

EMPLOYEE GIFT MAXIMIZES CHARITABLE IMPACT

Campbell & Company is an employee-owned national consulting firm that helps non-profit organizations maximize their impact through fundraising, communications, data strategy, and executive search.

CHALLENGE: HONORING REMOTE EMPLOYEES DURING PANDEMIC

When the pandemic put a halt on their employee appreciation dinner, Campbell & Company needed to find an alternative way to honor their hard-working colleagues. They struggled to find a personal, tangible gift that would best reflect the company's mission and values.

SOLUTION: DIGITAL CHARITY GIFT CARDS TO SUPPORT NONPROFITS

Since employees were working remotely, Campbell & Company sent them a pre-loaded, digital TisBest Charity Gift Card to pay forward to the charities of their choice. The marketing manager ironically found TisBest while searching online for appropriate gifts to send their clients, all of which are nonprofits. When they read about TisBest Charity Gift Cards they thought it was the perfect solution for their employee appreciation gifts as well. Employees could pay it forward to the causes they cared about most and even support any of their nonprofit clients located across the country. The Co-President emailed employees ahead of time to let them know they'd be receiving an email from TisBest. Then Campbell & Company simply uploaded the employees' names and email addresses through the TisBest site.

CASE STUDY

COMPANY

Campbell & Company

INDUSTRY

Nonprofit Consulting Services

LOCATION

Chicago, IL and Seattle, WA

SIZE

65-100 employees



WHY TISBEST?

- Personal employee appreciation gift
- Seamless order and digital delivery
- Diverse charities

64

EMPLOYEE GIFTS

\$5K

DONATED

53

CHARITIES IMPACTED



A Gift for You
From Campbell & Company

Cheers to supporting a cause
you're passionate about!

“Entering names and email addresses in the spreadsheet [via the TisBest shop page] and having TisBest automatically generate emails was wonderful and incredibly efficient.”

– Sara Shelton, Staffing and Administrative Manager

RESULT: EMPLOYEES PAID IT FORWARD TO THEIR FAVORITE CHARITIES

The cards were very well received and generated a lot of positive employee feedback. They were so thankful for the opportunity to support organizations that are meaningful to them. The company loved that TisBest tracked the gift card redemption rates. Campbell & Company received a detailed spend report which notified them when an employee “spent” their card and which charities they designated. To create excitement about the number and types of charities impacted, Campbell & Company created a Kudoboard so employees could share which nonprofit received their donation. As a firm that helps other nonprofits maximize their impact, they wanted their own employees to celebrate the impact they made on the causes that matter to them most.

“The diversity of organizations that received donations is amazing. I don’t think any employees gave to the same charity.”

– Sara Shelton, Staffing and Administrative Manager