



The ERG Engagement Kit

A ready-made toolkit for engaging and empowering your ERGs.

Unlock the power of ERGs

Employee resource groups (ERGs) foster inclusion, advocacy, and connection within the workplace. By integrating corporate social responsibility (CSR) and environmental, social, and governance (ESG) strategies, ERGs can amplify their impact and align with broader company goals.

What's in the toolkit?

This toolkit is designed to help you:

- Understand the purpose of ERGs.
- Learn how to sustain and grow ERGs through CSR and ESG.
- Explore actionable ways to ingrain CSR and ESG into ERG activities.

Table of contents

1 The purpose of ERGs

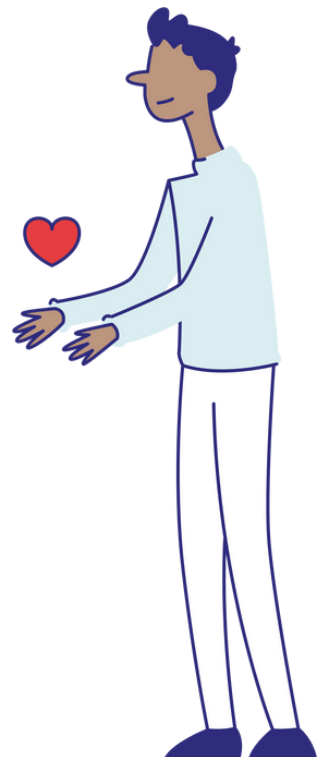
2 Sustaining and growing ERGs

3 Vetting nonprofits

4 Volunteer events

5 Fundraising campaigns

6 Using ERG software like Percent Pledge



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1 The purpose of ERGs

Why are ERGs important for your company?

ERGs serve as a bridge between employees and the organization, fostering belonging, driving innovation, and aligning employee voices with company goals. Here's why they matter:

📍 Build a sense of belonging

ERGs help employees feel seen, valued, and connected to their colleagues and the larger company. This sense of community reduces isolation and improves workplace morale.

📍 Empower underrepresented voices

ERGs provide a platform for employees to share their experiences and insights, helping leadership understand the challenges faced by diverse groups. This advocacy drives meaningful change in policies and culture.

📍 Encourage personal and professional growth

ERGs support career development by offering mentorship, training, and networking opportunities. Employees can build skills, grow confidence, and connect with others who help them thrive.

📍 Drive CSR and ESG goals

ERGs are natural allies in advancing corporate social responsibility (CSR) and environmental, social, and governance (ESG) initiatives. From organizing volunteer events to supporting community outreach, they enhance the company's social and environmental impact.

📍 Educate and engage the organization

Through events like cultural celebrations, workshops, and awareness campaigns, ERGs foster greater understanding and connection among employees across the company.

What is the impact of ERGs?

ERGs drive positive change by:

- Boosting engagement: Employees feel valued and connected.
- Strengthening culture: Diversity and inclusion thrive.
- Amplifying impact: ERGs align with CSR and ESG goals to benefit both the company and the community.

For example, a women's ERG mentoring employees while also mentoring young women in the local community helps close the gender pay gap, supports career growth, and enhances the company's marketing and employer brand.



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2 Sustaining and growing ERGs

Why purpose drives growth

Employee resource groups thrive when they align their activities with broader company values and goals. By connecting ERGs to social responsibility and environmental strategies, leaders create purpose-driven initiatives that engage members, gain leadership support, and deliver measurable impact.

How to sustain and grow ERGs

♥ Tie the group's mission to company goals

Work with leadership to align the group's mission with priorities like equity, sustainability, or community outreach. For example, the group could lead hiring efforts that expand diversity or organize volunteer programs tied to company values. This connection ensures the group stays relevant and impactful.

♥ Engage members—and the whole company

ERGs create belonging within their group, but their reach should extend to all employees. Events like volunteer days, fundraisers, or workshops invite everyone to participate, building support for the group and its mission across the organization.

♥ Show the group's value to leadership

Leadership needs to see the impact of the group's work. Share updates on goals like volunteer hours, funds raised, partnerships formed, etc. Highlight initiatives, like matching donation campaigns, to show how the group drives engagement and delivers results.

Example of impact

♥ Pride@Walmart

Pride@Walmart advocates for LGBTQ+ inclusion through workplace policies and community outreach. They organize fundraising and volunteer events with groups like GLAAD, engaging employees and strengthening Walmart's reputation.

♥ Women@IBM

Women@IBM supports women employees with leadership workshops, networking, and mentorship. They partner with nonprofits like Girls Who Code to inspire young women in tech, advancing gender equity internally and externally.



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3 Vetting nonprofits

Aligning with your group's mission

Your group's nonprofit partnerships should reflect its mission and values. These partnerships ensure your activities resonate with members and contribute to the broader company goals, creating lasting impact for your employees and the community.

Selecting the right nonprofit partners

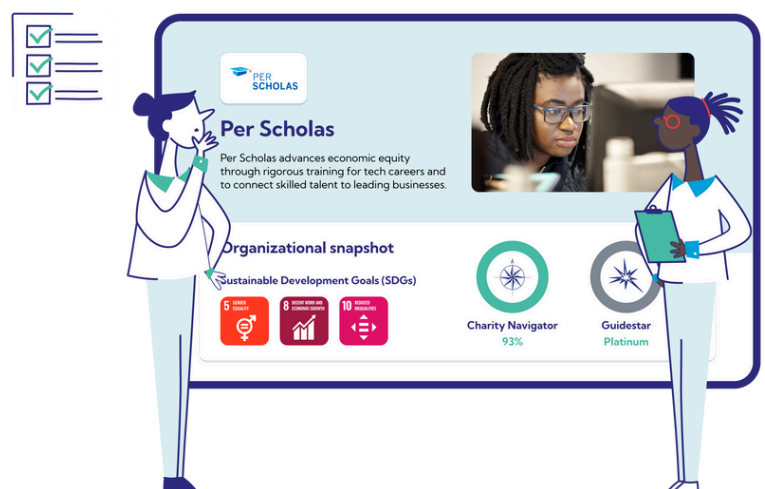
First, understand how your members want to give back. Even with a cause identified, tools like the [Passion Assessment](#) can reveal key insights, such as volunteering preferences.

Next, evaluate nonprofit candidates. Beyond mission alignment, ensure the organization shares your values and has a proven track record.

- ☆ Top-tier ratings from evidence-based charity evaluations, such as GuideStar.
- 📊 Clear and consistent impact transparency of positive, intended outcomes.
- 💡 A unique and innovative approach to solve long-standing issues.
- 👥 Diverse leadership that is representative of the communities served.
- 💰 Transparent financials.
- ➡ Other criteria your company aligns with (i.e. DEI commitments).

Leaders like you give with trust through Percent Pledge

Leading companies, like AbbVie and PwC, trust us to vet nonprofits for their grant programs, ERGs, and more. [Here's our proven vetting criteria.](#)



[See how ERG leaders like you succeed—schedule a demo today.](#)

4 Volunteer events

Creating volunteer opportunities for all

Organizing volunteer events that inspire employees and reflect your group's mission is key to creating impact. Thoughtfully planned events—whether virtual or in-person—foster connection and engagement across the organization.

This can be overwhelming, so our social impact experts (who've planned over 500 successful volunteer events) built you [a step-by-step guide](#) to create your own impactful volunteer event.

Event ideas to inspire your next volunteer event

📍 Mentoring young professionals

A women's ERG could host a mentorship day connecting employees with local students or young professionals. Focus on skills like resume writing, interview preparation, and career planning to support women in STEM or other underrepresented fields.

📍 Pride Month advocacy event

A Pride ERG could collaborate with an LGBTQ+ nonprofit to create care packages for at-risk LGBTQ+ youth. Employees can include messages of encouragement and distribute the packages through the nonprofit partner.

📍 Tree planting initiative

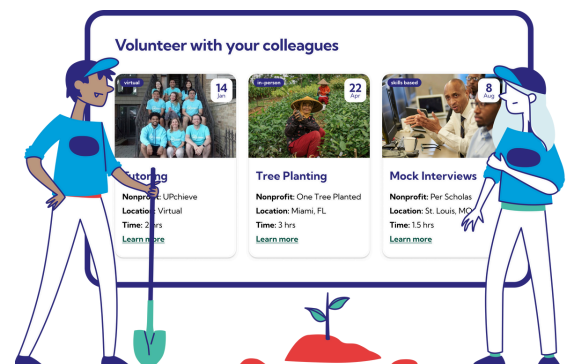
A sustainability ERG could plan a company-wide tree planting day in collaboration with a local environmental nonprofit. Pair this activity with an educational session on sustainability to reinforce your company's green initiatives.

📍 Back-to-school supply drive

A parents ERG could organize a volunteer event where employees assemble backpacks filled with school supplies for underserved students. Partner with a nonprofit supporting local schools to ensure the supplies reach those in need.

Leaders like you trust Percent Pledge to ease the burden of volunteer engagement

We streamline corporate volunteering with our [Volunteering Platform](#), and organize [Volunteer Events](#) for your ERGs to give them programming that's translatable to your broader community.



[See how ERG leaders like you succeed—schedule a demo today.](#)

5 Fundraising campaigns

Why fundraising campaigns matter

Fundraising campaigns let ERGs engage employees across the company to support important causes. They build awareness of the group's mission, connect employees to their community, and show your organization's commitment to giving back.

Fundraising ideas to inspire your next campaign

📍 Supporting Black entrepreneurs

A Black ERG could raise funds during Black History Month for nonprofits that empower Black-owned businesses. Share employee stories to connect coworkers to the mission and offer matching contributions to boost participation.

📍 Scholarships for veterans

A veterans ERG could fundraise ahead of Veterans Day for scholarships supporting service members transitioning to civilian careers. Highlight veteran employee experiences to inspire donations.

📍 Disaster relief drive

A community service ERG could raise funds for nonprofits responding to natural disasters. Focus on a specific event or region, so employees see the immediate impact of their contributions.

📍 Mental health initiatives

A mental health ERG could support nonprofits providing mental health resources during Mental Health Awareness Month. Pair the campaign with workshops or resources to educate employees on reducing stigma.

Leaders like you save time and grow impact with Percent Pledge

We understand setting up campaigns is time-consuming and overwhelming. With our [Giving Platform](#), ERG leaders launch and customize campaigns in just a few clicks, making it easy to unite all employees and support nonprofits that matter most.



[See how ERG leaders like you succeed—schedule a demo today.](#)

6 Using ERG software like Percent Pledge

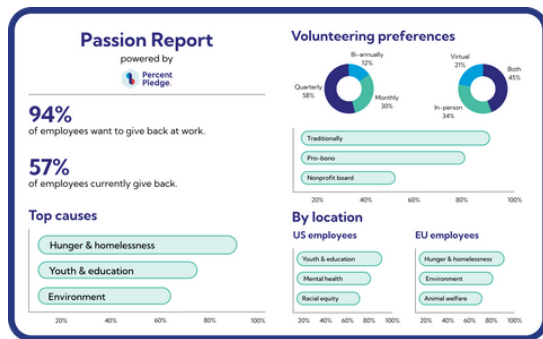
Why tools like Percent Pledge matter

Tools like Percent Pledge make ERGs more successful by driving greater impact, engaging more employees, and proving value to leadership. With these tools, your ERG can grow, sustain momentum, and deliver measurable results.

How Percent Pledge ensures your ERG's success

Our tools are designed to make every step of your ERG's journey successful. Here's how we help you do more and make a greater difference.

Passion Assessment



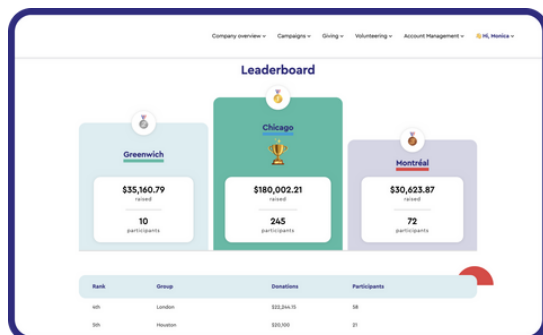
Vetted nonprofit partnerships



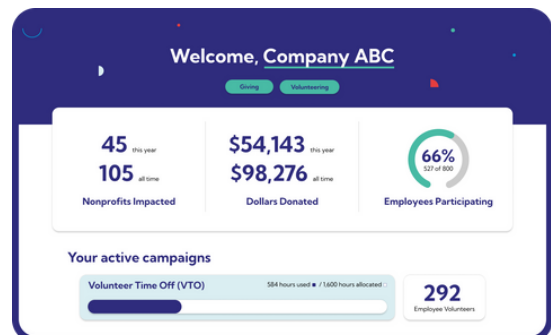
Full-service volunteer event planning



Campaign management



Impact dashboards



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