

# PROSOCIAL MOTIVATION

THE KEY TO LOYAL AND ENGAGED EMPLOYEES

PROSOCIAL BEHAVIOR =

BEHAVIOR THAT BENEFITS ANOTHER PERSON OR SOCIETY

## CULTIVATING COMMUNITY

When a company focuses on creating a culture focused on community and cause, studies have shown it can lead to:



## EMPLOYEE RETENTION

72%



ACCORDING TO THE ASPEN INSTITUTE

(of workers) stated that they were more likely to stay with their current employer than leave for a company without hardship funds."

"Studies found that when people 'want to help' rather than feel that they 'have to help,' they work harder, have better performance, and have greater productivity."

IMPROVED



PRODUCTIVITY

SOURCE ARTICLE: "WHY BE 'PROSOCIAL' AT WORK" BY MARGARET GREENBERG

## ENGAGED AND ACTIVE WORKFORCE



Funds with successful engagement rates typically see a range of 10-15% of employees donating.

15% of 10K employees is 1,500 employees who are actively engaged, more productive, and less likely to leave to work for another company.

### INTERESTED IN LEARNING MORE?

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