change the situation / individual action has very little chance of generating change	Individual action will have low immediate impact but can lead to more significant long term, cumulative benefits, especially if adopters become influencers	The actions proposed have the potential to drive significant change on the issue
<b>Partner</b>	The proposed partner only works tangentially on the issue	Partner is very active in the area but is not a large player	Partner is one of the leaders on the issue, or is focussed on it and is acting at scale

### iii. STEP C - Winning proposal turned into campaign and launched to all staff

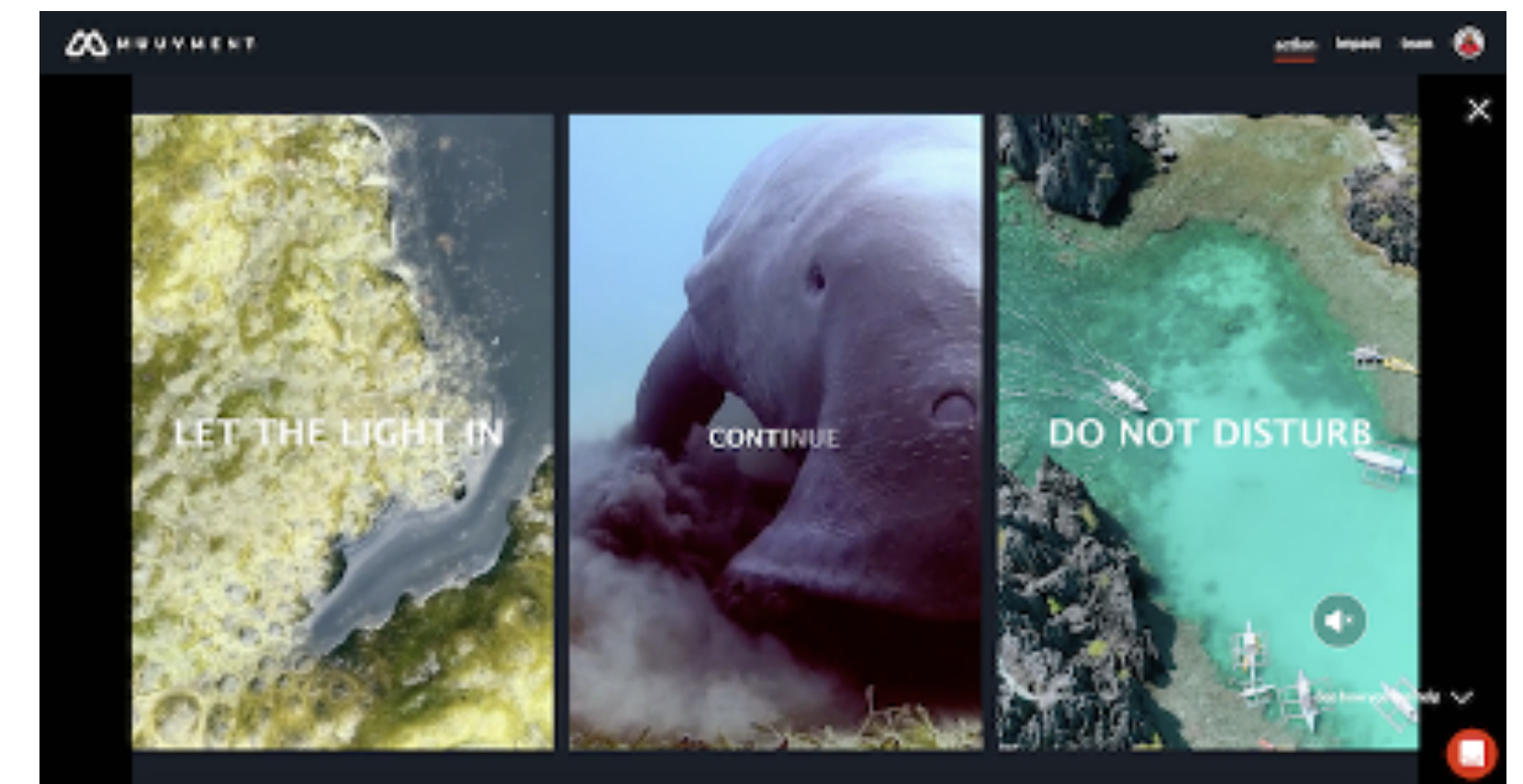
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Congratulations! You've now adopted two strong impact causes that resonate with your staff and can make a big difference in the world. But you're just getting started. You should expect that it will be a challenge to make sure that your employees and leadership remain engaged and actively work towards the objectives you've set.

In Part II of this series, we'll provide you with a detailed roadmap on putting your employee-led social purpose campaign into action and generating measurable results. Click [here](#) to sign up to receive ***Muuvment Social Purpose Guide, Part II, How to launch your employee-led social impact campaign for maximum impact.***

In the meantime, please keep these factors in mind when you turn your social impact mission into an actionable social purpose campaign:

- Connect your campaign with compelling media in order to educate and inspire your employees to take action. At Muuvment, we use powerful interactive experiences in order to inspire employees to action. You can visit our [blog](#) about the power of interactive video to generate user action. Click on the image to the right to watch our interactive video that supports our campaign on ocean health and carbon sequestration.





- Set measurable objectives for your campaign and specific actions that your employees can take to reach those goals.
- Track your impact. Make sure that all of your employee actions are tracked and communicated back to them so that they remain aware of their progress and how they're contributing towards the company's overall objectives.
- Make sure that your Social Purpose Committee continues to champion internal adoption of the campaign. Employees, especially during this pandemic, have a lot of other pressures on their time. Provide them regular updates and make it easy for them to participate. Finding purpose in our lives is a powerful force that can uplift us, improve our social relations and make us more productive. Your Social Purpose Committee should strive to awaken and nurture the drive in all of us to contribute to making our world a little bit better than how we found it.



## About Muuvment

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Muuvment Purpose is a social impact platform that provides engaging social and environmental campaigns right out of the box.

Developed by industry experts, our media-rich campaigns feature accessible actions that deliver measurable, meaningful impact against a wide range of issues. Watch our [product tour](#).

This guide was prepared in collaboration between Muuvment and 3B Impact.

Please contact us if you would like us to develop your employee led campaign and launch it through our unique social purpose platform with powerful interactive experiences. Email us at [sales@muuvment.com](mailto:sales@muuvment.com) or click [here](#) to schedule a free consultation with one of our campaign experts.

We hope you found this guide helpful. Good luck on your journey to purpose!

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