

Culture Champions 101

Culture Champions are rockstar employees that volunteer their time to bring culture to life by designing and executing special events in their local office.



How to build your community of volunteers:

Recruit

Each year, work with local offices to recruit culture champions to take on a leadership role in the office. You can provide applications or seek nominations.

Support

Onboard new culture champions and provide them with the tools they need to be successful. Consider making toolkits with best practices, links to marketing materials, program messaging, etc.

Recognize

Reward volunteers for stepping outside their role to drive culture internally & externally. Coveted t-shirts, emails to their managers, time with local leaders, access to special events are all ways to show appreciation.