



Workshop Brainstorming Activities

At the workshop, everyone came up with a list of the expected ROI for an employee benefit plan.

Those are:

- Attract Top Talent - Recruitment
- Team Building
- Retention
- Morale
- Productivity

With these ROI in mind, the workshop attendees broke out into the following groups: **Environmental Sustainability; Community Engagement; and, Personal Wellness** and brainstormed ideas for socially responsible benefits (SRBs) that would help us meet our ROI. Here are some of the ideas that were shared.

Environmental Sustainability:

Unplug Days - remind your employees to take one day out of the week to unplug unused chargers and appliances in the office and at home.

Install Motion Sensor lights

Conduct an Energy Audit

E-Waste Recycling - have a bin for employees to bring small appliances, cell phones, and batteries to be recycled.

Host an alternative transportation fair

Host Earth Day activities and participate in Earth Hour.

Community Engagement:

Allocating and allowing volunteer time

Offer Community Service Days

Provide Volunteer Incentives

Recognize Volunteers

Have a Holiday Giving Campaign

Offer Professional Mentoring

Give Non-Profit Board Opportunities

Have awareness campaigns (breast cancer, colon cancer, etc.)

Offer tutoring opportunities on site - in your office

Personal Wellness:

Offer Healthy Incentives

Encourage Weight Loss Programs - linked to a community (i.e. Weight Watchers)

Offer flu shot clinics

Switch out unhealthy snacks in the vending machines for healthy ones

Host a Health Fair

Give out Pedometers and have step competitions

Have Competition and Reward Incentives