

Visit.org's virtual programming  
helps Colgate-Palmolive transition its  
employee engagement initiative following  
work from home mandates.

# The Case Study

# The Background

Colgate-Palmolive is a multinational household and consumer products provider that is trusted by millions around the world to care for their families and homes. It is a priority for the global company to nurture an in-house culture that engages employees in social responsibility, even amid the COVID-19 pandemic and its subsequent quarantines.



# The Challenge

Each year, employees at Colgate-Palmolive anticipate the company's annual Colgate Cares Day — a full day of giving back, through in-person activities, to causes that employees care about.

However, because of the physical restrictions of the COVID-19 pandemic, Colgate-Palmolive needed to accommodate a virtual volunteering program for the first time.

With only a couple of months to go before their event day, Colgate-Palmolive approached Visit.org for help in curating remote social impact activities.

# The Solution

Colgate-Palmolive partnered with Visit.org in 2020 to bring a range of virtual experiences to its employees. The company's CSR leader Danny Fried says, "Visit.org came back very quickly with a proposal that was affordable and proved that they really understood my needs and expectations after only one introductory meeting."

On Colgate Cares Day itself, "Visit.org had staff participating in each event to ensure they all went smoothly -- which they all did!" Participants enjoyed "a great range of projects that appealed to a diverse group of Colgate employees: from letter writing projects for the introverts, to mock interview practice sessions with people with disabilities for our extroverts, to at-home assembly of activity kits for hospitalized children for our employees to do with their families."



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# The Partnership

The first-ever virtual Colgate Cares Day received such great feedback from employees that its leadership is considering scaling it to its 34,000 employees worldwide in 2021. “With Visit.org in my back pocket, we can certainly pull it off,” says Danny.

In the meantime, the partnership is focused on ongoing employee engagement, with an upcoming Virtual Holiday Service Event, where employees and their families will be assembling care kits for hospitalized children during COVID.



*All experiences curated by Visit.org were high quality, with outstanding vetted nonprofits leading the activities... I am left very impressed by Visit.org's professionalism and hard work and look forward to working with them again in the future."*

DANNY FRIED  
ASSOCIATE MANAGER, COLGATE  
SOCIAL RESPONSIBILITY  
COLGATE-PALMOLIVE

Request a consultation  
with the Visit.org team for your  
next employee engagement initiative

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