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Company/Organization: Digital Prospectors

Type of organization: Business

Number of Employees: Less than 50 (around 35)

Category: community/workplace

Challenge or Opportunity:

Our concern was that community giving was seen as an extracurricular activity, and not something that was woven into the daily mindset of our staff. Additionally, we feared we weren't capturing all of the charitable initiatives that were near and dear to individual employees.

Approach or Solution:

Each quarter, the sales team (Recruiting and Account Management) participates in sales contests, with cash prizes for top performers. Our philanthropy committee has now designated funds from our yearly budget to award the quarterly winners with \$250 each to a charity of their choice, in addition to the bonus the company provides them individually.

Impact:

Positive vibes, overall. People feel good because their hard work not only rewards themselves, but benefits the communities that we live in. It's also woven community giving and charitable involvement into our daily lives. As an organization mainly focused on sales activities, it has helped to link these two important pieces of our company culture.