

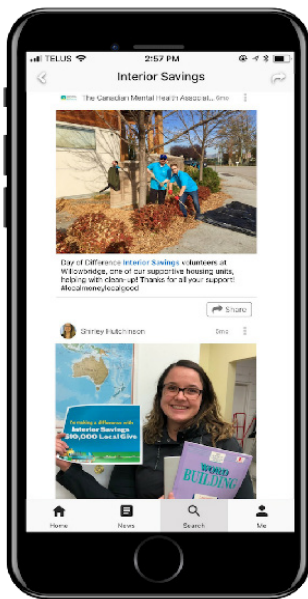


Case Study

INTERIOR SAVINGS

Increase Your Positive Brand Ambassadors

As a large credit union, Interior Savings has both employee volunteer programs and charitable initiatives. They were giving to the community, but they were having to do a lot of the manual work to share their giving story and create momentum in the community. They needed a platform that let their employees, members, and community partners join them in sharing their giving.



Enter Do Some Good!

Our platform made it easy for Interior Savings to:

- Capture and highlight stories from employees and community members amplifying giving and reach
- Garner brand ambassadors through stories and testimonials from employees and organizations, building credibility authentically
- Gather community content and share to their Good Company profile and Do Some Good news page

*“Our employees are working and networking with others in the community - the best part is we become a stronger, more connected community of people helping people”
– Karen Hawes, Interior Savings*

The Results

Interior Savings was able to measure positive results, including:

- Over 140 stories posted from employees, members, and charities in one day for their Day of Difference initiative
- Making a larger impact in their charitable giving in the community
- Overall boost in brand reputation through third party social proof

As a Good Company, Interior Savings grew their brand ambassadors and amplified their charitable giving and community impact.

Find out how we can help your company gain brand ambassadors!
hello@DoSomeGood.ca | GoodCompany.ca