

# Percent Pledge Passion Assessment Overview

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## What is the Passion Assessment?

Think of the Passion Assessment as a ~5 minute employee giving survey (that's anonymous). It was created by Percent Pledge and is customized for each business customer. We analyze the results and provide you with a company-wide Passion Report.

The purpose of the Passion Assessment is to understand the philanthropic identity + habits of each employee. These are the reasons to begin our new partnership with the Passion Assessment:

- Makes our program much more grassroots + inclusive, which leads to better engagement
- Provides invaluable insights into what employees care about most + how they want to give

Many customers will undertake the Passion Assessment annually or every other year, as employees' passions continuously change.

Sample Passion Report can be [downloaded here](#).

## Survey Administration Process

Percent Pledge customizes Passion Assessment for each customer. Survey administered using TypeForm.

1. Contact your Social Impact Manager to let them know you'd like to start a Passion Assessment.
2. Your team lead reviews the survey and provides any feedback to Percent Pledge.
3. Survey Launch Date: You send out live link to employees, using communications templates provided by Percent Pledge.

4. Survey is typically open for 2 weeks. Percent Pledge sends your team lead updates on response rates and reminder comms for you to share with employees.
5. At the end of the two weeks, or when at least a 50% response rate is reached, the survey is closed.
6. Percent Pledge develops the Passion Report, which it will present to your team lead. The Passion Report is yours to use as you'd like. Team leads often share with senior leadership. Percent Pledge can also present high level results to leadership or to the full company, if desired.

## Marketing the Passion Assessment

Percent Pledge will provide you with communication templates to market the Passion Assessment.

We strive for a 50%+ response rate. In order to achieve this, it takes outreach on your part. Research has shown that "**Companies that promote their giving programs in more than 3 ways are 18% more likely to report that they are effective in getting strong participation among a wide range of employees.**" What does this mean? You need to promote the Passion Assessment often and through multiple communication channels.

- Announcements during company/all hands meetings
- Outreach to key stakeholders
- Email announcements
- Newsletter/Intranet announcements
- Messages on Teams/Slack channels
- Word of mouth via internal champions\*

\*Identify Internal Champions: We find that personal outreach makes a huge difference in ensuring a great response rate to the Passion Assessment. We encourage you to identify internal champions, aka **Chief Do Gooders**, who can encourage employees to complete the survey. ERG leaders and team leads are great people to personally reach out to and ask them to spread the word to their group/team members. If possible, have leadership do a push to promote the assessment, asking employees to respond.

## Passion Assessment Questions

These are the questions included in the Passion Assessment. You can customize these questions and responses, if you'd like. Most companies only customize question 12.

**1. Do you feel that having opportunities to give back will improve your experience at [COMPANY]?**

- A. Yes
- B. No

**2. How do you prefer to give back, engage with and support communities?**

- A. Donating money
- B. Volunteering your time and skills
- C. Both
- D. Neither
- E. Other

**3. Which charitable causes are you most passionate about?**

- A. Animal Welfare
- B. Arts, Culture & Creativity
- C. COVID-19 Relief
- D. Disaster Relief
- E. Environment
- F. Equality
- G. Healthcare
- H. Hunger & Homelessness
- I. Indigenous Peoples
- J. LGBTQ+
- K. Mental Health
- L. Racial Equity
- M. Veterans
- N. Women's Empowerment
- O. Youth & Education
- P. Other

**4. Are you currently supporting (donations and/or volunteering) any causes or specific nonprofits?**

- A. Yes
- B. No

**5. Does volunteering and giving back contribute to your personal or professional growth?**

- A. Yes
- B. No

**6. How often would you like to volunteer through work?**

- A. Quarterly
- B. Less than quarterly (~1-2 times per year)
- C. More than quarterly (~6-12 times per year)
- D. Not sure
- E. None

**7. How would you prefer to volunteer?**

- A. In-person
- B. Virtual
- C. Both
- D. Neither

**8. How would you prefer to volunteer?**

- A. Traditional (Need-Based – e.g. walking animals at a local shelter)
- B. Pro-Bono (Skills-Based – e.g. building a nonprofit website)
- C. Nonprofit Board Service
- D. None
- E. Other

**9. Which types of pro-bono skills would you be able to provide nonprofits in need?**

- A. Brand & Marketing
- B. Engineering & Design
- C. Finance & Accounting
- D. Human Resources/People/Recruiting
- E. Legal
- F. Operations
- G. Sales & Fundraising
- H. Strategy & Partnerships
- I. Other

**10. When would you like to volunteer?**

- A. Weekday mornings
- B. Weekday afternoons
- C. Weekday evenings
- D. Weekend mornings
- E. Weekend afternoons

**11. Which cause(s) aligns most with [COMPANY]'s mission and brand?**

- A. Animal Welfare
- B. Arts, Culture & Creativity
- C. COVID-19 Relief
- D. Disaster Relief
- E. Entrepreneurship
- F. Environment
- G. Equality
- H. Financial Literacy
- I. Healthcare
- J. Hunger & Homelessness
- K. Indigenous Peoples
- L. LGBTQ+
- M. Mental Health
- N. Racial Equity
- O. Tech Education
- P. Veterans
- Q. Women's Empowerment
- R. Youth & Education
- S. Other

**12. Which [COMPANY] office are you based out of?**

- A. Location
- B. Location
- C. Location