

Workplace Givers Revealed

Good2Give Research, October 2015

Building a more giving society by inspiring and enabling businesses and people to support communities they care about.



www.good2give.ngo

good2give

About Good2Give

Good2Give is a not-for-profit organisation that makes it easy for businesses and donors to give.

Committed to building a more giving society, we advise businesses on how to engage with charitable organisations and provide technology solutions to efficiently and securely process company and employee donations.

We're now almost half way towards our target of delivering \$300 million to charitable communities across Australia and New Zealand by 2020.

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Foreward



Companies tell us they don't know enough about what their employees want from workplace giving, which is the practice of enabling employees to make charitable donations direct from the pre-tax pay.

Charities often tell us how generous workplace givers are with an average donation of more than \$800 per person annually. It appears that for both companies and charities, workplace givers are simultaneously mysterious and brimming with potential.

In an effort to better understand workplace givers and engage with them more effectively, the *Workplace Givers Revealed* research report provides insights into the preferences, behaviour and motivations of nearly 1,000 donors in workplaces across Australia. Our research partner, More Strategic, then compares these findings with data from over 7,000 charity supporters from the general public.

The result is a comprehensive and insightful profile of workplace givers – who they are, what makes them different and what motivates them to give so generously. I would like to personally thank the donors who participated in this study.

It is critical that we continue to build a strong evidence base to grow giving and offer employees greater community connection.

It's hard to ignore the significant opportunities workplace giving offers charities, companies and our communities, particularly if we learn to meet workplace givers' needs, as both employees and as charity supporters.

I genuinely hope this research will help to generate an active culture of workplace giving in Australia and New Zealand – helping to make giving a part of everyday working life and a meaningful and vibrant expression of community goodwill.

A handwritten signature in black ink, appearing to read 'Lisa Grinham'.

Lisa Grinham
Chief Executive Officer
Good2Give

Executive Summary

Realise the potential

Almost half of workplace givers would increase their donations if asked.



Workplace givers are a unique group of passionate donors. They're vocal, proud, loyal and generous. They're ready to be encouraged to give more, and they're ready to be recognised.

According to the workplace givers surveyed for this report:

- Company matching employee donations is a critical motivator in making the choice to give (81 per cent), as is having a wide choice of charities to choose from (86 per cent). They want to donate to the charities they personally care about.
- Having a workplace giving program demonstrates a genuine commitment to the community and makes their company a better place to work (80 per cent). A company-sponsored workplace giving program increases employee pride in where they work.
- They are passionate and want to share their giving with their networks. Workplace givers are 16 per cent more willing to share their charity involvement through their networks than the average donor from the general public. This represents a positive reputation and brand building opportunity.
- Almost half would increase their donations if asked. This generosity equates to an additional \$1.3 million in donations that charities are missing out on from Good2Give's workplace givers alone!

Now that's a revelation to tap into.

Research findings indicate that communication with employees and donors is key. This includes regularly promoting workplace giving to encourage more employees to give; letting workplace givers know the impact their donation has; being willing to ask for further support; and recognising and celebrating those participating and engaging in their community.

Key Recommendations

Companies

Ask at point of employment

- At your induction training, encourage new employees to participate in your workplace giving program. This will help to strengthen loyalty and grow your giving levels.

Raise awareness

- Don't leave the onus on employees to find out how they can give pre-tax. Promote your workplace giving program regularly to grow company-wide awareness.
- Promote the program benefits that matter the most to your employees, such as matched giving, broad charity choice and the ease of joining the program.

Normalise

- Encourage peer-sharing and senior leadership involvement to help integrate giving into your corporate culture.
- Share the impact of your workplace giving program to increase employee pride.

Recognise

- Appropriately recognise the contributions of employees to meet their expectations and nurture a rewarding experience.
- Ensure direct communication channels are available between employees and their chosen charities to provide employees the charity connections they seek.

Offer broad charity choice

- Give employees the opportunity to connect with the charities and causes that matter most to them, by not just offering the company's preferred charities.

Charities

Share your impact

- Charity communication is vital for donor engagement. Provide regular progress reports to ensure donors feel valued and inspired to support your work further.

Ask for more

- Provide donation level recommendations and encourage increases at Christmas, end of the financial year and periodically as the giving relationship deepens.

Offer other support opportunities

- Encourage workplace givers to partake in your charity's work through other non-financial avenues.

Help spread the word

- Encourage workplace givers to share their support through social, personal and corporate channels.



Companies

Share the impact of your employees' goodwill.

Charities

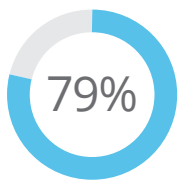
Provide opportunities for workplace givers to deepen their relationship with you and their community.

Donor Profile

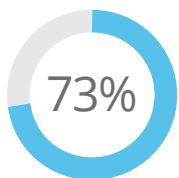
Passionate and vocal

Workplace givers are 16 per cent more willing to share their charity involvement through their networks than the average donor from the general public. This presents an opportunity to boost the reputation of both the company and charity.

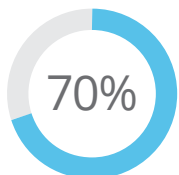
The willingness of workplace givers to share their efforts is not surprising considering their strong commitment to their chosen charities.



79% are very passionate about the work of their charities



73% are very committed to support their charities' work into the future



70% want to further their relationship with their chosen charities

Importantly, some 40 per cent of respondents expect further peer and company recognition. Facilitated by their employer, this acknowledgement reaffirms the company's genuine commitment to their employees' community initiative and impact. It also helps to maintain donor enthusiasm.

Generous

Having frequent connection with workplace givers and keeping them informed is key to increasing participation and donation levels. Some 34 per cent of workplace givers would be happy to donate more if they were simply asked. In addition, almost half of workplace givers are open to making a seasonal gift at Christmas or at the end of the financial year.

Some 33 per cent of workplace givers were also open to increasing their regular donations each year. This presents a significant uplift in donations for the charity sector among a group of donors who on average already donate \$600 per annum to Australian charities, which furthered by company matching results in approximately \$840 annually per donor.



1 in 3 are open to increasing their regular donations each year.



Workplace givers are committed donors who have significant potential to increase their support.

Younger

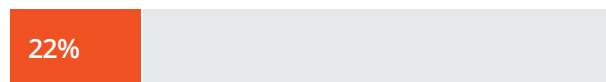
According to data from More Strategic, 74 per cent of donors in Australia are part of an older population, between 50 – 74 years of age. When it comes to workplace givers, some 69 per cent are aged between 18 – 49 years. Consistent with wider data on this age group, workplace givers tend to be less religious and more connected via social media.

Their use of technology, younger age bracket, and general passion for their charities of choice are likely explanations for the increased willingness to self-promote their charitable support.

Givers under 50 years old



Workplace givers

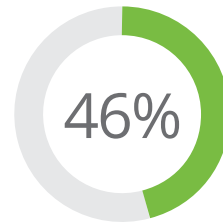


General public givers

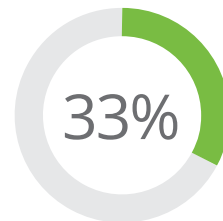
Active supporters

Workplace givers engage with charities through a wide range of avenues. On average they're involved in five different methods of charity support: they typically volunteer, fundraise, advocate for social justice, support friends putting on charity events and/or partake in events like fun runs. Compared to general public givers, workplace givers are 20 per cent more likely to support Australian charities through a range of financial and non-financial avenues.

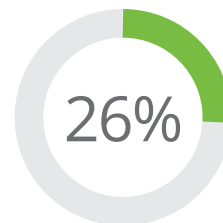
Fundamentally, workplace givers are committed donors who have greater propensity to increase their charity support through both financial and non-financial avenues.



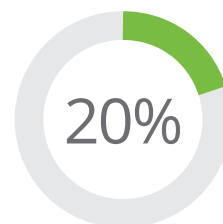
46% are happy to make an additional gift



33% are open to increase regular donations each year



26% are likely to adjust donation levels to the suggested amount



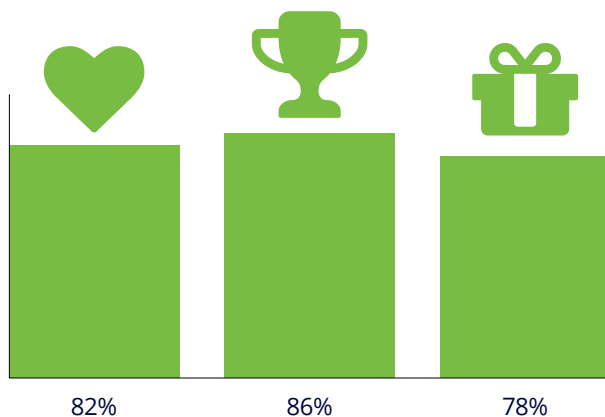
20% more likely to support Australian charities through a range of avenues than public givers

Employee Profile

A key finding from this research is the direct impact that workplace giving has on employees' sense of pride and esteem for their company. Workplace givers are also loyal with 79 per cent having been with their company for more than three years and 56 per cent for over seven years.

A better place to work

Eight out of ten employees surveyed felt their company's workplace giving program reflected a genuine commitment to the community. Over 85 per cent of survey respondents also felt this form of community engagement and generosity made their company a better place to work.



"My company is more supportive of charities than other companies." 82%

"I am proud to work here because of my company's sponsored workplace giving program." 86%

"My company is generous for matching my donations." 78%

Attitudes towards their employer

An overall Net Promoter Score (NPS) of +31 was achieved among workplace givers from a scale of -100 to +100. This was measured according to the likelihood of workplace givers recommending their company to a friend or colleague as a good place to work.

With a score of +50 considered exceptional, this is a highly encouraging score which reflects the value and importance of a strong corporate community investment program, and workplace giving's role within that.

The respondents who indicated they would recommend their company as a great place to work had:

- **Been asked to join a workplace giving program when they joined the company**
- **The opportunity to make an ongoing donation to a charity of their choice**
- **Received communications as a workplace giver from the charity they supported, and**
- **Been encouraged by the fact their company supports big fundraising events.**



**“My company’s workplace giving program makes me proud to work here.”
(86 per cent of respondents)**

Understanding Charity Choice

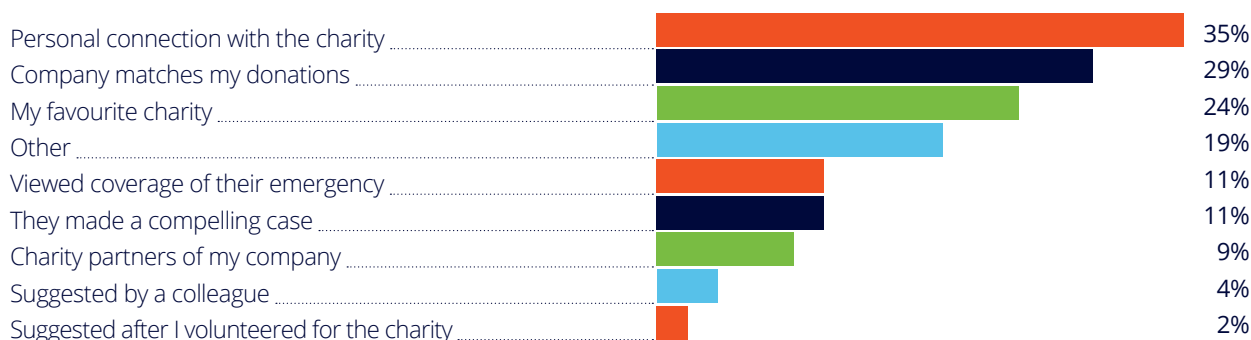
The need for personal connection

Survey results revealed that nine out of ten workplace givers need to connect with charities and causes that matter to them. This is why providing wide charity choice is critical for program success.

Only a small number donated solely on company recommendation, keeping in mind that not all companies offer charity partners.

Some 29 per cent were swayed by whether their company matched donations to that specific charity. This coupled with charity choice are powerful motivators for giving, and possibly for increasing employees' donation levels.

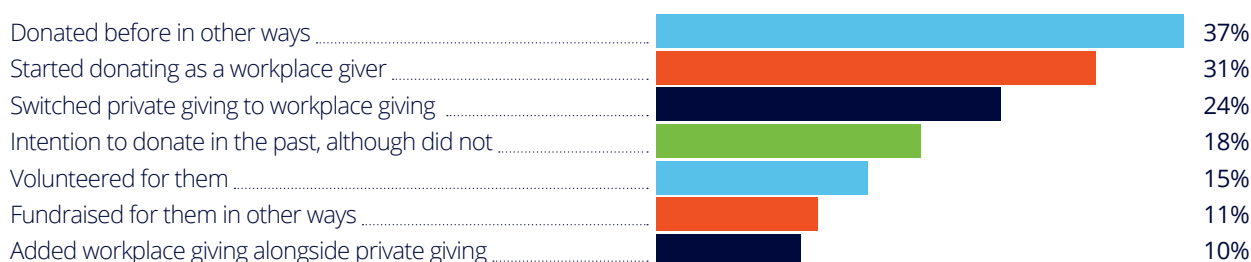
How workplace givers choose a charity




Further existing relationships

Out of the 1,000 workplace givers surveyed, 20 per cent sought out charities to which they had previously wanted to donate. Through workplace giving, they found an easy and rewarding way to further their charity relationship by offering new financial support.

Workplace givers' prior relationship with their charities





**Nine out of ten
workplace givers
donate to charities
they personally
connect to.**

Provide new options

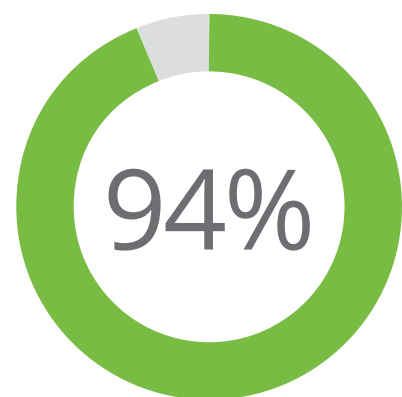
Interestingly, when given a choice of charities, 31 per cent of workplace givers donated to a new charity they had no previous relationship with. This channel provides employees an easy avenue for donors to explore and be inspired by new charities to support.

Notably, the majority of workplace givers are new donors for charities, offering regular ongoing support they previously were not receiving.

Make giving easy

94 per cent of workplace givers seek simplicity in their giving. 80 per cent think workplace giving is quick and easy!

Workplace givers prefer a user-driven digital platform that is flexible and transparent. The ability to reset pledges, view company matching and monitor salary deductions with ease were highly valued features. This functionality improves the perception of workplace giving as easy to join, update and use.



94% want giving to be easy and they feel workplace giving is quick and easy.

Company Communications

Donor acquisition

Internal promotion campaigns are a key driver for participation in workplace giving. Some 37 per cent of respondents reported joining a workplace giving program at this time. Interestingly, asking new employees to join a workplace giving program at point of employment also tended to correlate with favourable employer perception, at 41 per cent.

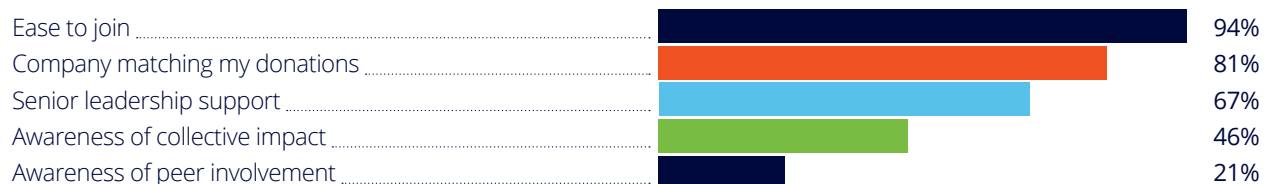
Notably, 23 per cent of respondents sought the opportunity to join their workplace giving program themselves. This indicates a strong need for more easily accessible information about workplace giving programs so that employees can make an informed choice to join at any time. It also indicates an opportunity for higher employee participation through stronger internal promotion and awareness.

Internal promotion

Companies can be confident that promoting their workplace giving program internally will be positively received. Some 92 per cent of workplace givers described themselves as very pleased to donate, and only 8 per cent donated because they felt they “ought to”.

When considering whether to become a workplace giver, employees seek the following program features:

What workplace givers seek



Normalising giving at work

The research suggests there is room to further leverage workplace giving programs to generate wider employee pride. Some 83 per cent of workplace givers were not aware of colleagues that make donations through their payroll. This is notable considering their willingness to share their contribution and expectation of wider company recognition.

Normalising giving is an important contributor to shaping employee behaviour and builds a culture of giving. It also expands employee awareness of the program and its collective impact both among workplace givers and wider employees.

Employers should consider responding to employees' enthusiasm to give, and tap into this opportunity to strengthen their workplace culture and enhance employee goodwill.



Over a quarter are seeking their company's workplace giving program through their own initiative. Make program information more readily available.

Charity Communications

Donor communication is integral to leveraging goodwill and boosting participation. Consistent with Good2Give's *Disasters, Donors and Giving* research in 2011, this survey reinforces the opportunity for charity communication to tap into high-value, committed donors.

Communicate your appreciation

Some 60 per cent of workplace givers said that hearing stories and progress updates from their charities is important to them; and four out of five want to know the impact their donation has. Donors who recall receiving correspondence from their charity were more favourable towards the charity and in turn had higher donation levels.

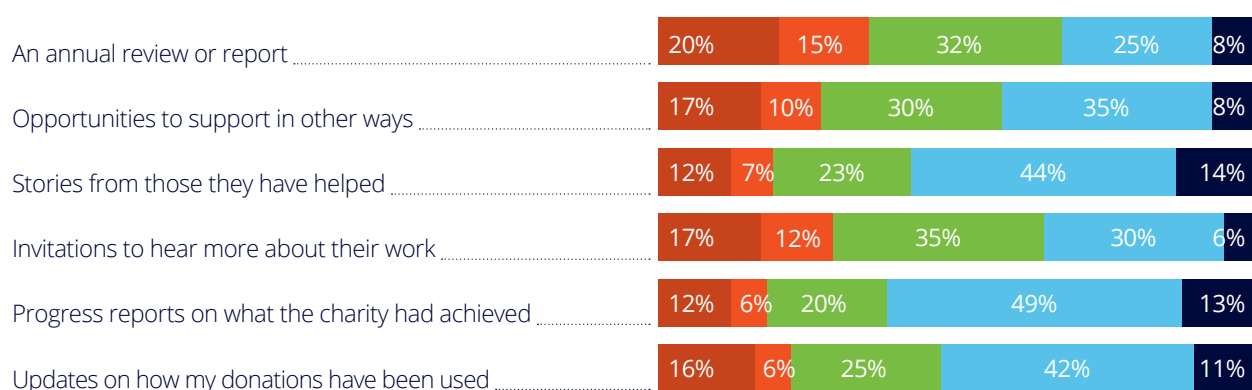
Workplace givers expressed that charity communication directly made them feel more “appreciated”, “involved” and “valued”.

Share your impact

Charity communication first and foremost needs to acknowledge the donor. Findings suggest this is best done through regular donor updates. Some 62 per cent of workplace givers preferred a progress report from the charity, compared to only 33 per cent who considered an annual report as important.

Case studies, emotionally driven testimonials and statistics were all valued communication methods. Some 40 per cent of respondents preferred fact driven updates. The other 58 per cent wanted more information on how their support had improved a person’s life with reference to case studies and testimonials.

How important is it to you to receive the following communications?



■ Not at all important
 ■ Quite unimportant
 ■ Neither
 ■ Quite important
 ■ Very important

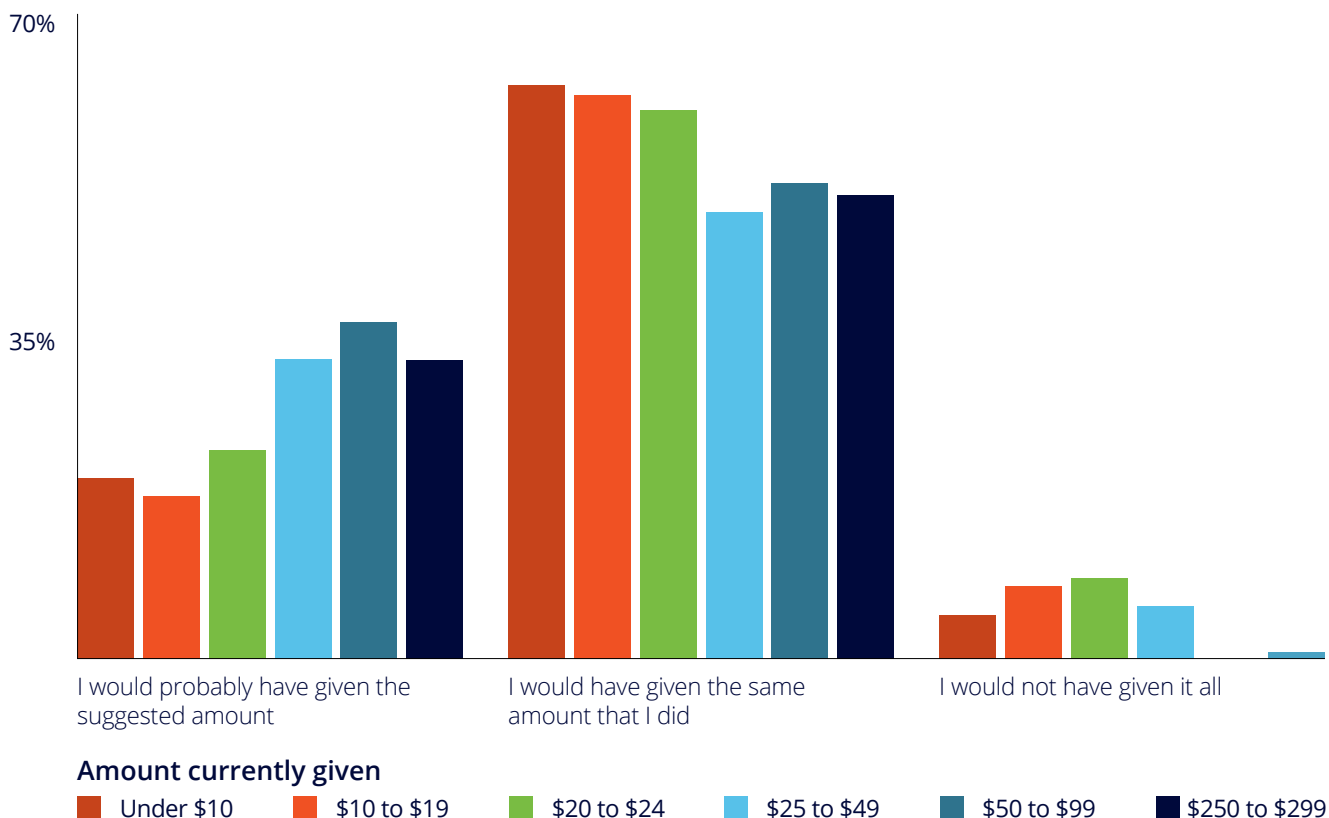


Workplace givers who received charity updates were more motivated and generous supporters.

Ask for donation increases

According to survey results, almost half of workplace givers are willing to increase their donations, with 26 per cent also open to set this to the requested amount. To tap into this goodwill, it's important that charities communicate the community need and provide clear guidance on recommended support and donation levels.

Higher charity ask and likelihood to increase



Methodology

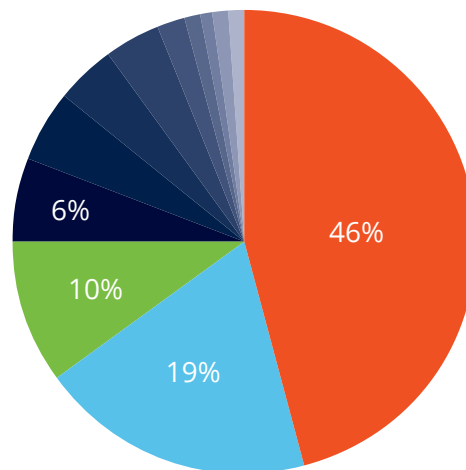
The *Workplace Givers Revealed* research was conducted by Good2Give in partnership with More Strategic, a consulting firm for not-for-profits.

It was an anonymous electronic survey undertaken in October 2015, which received close to 1,000 responses. It targeted Good2Give's workplace giving database from Australian employees who were signed up to an active workplace giving program. Respondents to the survey were 59 per cent female and 41 per cent male.

Donors came from a cross section of Australian employers; from large corporates to medium sized businesses to Government organisations. Additionally, charities that also have their own employee workplace giving programs responded.

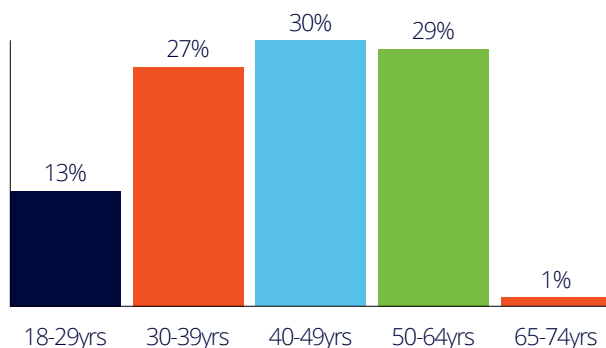
Respondents by industry sector

Financial Services	46%
Telecommunications	19%
Professional Services	10%
Other	6%
Transportation	5%
Healthcare	4%
Property	4%
Government	2%
Energy and Water	1%
Manufacturing	1%
Retail	1%
Charity	1%



Age groups of respondents

Respondents were diverse in age, reflecting the working life span.



Findings were independently collated by More Strategic and compared to more than 7,000 responses from donors in the general public, giving through other donation channels. General public giving behaviour was drawn from More Strategic's ongoing donor research.

Consider This

If just 10% of Australian workers donated \$5 per week through workplace giving, an extra \$300 million would be raised for Australian charities every year.

If 25% of these donations were matched by employers, an additional \$75 million would be given to the charitable sector annually.

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