



# Perspectives on Engaging Hourly Employee Volunteers and Donors

Sean OSullivan

# Warm-Up Activity

## Questions to Ask Yourself...

Think about an Employee Engagement Event you see.

- What are we asking for?
  - Money/Time/Items
- What employees are currently participating?
- What's a roadblock for employees to participate?
  - Time/ Technology/Communication?
- What do employees want?





# For this meeting

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## Our goals for you:

1. Understand and relate to GM's perspective on hourly employee engagement.
2. See how GM uses the Problem, Product, Process roadmap to create employee giving opportunities for our hourly employees.
3. Ability to apply this roadmap to your own program



# Community Impact Team

**Mission: Create meaningful giving and volunteering engagement opportunities that align to business priorities, social impact pillars and our hometown community needs.**



**Sean O'Sullivan**

Manufacturing Operations

1. Managing GM Cares Program since 2015
2. Highlights include Grow Cody and Project M
3. Current goal is to hit 50% employee participation
4. Hobbies outside work include animals (2 horses, 2 dogs, 1 cat) and gardening.

# Giving Back to Our Communities

Our collective efforts drive social impact that positively contributes to our hometown communities.

## STEAM Education & Road Safety



## GM Cares



## Story Telling



Educate employees on  
GM's Social Impact pillars

Engage employees with  
the GM Cares program

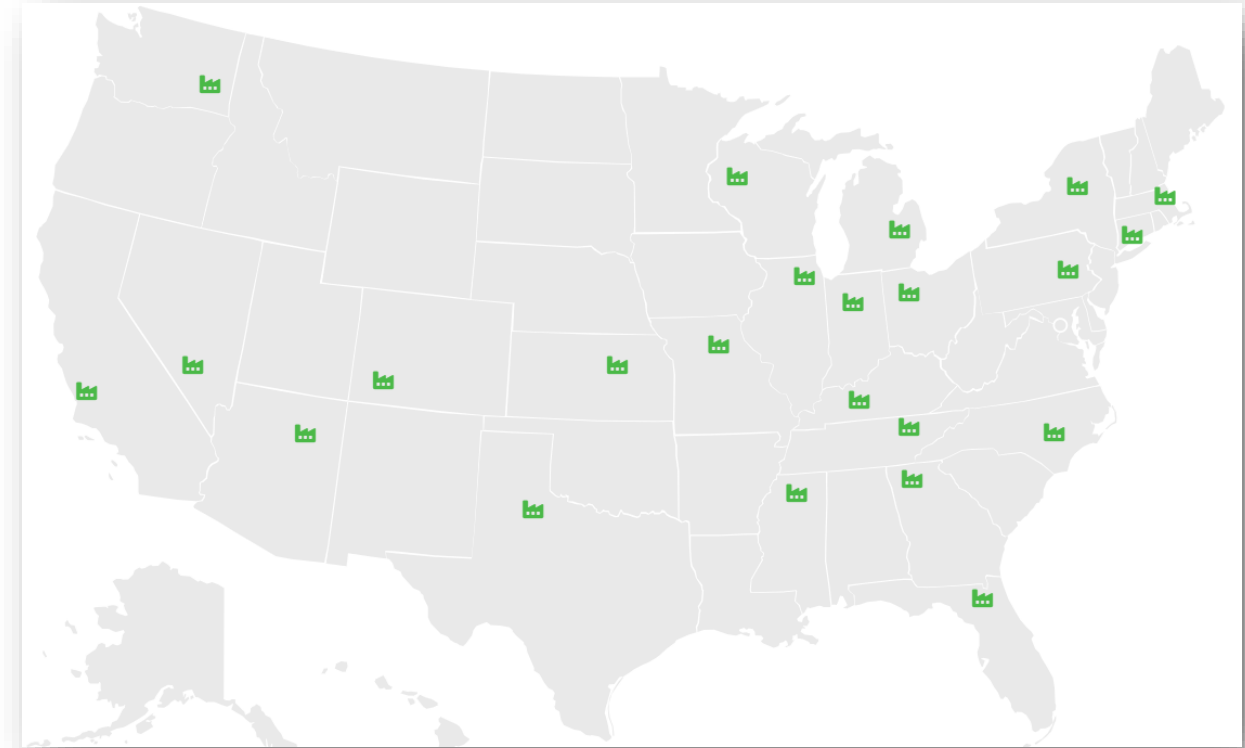
Recognize employees and  
communicate their impact

# GM Hourly Employee Overview



## Manufacturing Staff

- General Motors has 78k employees that are paid hourly. 90% of these employees work at our manufacturing sites.
- Manufacturing employees are represented by the UAW in the United States and Unifor in Canada.
- There are 58 Manufacturing facilities in the US and Canada.



# Roadmap to Engagement



## Problem

What's the biggest barrier around employee engagement?  
Where is the gap between what they want and what we offer?



## Product

What are the items we are promoting for employees to use?  
What's the final goal of using this product?



## Process

How are we communicating the product to employees?  
When do employees interact with the product?  
What's the process for approving the product?

## SUMMARY

Problem, Product and Process is a roadmap to discover ways to engage employees.

# Problem- Pre-Covid Hourly Employee Giving

## Programs

United Way Pledge Cards

- 14k donors, \$2.4M in 2019

UNCF

raffles

MSABC

- t-shirts & raffles

Holidays/Animals

- Data not shared

## Culture of Giving

No Communication

Site, not company goals

No Social Impact Pillars

## SUMMARY

Pre-Covid giving focused on individual programs at each site over a cohesive giving plan



# Problem- Post Covid Gaps



## SUMMARY

Major drop in participation with the removal of United Way Campaign

## Communication Issues

- 56% drop in participation starting 2021
- Pilot programs did not work
- Communication Tactics
  - Facebook, Internal Site
  - Internal Website Announcements
  - TV Monitors, QR Codes

# Problem to Product- Qualitative Interviews



## INTERVIEW STATS

4

Plants

33

Manufacturing Employees

80%

Hourly

70%

Never heard of the GM Cares Program

## THEMES

Hourly employees are...

1 Suspicious of GM Programs

2 Unaware of GM Cares

3 Interested in different Comms.

4 Open to new technology

## PRODUCTS

Policy Updates

Annual Giving

Badge Readers

Leadership Education

Champions

# Product- Badge Readers



## Summary

A Badge reader is a dongle, connected to any GM laptop, that reads a GM employees badge and places their Personal Information in a CSV file.

## Supports

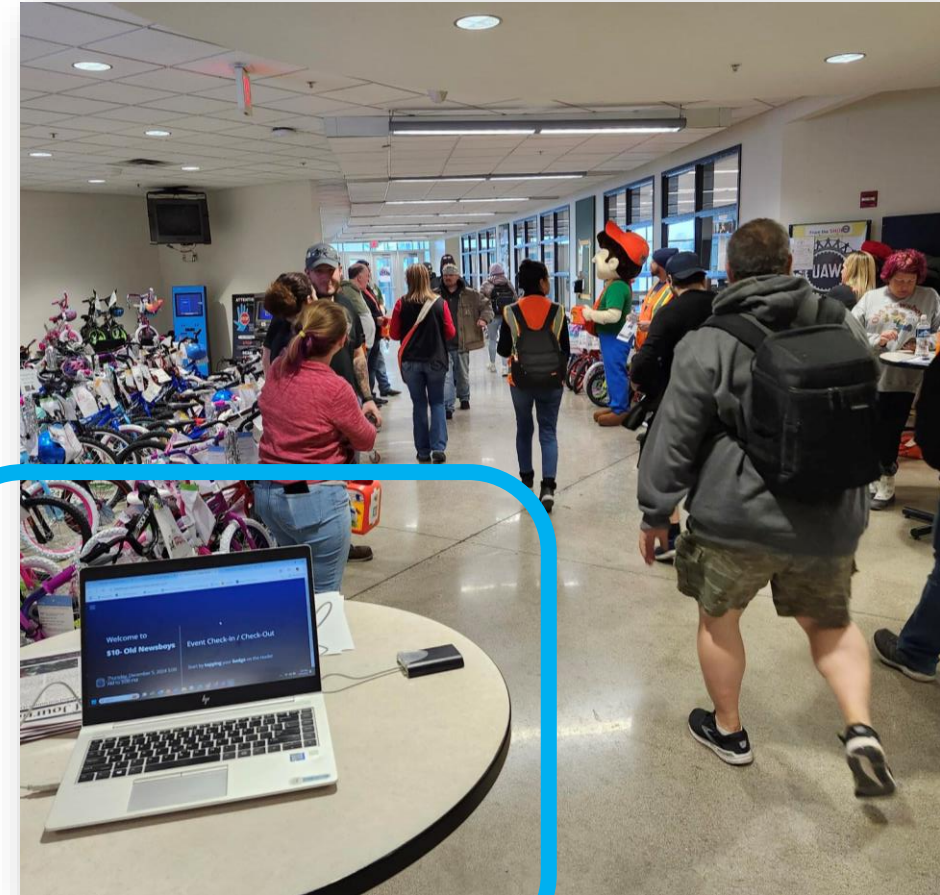
Any program where an employee is counting their Time, Monetary Donation, or In-Kind Donation

## Program Examples

Recurring Payroll, one-time payroll, volunteer, in-kind drop off, general attendance

## Badge Readers

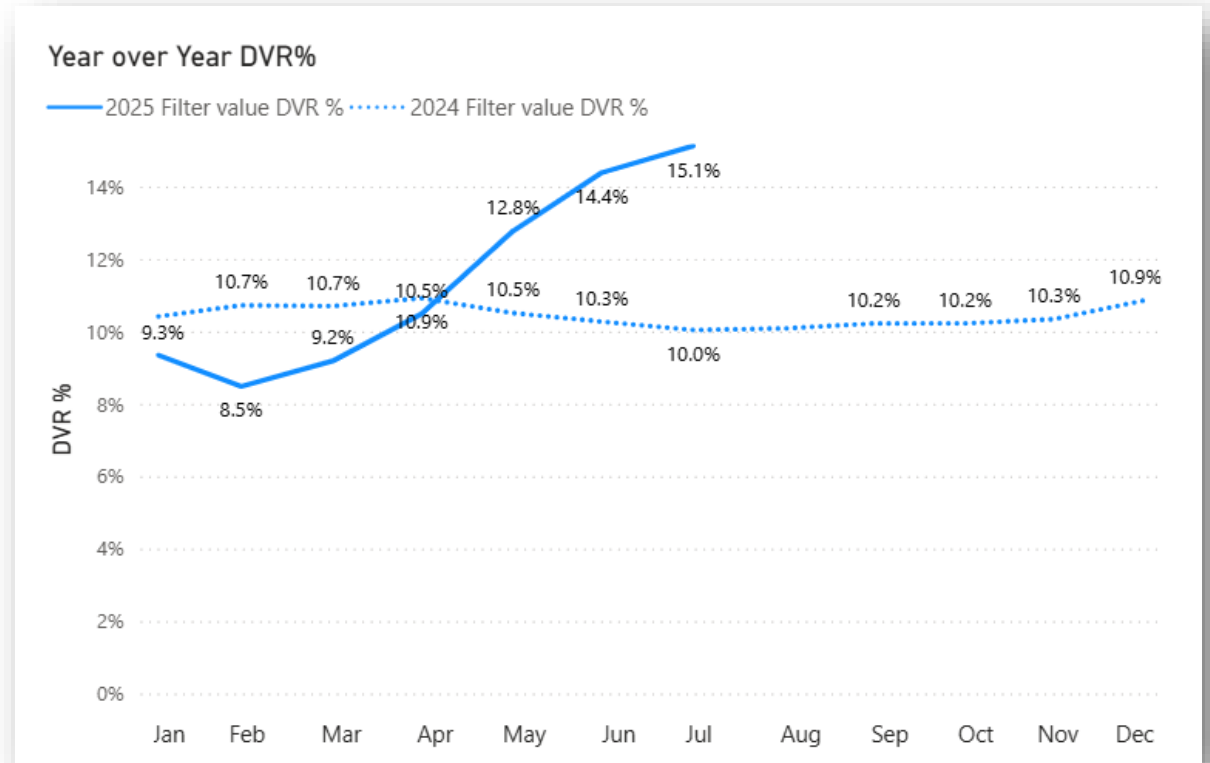
Available to borrow. Can ship through North America



# Product- DVR Dashboard

## Donate, Volunteer, Recognize

- Shows participation in Donations, Volunteerism and Recognitions
- By Department, Site, and Director
- Year over Year comparisons
- Pinpoints gaps to ID updated comms/tech strategies
- Encourages leaders to align with our processes to capture their specific results.





# Process- United Way Fundraisers

## Summary

In March, 2025, two manufacturing sites used badge readers to solicit funds from employees to their local United Way

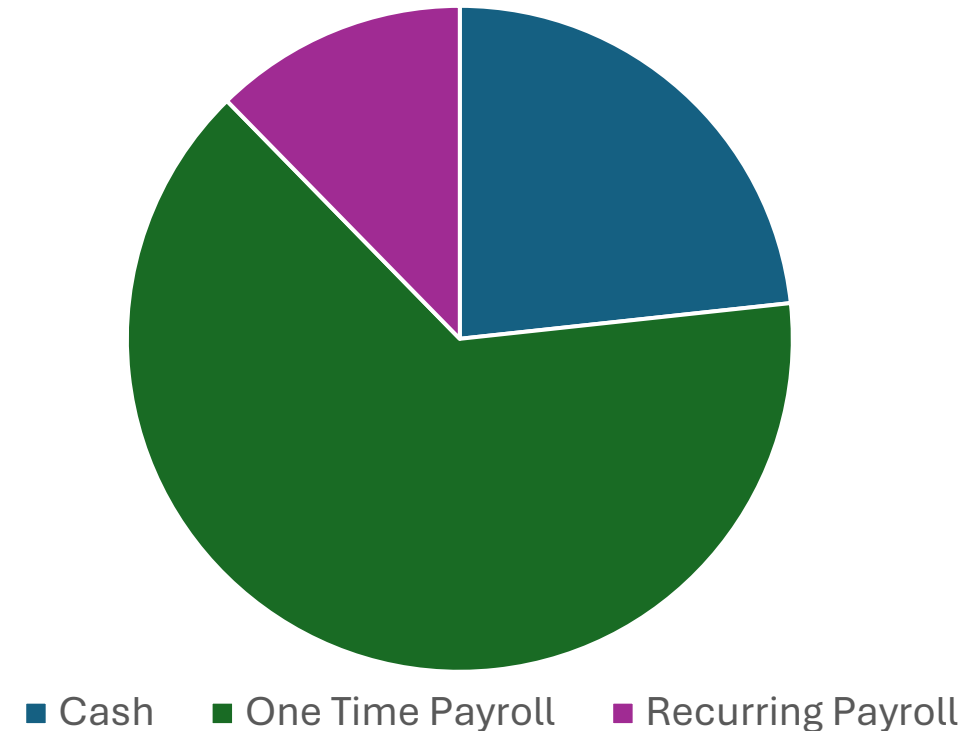
## Results

931 employees participated raising \$61,363 dollars, 163% of last years participation. Employees preferred one-time payroll.

### SUMMARY

- Communications: All People Meeting, Facebook
- Interaction: Badge Readers at entry gates and shop-floor

Employee Participation Type



# GM Summary Roadmap



## Problem

- Identified the problems with our post-covid employee giving strategies in manufacturing sites through qualitative interviews.

## Product

- Created products to help shrink gaps in participation based on interviews
  - **Technology** with badge readers
  - **Champions** to work with employees and create an in-person experience
  - **DVR Dashboard** to measure results and inspire leadership

## Process

- Used products to identify programs that employees wanted to solicit donations and create on-site opportunities
- Promoted Social Impact Pillars