



# Celebrating Engagement with Heifer International

For their 80th anniversary, Heifer International wanted a way for every employee to take part in their milestone anniversary celebrations, so they turned to Igloo as their central source for everyone to engage.

## The Celebration Campaign

The Heifer team launched a celebration campaign that increased morale and organization-wide engagement. Here's what their engagement campaign looked like:

- + Heifer used Igloo to introduce a tool that encouraged employees to share creative celebration ideas.
- + Excitement grew across the global organization as they promoted this tool, the "Celebration Picker," in the anniversary section of their intranet.
- + Celebration Picker submissions were presented through an Igloo widget, allowing employees to vote by liking their favorites.
- + Heifer's leadership team reviewed the top ten most liked ideas, announcing three winners.
- + Those winners were implemented and promoted across the Heifer's digital workplace, the Corral.



INDUSTRY  
NONPROFIT



EMPLOYEES  
1,000 - 5,000



## What did the campaign achieve for Heifer?

Here's what the team had to say.

- ✓ **"Increased Employee Engagement"**  
Enthusiasm and participation exploded as employees gained a strong sense of belonging.
- ✓ **"Enriched Company Culture"**  
The campaign united employees around shared goals, sparking connections and innovation.
- ✓ **"Strengthened Leadership Connection"**  
Leaders built trust by championing employee ideas, creating inclusivity and community.

Igloo Software is the only digital workplace platform that enables a truly connected, collaborative, and engaged frontline and desked workforce. See how Igloo makes life better at work for millions of users at [igloosoftware.com](https://igloosoftware.com).

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