

CASE STUDY:

Datalogix Cultivates a Stellar Employee Base With Charity Rewards



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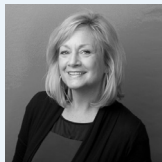
I can't tell you the amount of gratitude I receive from employees who receive the Good Cards. The ease of use and number of charities you can choose from is amazing.”



LINDSEY THOMASON,
RECRUITING COORDINATOR

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I love that Datalogix gives us the opportunity to give back to the community and our favorite charities through employee referrals!”



CATHERINE ROE,
HEAD OF STRATEGIC ACCOUNTS

The Challenge

CREATE A COMPENSATION PROGRAM TO ENCOURAGE EMPLOYEES TO REFER NEW HIRES

Datalogix is a company that provides marketing infrastructure for the data-driven era by connecting digital advertising to offline sales. As part of its employee referral program, Datalogix's human resources team sought to create a rewards program that reflected its culture of giving. The company wanted to enhance its incentive program to provide:

- An easy-to-use tool
- An efficient way for employees to donate to a wide variety of charities

The Solution

REWARD EMPLOYEES WITH A CHARITABLE GIFT CARD

Datalogix previously used a different charity-rewards program but decided to partner with Network for Good after learning about its comprehensive database, flexibility, and ease of use. With the referral program, employees receive a \$1,000 Good Card® when a referral joins the Datalogix team.

- **Employees are motivated to shape the Datalogix work culture.**
The addition of the Good Card to the existing referral program gives employees great incentive to refer top talent. This allows employees to not only contribute to the Datalogix team and culture, but to their community as well.
- **Employees contribute to charities of all shapes and sizes.**
With 1.4 million charities to choose from, it's not just large nonprofits that receive donations—local nonprofits and niche causes also receive much-needed support. Employees are excited to receive Good Cards and spend the funds to support their favorite cause.



Network for Good is a social enterprise that empowers corporate partners and nonprofits to unleash generosity and advance good causes. Network for Good works with companies to help refine a cause strategy perfectly suited to business and philanthropic goals and implement effective cause initiatives powered by our proven donation platform. We have processed nearly \$1 billion in donations for more than 100,000 nonprofits since our 2001 founding by AOL, Cisco, and Yahoo!. For more information, visit

www.networkforgood.org/partner

The Benefits

EMPLOYEE REFERRALS BROADEN CHARITABLE IMPACT

Participation in the Datalogix referral program has increased with the addition of the Good Card. In 2013 the number of referrals grew by more than 5%, with close to half of new hires resulting from the referral program.

→ **Charitable donations increase with the boost of employee referrals.**

Employee peer referrals continue to increase in parallel with Datalogix's overall workforce growth. To keep the program top of mind, monthly communications are sent to employees to encourage top-notch referrals.

By utilizing electronic charity cards, Datalogix is able to provide more charitable options, avoid overhead costs, and expand its green efforts. In 2013, Datalogix saw a 99% redemption rate!

→ **Corporate philanthropic ties deepened.**

This program also gives Datalogix the ability to feature its corporate charitable partners, such as A Precious Child in Broomfield, Colorado, which receives employee donations, proceeds from expiring cards, and volunteer support.

→ **BONUS: Good Card rewards expanded.**

Because of the Good Card's ease-of-use and universal success among Datalogix's employees, the company adopted charity gift cards for other internal and external rewards programs.

About Good Cards

The Good Card is a charity gift card that can be branded to any company's needs. With more than 1 million charities available, it gives employees the ability to spread help and hope wherever they choose.

LAUNCH YOUR EMPLOYEE INCENTIVE PROGRAM TODAY!

Contact partnerships@networkforgood.org