



# Employee Cause Survey

An employee-driven giving program increases engagement and inclusion that maximizes your organization's return on impact. The first step to driving employee participation is to understand what causes and charities your employees care about most. Use this Cause Survey to gain actionable insights into how your employees want to give and participate in your workplace giving program.

## Setup and Distribute the Survey in Ten Minutes

### Step 1

Using a survey platform (e.g., Google Forms, Typeform, Jotform), copy and paste the survey questions you wish to ask employees. You can use the suggested questions below and/or add questions relevant to your specific giving program.

**Tip:** In the description of the survey and in communications to employees, emphasize that their answers to the questions are anonymous for more open and honest responses.

### Step 2

Gather your employee email list and send out the survey. Give them a week to complete the survey. You might want to send an email reminder the day before the deadline if response rate is low.

**Tip:** Double check that the appropriate response type is selected. For example, if your question requires an open-ended text response, make sure the employee will have the option to type in their response.

### Step 3

Analyze your results and use your findings to tailor your workplace giving program. You may find that many employees currently give; this is a great opportunity to reinforce the benefits of giving through a workplace program like yours.

**Tip:** Update your workplace platform to feature charities and causes from the results of this survey.



## Suggested Survey Questions

1. What charitable causes or charities are you most passionate about? (Open-ended text response or multiple choice using the following suggested options)

Animals; Arts, Culture, Humanities; Community Development; Education; Environment; Health; Human and Civil Rights; Human Services; International; Religion; Research and Public Policy; Politics

2. What charitable causes or charities do you currently support? If you're not currently supporting a cause or charity, which ones would you like to support? (open-ended text response)
3. What is most important to you about a workplace giving program? (rank choice in order of importance)
  - A. My company supports me in the causes that I'm passionate about.
  - B. My company sends donations based on my volunteer hours.
  - C. A modern matching program that drives more impact to my contributions.
  - D. A program and platform that is easy to understand and navigate through
5. What causes or charities do you believe align best with our brand? (open-ended text response)