



## Employee Engagement Program Overview

**It's a matter of *when*, not if, someone in your workplace will be affected by breast cancer.** Susan G. Komen in partnership with our Employee Engagement Advisory Council have developed an innovative employee engagement workplace program that delivers opportunities for employers to engage their employees in Komen's important work through education, volunteerism and fundraising opportunities.

Each component has turnkey resources available which will provide your leadership team with everything you need to roll out the programs in seamless, impactful ways, and the materials will provide your employees with information about breast health, how to volunteer in their local communities and how to raise funds to support Komen's research, advocacy and patient services initiatives. Komen Employee Engagement experts can also work with you to customize these resources for your company.



### EDUCATE

Education materials are available to help employees learn about the importance of breast health. Leveraging the Komen provided resources, companies will have access to email content, social media, podcasts, and lunch-and-learn videos. This breast health information has been designed to be distributed directly to employees along with suggested deployment schedules.



### EMPOWER

Multiple opportunities for your employees to volunteer, either in-person or virtually. Employees can choose from one-day events or longer-term service through our local leadership committees. Turnkey volunteer opportunities include:

#### Komen Leadership Councils

Community leaders and influencers who champion Komen's mission and drive revenue to fuel that mission. Komen Leadership Council members serve as brand ambassadors, fundraisers, mission spokespersons and advocates.

#### Komen Community Events

Opportunities to serve on event leadership committees to day-of-event support for our local races and walks, community fundraising events and conferences.

#### Advocacy Insiders

Participate in virtual sessions to learn about Komen's legislative priorities and share the needs of the breast cancer community lawmakers and policymakers.

The Komen Employee Engagement Workplace program aligns with recent research that shows that when employees are engaged with causes they care about, they have greater affinity to their companies.\*

- **96%** of employees say that **volunteering in their community** is important to them.
- **71%** of employees say company-sponsored volunteer activities are essential to **employee well-being**.
- **81%** of employees would donate, advocate or volunteer more if their **employer offered them easy ways to do so**.
- **70%** of employees say it was **imperative or very important** to work where mission and values align.

\*Accelerist Employee Engagement report  
June 2021



## ENGAGE

Multiple resources and staff support make employee giving and fundraising simple. Promoting an employee campaign with Susan G. Komen will make a tremendous impact on the breast cancer community. Funds raised go to support research, advocacy and direct patient support. The Komen team will work with you to tailor your employee engagement strategies and plans to meet your goals through:

### Turnkey Resources and Activations

Engage your employees with Komen's fundraising toolkits, sample messaging, contactless fundraising solutions, mission messaging and physical activity challenges.

### Corporate Matching Contributions

Corporate contributions and match programs in support of employee donations, fundraising, volunteerism, participating in wellness programs create momentum and validation of employee efforts.

### National Race and Walk Team

Mobilize employees in every location across the country in the Komen Race for the Cure® or MORE THAN PINK Walk® as a National Corporate Team. Teams inspire camaraderie, support employee wellness, and demonstrate community support.

### Custom Engagement Opportunities

Strengthen the connection between team members and Komen through creating your own fundraisers. Most companies create a committee that works with a Komen expert to create a campaign that meets the need of your corporate culture.



## PARTNERING TOGETHER

In 2021, more than 44,000 people in the U.S. are expected to lose their lives to breast cancer, 120 families will lose a mom, dad, daughter or sister every day. We also know that in the U.S., Black women die from breast cancer about 40% more than White women, and breast cancer is the leading cause of cancer deaths for all Hispanic women. Countless moments, big and small, that shape us, guide us — all lost.

To receive your personal invitation to the Komen Employee Engagement Resources email [workplace@komen.org](mailto:workplace@komen.org). Ready to start your Employee Engagement campaign? Complete the Employee Engagement Commitment Form at [komen.org/employee-engagement-commit](https://www.komen.org/employee-engagement-commit) and get connected with a Komen Staff Partner to create the right custom program for you.