

Project Title

NNI Giving Challenge 2020

Project Lead and Members

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Organisation(s) Involved

National Neuroscience Institute (NNI)

Aims

To run an effective annual campaign to boost monthly staff giving at NNI from 22% to 32%.

Background

See poster appended / below

Methods

See poster appended / below

Results

See poster appended / below

Conclusion

See poster appended / below

Additional Information

Singapore Healthcare Management (SHM) Conference 2021 – 2nd Prize (Human Resource Category)

Project Category

Workforce Transformation

Keywords

Workforce Transformation, Staff Wellness, Mental Wellbeing, Culture Building, Gamification, Employee Engagement, Healthcare Administration, Human Resource, National Neuroscience Institute, Corporate Development, Campaign, NNI Giving Challenge, Giving Culture, Anonymous Challenge, Creativity

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Singapore Healthcare Management 2021

NNI GIVING CHALLENGE 2020

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INTRODUCTION

Staff giving is a great way to foster a giving culture at SingHealth. We have the opportunity to go beyond our daily work to do good and feel good, to support and show that we believe in the work that we do at our respective institutions in the SingHealth cluster.

OBJECTIVE

To run an effective annual campaign to boost monthly staff giving at NNI from 22% to 32%.



RESULTS

22% to 38%
Monthly Staff Giving

The 10-week campaign met the objective and pushed up NNI's monthly staff giving by 16%, exceeding expectations.

Consistent endorsement from NNI senior management and HODs and the invaluable support from our colleagues contributed towards the success of this campaign.



METHOD

- NNI Corporate Development Office launched an inaugural 10-week challenge with a **blockbuster-like video** to change up staff giving into a **friendly competition among departments, but with anonymity and injecting mystery, excitement and fun!**
- All 22 departments at NNI formed 22 game players in this anonymous challenge, **represented by player names.**
- Following the launch, **leader board updates** were shared with all staff every two weeks, showing the teams' progress towards 100% monthly staff giving.
- **Prizes were also awarded to:**
 - teams who achieved 100% monthly staff giving
 - the most improved team (in comparing their participation rate to the year before)
 - all staff donors



CONCLUSION

Innovation, creativity, thinking out-of-the-box help in achieving a more effective outcome.

It is also rewarding that creating a giving culture at the workplace helps with:

- **employee engagement**
- **staff 'do good and feel good' (mental well-being)**
- **potentially increasing productivity at work**
- **cultivating camaraderie and fun (joy at work)**
- **potential staff retention**

It is challenging to raise much needed funds by sticking to conventional, routine appeals due to donor fatigue. **Get people excited**, and they will listen and contribute to the greater good!



FEEDBACK & FUTURE WORKS

"What a fun way to increase staff giving!"
"It's so nice to be appreciated for our contribution!"
"Grateful for the effort that went into this!"

Our team plans to run this campaign with variations year-on-year to **hopefully ensure that each Giving Challenge edition is better than the last - to keep things exciting and unpredictable for everyone!**

Our colleagues are our valued supporters! In our effort to thank them for their contributions, we hope that the NNI Giving Challenge will be an event that they can look forward to each year with anticipation and enthusiasm.

"Innovation, having fun and giving back should be the core values for everyone." - Hillary Clinton



NNI GIVING CHALLENGE 2020 LEADERBOARD

● Indicates LEVEL UP players

