



ChangeMakers @ Work

A Corporate Citizenship Webinar Series

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INNOVATION & ADAPTABILITY: ENABLING AND INSPIRING GIVING THROUGH A GLOBAL PANDEMIC

Presenter:

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This pandemic has changed our entire world, not only in our personal lives, but in the way we do business. Suddenly faced with incredible challenges to every aspect of their business, TELUS had to innovate and adapt quickly to protect their customers, their team members and their communities. With everyone facing difficult uncertainties TELUS had to ask, how do we serve communities amidst social distancing rules? How do we provide the same amount of care without in-person interaction?

In this webinar, Allison Fary discusses how they evolved their giving programs to support Canadians during this health crisis.

Team TELUS Cares is their employee and retiree CSR program and is the single most mentioned reason for why people join TELUS. It includes:

- **TELUS Community Ambassadors** – Inclusive of all staff and retirees with over 5K members and 23 clubs coast to coast
- **TELUS Days of Giving** – Signature two month giving campaign that engages everyone from staff to customers to community members; in 2019 they had 27,000 Canadian volunteers support over 500 charities and engaged groups of 10-600 volunteers
 - **Pivot:** Instead of canceling the Spring event, TELUS made this a year-round campaign with carefully curated virtual volunteering opportunities. The benefit of going virtual has united staff and retirees with others whom they may have not otherwise connected.
- **TELUS Match** – Matches donations to a total of \$2,500 per person, per year; in 2019, \$4.6M was donated
 - **Pivot:** TELUS made the difficult decision to pause this program to be able to provide immediate COVID-19 relief; was able to donate \$150M for relief efforts.
- **Volunteer Awards** – Rewards employee and retiree volunteering with a \$1 donation for every hour volunteered
 - **Pivot:** Also closed for pandemic relief; still encouraged their volunteers to record their hours, YTD TELUS has recorded 600,000 hours even without the incentive.

3 major drivers to keeping volunteers engaged:

- **Spotlight** – While TELUS normally recognizes volunteers on their social media, they really amplified it this year, collecting stories from their employees and retirees and having their CEO involved. TELUS CEO, Darren Entwistle continues to share volunteer stories and recognition on his personal Instagram. During the Spring campaign, he also sent out weekly emails solely highlighting these acts of giving. The focus was on simple, everyday acts that anyone could take part in.
- **#StayGiving Challenge in May** – social media campaign inviting all Canadians to take part with 3 simple steps – resulting in 3.9M views
 - Take a photo or video of you giving back

- Upload to social media with the hashtag #staygiving
- Tag 3 people you want to take part in the challenge
- **#GoodNewsTues** – Integrated marketing campaign, sending good news every Tuesday directly to the inbox of employees and retirees; sharing light and fun stories of what TELUS employees and retirees were doing in the community
 - July - Fun contest to get people involved. Provided clear and simple instructions on ways to give back; easy sign up for virtual volunteering opportunities with a “how to help” button. Hours were tracked and participants were entered into a draw to win 1 of 5 Apple products.
 - September – Giving for Good Lottery. Gave \$50 in donation dollars to 150 random Benevity accounts every Tuesday in September. Employees and retirees had to log in to see if they won. Sign-ups have doubled in first three days of the campaign since August.

The common theme for every initiative was simple communications, with step by step instructions and specific examples.

How they innovated programs:

- **Connecting for Good** – Extended the program, opening it up to more Canadians, to support seniors, people living with disabilities, front-line hospital workers and low-income families.
 - **Mobile for Good** – Donated over 14K mobile devices and rate plans valued at over \$8.75M.
 - **Internet for Good** – Partnered with school boards to provide internet for students.
 - **Health for Good** – Provided mobile healthcare and mental health care to persons living on the street and provide help to emergency quarantine shelters.
- **Donate the Change** – Customers can round up their monthly TELUS bill to the nearest dollar. The difference will automatically be donated to the TELUS Friendly Future Foundation to support COVID-19 relief efforts.
 - Raised \$60K since launch in December 2019.
- **Introduced TELUS Critter face masks** – 100% of proceeds support TELUS Friendly Future Foundation.
 - Over \$320K raised.

Top 5 Takeaways:

1. Embrace chaos, be comfortable with it, and be prepared to pivot quickly.
2. Use these unprecedented times as a change management tool to innovate your programs – don’t be afraid to try something new.
3. Don’t underestimate your team – people want to help in a time of need but don’t often know how.
4. Communicate, communicate, communicate! Keep it simple, keep it often and keep it easy!
5. People like to rally behind something big.

Allison’s final advice “Turn a year of change into a year of impact!”