



Target Employees
Giving Back
Through the
Points of Light
Civic Circle

Add Subtitle Here





AGENDA

- Review summary of work
- Discuss current and future state
- Questions for moving forward



WHAT WE HEARD

UNDERSTANDING TARGET'S CURRENT CONTEXT

THE CONTEXT

- The Target Forward framework is guiding all decisions
 - Design and elevate sustainable brands
 - Innovate to eliminate waste
 - Accelerate opportunity and equity
- Every employee can do good by doing their job well – from recycling properly to going the extra mile in ensuring hiring practices are equity acceleration opportunities.
- Employees have limited time and do not always have access to a computer
- Reporting on impact beyond volunteer hours is a challenge
- Recognition and story collection and story-telling is a priority – there is a lot of good happening at the store level
- Previous toolkits have been used and still provide value

THE OPPORTUNITIES

- Toolkits and playbooks that equip employees in civic engagement areas beyond volunteering
- Employee recognition that lifts up additional Target values beyond volunteer hours
- The annual giving campaign pilot to try new ideas and get more engagement beyond donations
- Leveraging behavior nudging and other tactics to foster an environment of action
- A cohesive approach that bridges the current employee volunteerism to employee civic engagement mapped to the Target Forward framework.



POINTS OF LIGHT & TARGET WORKING TOGETHER

POINTS OF LIGHT SUMMARY FOR SUPPORT

Specific deliverables focused on tangible wins to capitalize on the momentum and create the desire for deeper engagement and participation.



EQUIP STORE MANAGERS AND EMPLOYEES

Points of Light will work with Target to identify overall vision and develop **~12 collateral pieces, complimentary digital content, and store manager playbook** for Target to deploy all at once or throughout the year.



Ongoing support focused on creating a long-term infrastructure change.



EMPLOYEE VOLUNTEER STRATEGY DESIGN AND SUPPORT

Using Points of Light's established processes and expertise, we will work closely with key stakeholders at Target to develop a **strategy and recommendation(s) for all program components** and approach of Target's employee engagement program. This may include but not limited to *~500 hours between March and June of focus groups, one-on-one interviews, surveys and benchmarking data* to address the needs for engagement of Target employees, business priorities and staying relevant to societal needs and challenges.



CURRENT & FUTURE STATE



FIELD INSIGHTS

LANDSCAPE : WHAT WE KNOW ABOUT TEAM MEMBER VOLUNTEERING

What are some volunteering challenges for team members?:

- Covid
- A lot of leg work/hunting
- Orgs unresponsive
- Identifying the right organizations
- No volunteer opportunities

What's working for team members?:

- Team member interest
- Asking team members who are passionate and engaged to volunteer
- Building legacy partners
- DC/Store driven

What do team members want?:

- boots on the ground
- to be on the frontline making a difference/doing the work
- to see **who** they are impacting and **how**
- “only have a limited amount of time per month. Let's have them use that time to build relationships and not solely source the right ones”



- What will success look like for *you/your team*?
- What will success look like for the *store managers*?
- What will success look like for *team members*?





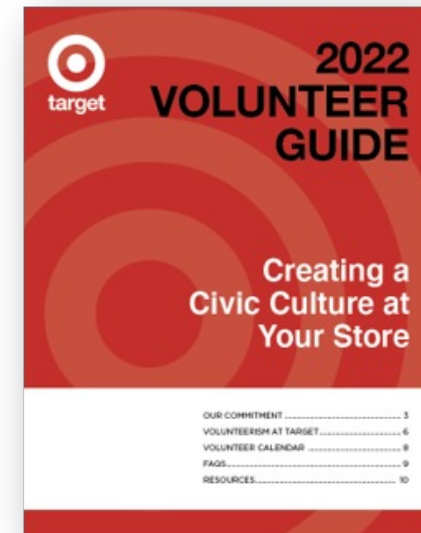
NEXT STEPS



RESOURCES

UTILIZE INFORMATION PROVIDED IN PREVIOUS COMMUNICATION STRATEGIES TO HELP SHAPE 2022

- 1) Thank you card
 - 2) Tent card
 - 3) Pledge card
 - 4) Poster
 - 5) Check envelope
 - 6) Box sticker
 - 7) Folder
 - 8) Checklist
- What other resources have been successful in the past?
 - What other resources have *not* been as successful in the past?
 - Any data points from previous surveys that have been collected?
 - Any team members' opinions we should reach out to for additional feedback? Feedback from 2021 Giving Program?





RESOURCES

ADDITIONAL DETAILS IN PREPARATION FOR COLLATERAL DEVELOPMENT

RESOURCES

- Are there any resources the collateral should reference?
- What websites and platforms do we need to direct the readers to through the collateral?
- What recognition opportunities are there for team members that we would want to highlight?
- Are there any incentives to mention throughout the collateral?
- Are there any requirements we should be made aware of before developing the collateral?

AUDIENCE

- Who are the specific audience members for all pieces of collateral?
- Who is the typical Store Manager?
- Do we need to include any of the 2021 community roles as audience members or reference them in collateral?

TIMING

- Do you want to activate all collateral at once? Rollout plan?
- Is there a communication strategy plan? If so, how can we support?

