



THE COMMUNITY *builder*

An essential guide for ERG
leaders who want to build the
kinds of communities that
attract and retain great people.



Send your questions to pro@fortefoundation.org

People don't stay at companies where they feel invisible. They stay when they feel part of something, when they feel connected, valued, and supported.

That's where ERGs come in. When ERGs focus on community building, they create safe spaces, trusted relationships, and a sense of inclusion that helps people feel like they truly belong. And when belonging is strong, retention follows.

This guide outlines practical ways your ERG can play that role: building intentional connection, partnering with HR, and tracking the impact. Culture isn't just how a place feels. It's what makes people want to stay.



Employees in inclusive workplaces are 47% more likely to stay.

HOW TO ACTIVATE THIS ROLE

ERG Program Ideas

01. Host monthly Connection Circles or "Belonging Labs"

Create space for members to check in, share, and build community beyond their day jobs.

02. Pair new hires with ERG buddies

Help employees build relationships from day one with a 30-day peer onboarding experience.

03. Offer identity-based storytelling or wellness sessions

Facilitate real conversations rooted in lived experience, shared identity, and resilience.

04. Integrate ERG highlights in onboarding materials

Let new hires know right away: there's a community here for them.

05. Celebrate contributions with peer shoutouts or gratitude boards

Small moments of recognition reinforce that people are seen and valued.

HR Partnership Opportunities



Include ERG reps in stay interviews and pulse survey design

Bring the ERG lens into conversations about why people stay — and what support they need to stay longer.



Track belonging and connection in dashboards

Align on how to measure progress and visibility across employee groups.



Recognize ERG leadership in performance evaluations

Acknowledge the emotional labor and cultural impact of community-building work.



Use ERG feedback to flag early signs of disengagement

Empower ERGs to share patterns and prevent turnover before it happens.

Metrics That Matter

Category	Measure	Why It Matters
Retention	% of ERG members retained vs. org average	Connects ERG activity to retention
Engagement	ERG event participation	Signals interest and connection
Onboarding	% of new hires engaging within 90 days	Tracks early inclusion
Well-Being	“I feel connected at work” pulse score	Measures belonging and psychological safety
Visibility	ERG mentions in internal channels	Reflects awareness and reach

Quick-Start Checklist

Action	Owner	Status
Launch monthly "Connection Circles"	ERG Chair	
Add ERG welcome to onboarding emails	HR Partner	
Pilot peer mentoring or buddy program	ERG Dev Lead	
Run a quick pulse survey on belonging	ERG Comms Lead	
Share quarterly feedback with HR	ERG Co-Leads	

Reflection Prompts

Who might be feeling left out or disconnected? How can we reach them?





Which moments in the employee journey need more community support?

What is one step we could take this quarter to make belonging more intentional?

