



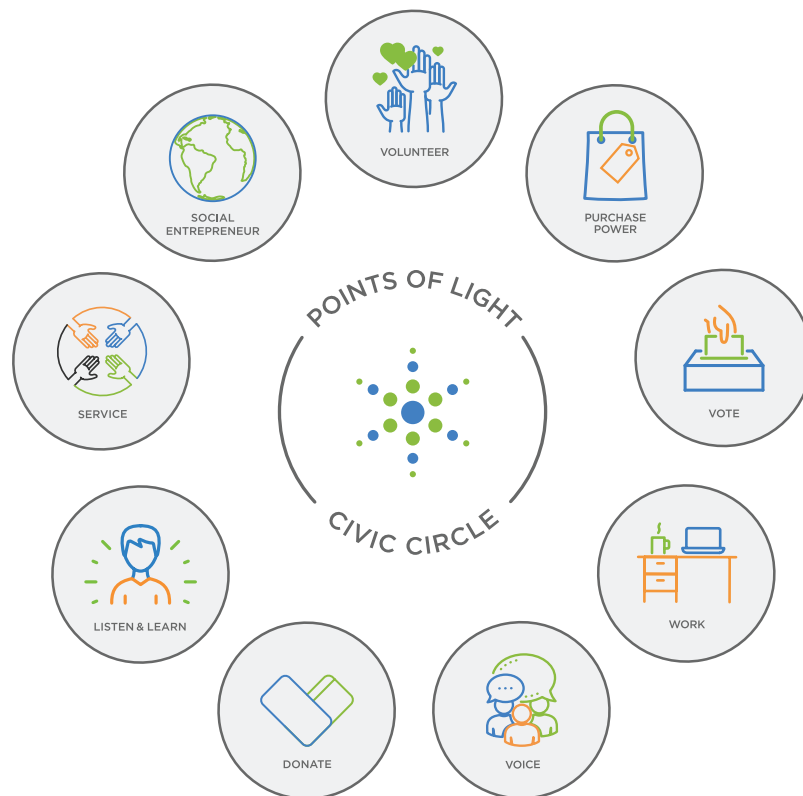
**POINTS  
OF LIGHT**  
CORPORATE SERVICES  
& SOLUTIONS

# Engage Every Employee

## LEVEL UP YOUR EMPLOYEE ENGAGEMENT AND CSR PROGRAM THROUGH THE CIVIC CIRCLE

What worked for employee engagement and CSR campaigns in 2019 isn't what works now. The world has changed, and your programs probably need to evolve to keep up. Mobilizing your colleagues to create community change is about more than big volunteer events; it requires new definitions and approaches to civic engagement. Points of Light, a nonpartisan, global nonprofit organization, with over 30 years of history, and a network that spans 177 cities in 38 countries, is ready to help.

The **Points of Light Civic Circle** is a framework for doing good in many forms and can be the key to unlocking the next phase of growth or evolution for your employee engagement program. In April 2022, Points of Light's Global Civic Engagement Research found that the top three civic actions taken globally are listening and learning, using their voice, and volunteering. Employees are actively looking to their employers to bring additional forms of civic engagement into the workplace conversation. **Let Points of Light help engage your employees through the opportunities below.**



LEARN MORE

[pointsoflight.org/civic-circle](https://pointsoflight.org/civic-circle)



# Engage Every Employee



## CIVIC CIRCLE LEARNING SESSION

This interactive experience introduces your employees to civic engagement. Employees will come away with a new understanding of what it means to be civic minded as well as tangible next steps and resources to take action. A foundational “101” civic engagement education opportunity that can complement your company’s employee service initiatives and is easily accessible as a virtual option for employees at any level.

### BENEFITS

There are lots of ways to incorporate the Civic Circle Learning Session in your program:

- As a virtual offering within your larger day or week of service programming, especially for employees with limited time
- As part of the training or onboarding for new hires or employees serving in a volunteer leader or ambassador capacity
- As an element of an internal leadership or talent development program



## CIVIC CIRCLE TOOLKIT

A customizable civic engagement guide that can be used as a turn-key tool to support your employee engagement campaigns or as a tailored resource for volunteer champions or business leaders. This digital resource equips employees to leverage the Civic Circle to enhance their civic engagement journey individually and through your company’s initiatives. Whether an employee is just getting started or ready to take a next step in community involvement, the toolkit will add value.

### BENEFITS

Here are a few ideas for how you might leverage a customized Civic Circle Toolkit:

- As a resource for employees serving in a volunteer leader or ambassador capacity, equipping them to think about a broad set of ways they can engage their colleagues in meaningful civic action
- As a special incentive for employees who log their volunteer hours or who reach a certain set of hours, helping to put them on a journey to even deeper engagement
- For ERG leaders who are eager to engage their group in community work that aligns



## CIVIC CIRCLE DISCUSSION SERIES

Explore nine elements of civic engagement through up to 10 self-led or facilitated conversations that will deepen your employees’ understanding of how to live a civic life as well as all the ways in which they can support the issues and causes they care about. Leveraging videos, magazines, exploration on a topic, personal action plans and more, participants will engage in active discussion and come away with a deeper understanding of civic engagement.

### BENEFITS

Here are just a few ways you can implement the Discussion Series:

- As a professional development benefit for employees who serve as volunteer champions or ambassadors in their market
- With ERG leaders or members that are eager to explore ways to be more engaged in the community
- With new hires or summer interns, introducing them to your company’s commitment to social impact and community engagement right from the jump