

Maximizing Reach through #GivingTuesday: Texas Instruments' Take on the Movement

While many companies focus their #GivingTuesday efforts around financial contributions, as Guggenheim Partners expertly exemplifies, Texas Instruments (TI), a technology design and manufacturing company based in Dallas, Texas, leverages the movement to encourage employee service. Volunteerism is a key component to the company's overall citizenship strategy, and thus TI's #GivingTuesday efforts serve to reinforce and bolster volunteer values in its corporate culture, while also maximizing its investment in local United Ways, the company's long-standing nonprofit partner.

For years, TI has provided employee volunteer support to the United Way of Metropolitan Dallas for its Meals on Wheels program, delivering thousands of meals to seniors and veterans. As #GivingTuesday gained momentum in 2013, TI saw an opportunity to tie its headquartered United Way volunteer service initiative with the movement. Gail Chandler, Director of Citizenship Communications at TI explains, "We saw an opportunity to highlight our largest single volunteer project and help call attention to this annual social media campaign."

Since then, TI has seen increased volunteer participation each year. From this success in Dallas, TI chose to scale programming in 2016 to include participation from additional operating communities outside of its headquarters. This year's initiative is anticipated to engage more than 1,000 volunteers across its nationwide locations.

This commitment to service for the United Way that #GivingTuesday inspires extends year-round through other volunteer activities, community events, and workplace giving to support the organization. While most companies struggle with increasing engagement rates, TI Foundation grants and employee matching gifts to United Way chapters in its local communities totaled a company record of \$7.5 million in 2015, and marked TI's highest employee participation rate with United Way giving in more than 10 years, all of which has been bolstered by the momentum created on #GivingTuesday each year.

In our experience with corporate clients, we know that authenticity in programmatic intentions coupled with strategic implementation yields maximized results from a community involvement program. As in TI's case, effectively leveraging the spirit and momentum behind #GivingTuesday to spark employee participation in all aspects of a nonprofit partnership, and to reinforce values within a company culture can create greater value for your target communities, beyond just the Tuesday after Thanksgiving. Per Chandler's closing remarks, "Leverage #GivingTuesday's social media engagement to reach millennial employees, and do what fits with your culture and overall employee engagement strategy."