

# Case Study: Major Nonprofit Organization

## Executive Summary

This large nonprofit has 3550 employees in over 100 locations across the region. As this busy organization began growing quickly, they wanted better consistency and more fairness than offered by their previous gift card system. They also sought an increase in public recognition in order to improve appreciation and understanding across all the different departments.

### ● Result: Increased Employee Engagement

Employees feel more recognized through the customized rewards available to them. Lower-wage employees especially appreciate low-denomination gift cards, such as cards for gas money, bus rides, and meals at nearby restaurants.

### ● Result: Driving Business Goals

YouEarnedit not only rewards employees, it also encourages them to live the brand promise of the organization.

### ● Result: Increased Retention

All of these elements are adding up to happier employees: after just a year, YouEarnedit, in conjunction with a focus on leadership development, has helped increase employee retention.

\*Note: The results in this company profile come from a third-party research firm's study of YouEarnedit customers across multiple industries. For more findings, see the [Proven ROI Report](#).

### Result:

#### Increased Employee Engagement

“Everyone in the organization can see everyone else’s jobs and efforts, as opposed to just being siloed.”

### Result:

#### Driving Business Goals

“We reward employees for donating to [nonprofit] and sharing their support on social media as brand ambassadors, and participation has dramatically gone up.”