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# COMMUNIQUÉ

*Trends, Best Practices, and Opinions on Community Involvement*

## The Headaches of Taking Employee Engagement Global

*Our Newest Research Will Help Relieve the Pain*

By Linda B. Gornitsky  
President & Founder, LBG Associates



*Are you facing a mandate from management to take your employee engagement programs global? Or are you already in the process?*

The word "headache" doesn't begin to describe how it feels to face the challenges of going global. No matter where your company is based, taking your programs "elsewhere" is fraught with pitfalls. Here are just a few:

**Culture:** Every country has its own cultural norms, for example, and they may not understand or support volunteerism. This can make it harder to mobilize employees for company-sponsored volunteer projects.

**Currency:** Currency presents another set of challenges, both with respect to workplace giving and volunteer programs. For example, in the case of the former, systems are needed that can handle payroll deduction in local currency. With respect to donations, some nonprofits can't accept U.S. funds--not even electronically. That makes giving extremely difficult.

**Vetting Nonprofits:** Vetting overseas charities is both difficult and expensive. In the best case scenario, a company has an employee on the ground locally to investigate charities. More likely, a company has contracted with a vendor that will do the vetting for it. That vendor may even subcontract to another vendor, adding cost and complexity.

**Tax Laws:** To give wisely, a company also needs to be current on the tax laws in each country. Besides taking any tax advantage available in the country, understanding the tax laws will provide a sense of how philanthropic giving is viewed in that country.

These are just a few of the headaches you will encounter when you go overseas. The logistical and managerial problems will only add to the pain.

### Adopt and Adapt

LBG Associates' and LBG Research Institute's 2007 research study on global community involvement concluded that companies that can "adopt and adapt" their domestic approach have the greatest chance of success.

### Get Involved Now!

Why sponsor and participate? This important study cannot be done without sponsors and participants. Sponsors receive special benefits according to their level of sponsorship. Some benefits include:

- Ability to suggest questions for the research

But how to adapt? LBG Associates, in partnership with Realized Worth, is embarking on an ambitious research study of global engagement that will pick up where the 2007 study left off by uncovering **actionable steps** that companies can take to mitigate local challenges. This report will outline the **solutions** to the myriad of problems companies face going overseas.

This is not just another benchmarking report. We will be interviewing the people on the ground, the ones doing the work and coping with the challenges. We will also be talking to potential partners around the globe—people who can help you roll out a global corporate citizenship program.

- Recognition in all marketing materials as a sponsor
- Advance PDF copies of the report
- Free connections to the webinar about the research
- Recognition at the inaugural U.N. Summit for the Advancement of Corporate Volunteering

Call Linda at 203-325-3154 or [click here](#) for details.

This report is not exclusively for U.S.-based companies. No matter where you are based, the cultural and managerial issues are the same. We'll be talking to associations and organizations in many parts of the world to get the insider's perspective on engagement.

**In short, this essential report will tell you what to expect, what works, what doesn't, and suggest innovative solutions to your knottiest problems.**

The report will cover:

- Traditional Volunteerism
- Skills-Based Volunteerism/Pro Bono/Fellowships
- Dollars for Doers
- Matching Gifts
- Workplace Giving
- Vendor Management
- Practical solutions
- Disaster Relief

Possibly the most exciting aspect of this project is that the report will be delivered at the U.N. Summit for the Advancement of Corporate Volunteering in the spring of 2014 on behalf of the Corporate Sponsors who made the project possible.

We cannot do this study without you, though. Corporate sponsors and participants are needed to make this project happen. Sponsors receive valuable benefits, such as the ability to contribute questions to the research and the chance to participate at the U.N. Summit.

Please contact us right away at 203-325-3154 or [linda@lbg-associates.com](mailto:linda@lbg-associates.com) if you would like to sponsor or participate. We are formulating the questions right now so hurry if you want to give your input on the research.

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## About LBG Associates

LBG Associates is a woman-owned consulting firm focused on designing, implementing, and managing corporate citizenship and community outreach programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through advice, implementation, research, and training. Find more information at: [www.lbg-associates.com](http://www.lbg-associates.com).

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LBG Associates  
245 Long Close Road  
Stamford, CT 06902  
US

