

Addressing workplace giving barriers

1/ Make sure employees know about workplace giving

There is low awareness of workplace giving, even in companies where a program exists. Supporting this statement is Good2Give's 2011 research of 1,000 Workplace Giving donors where 65 per cent of respondents did not know they could give to disaster appeals through workplace giving but would like to do so; and conversely 33 per cent said they did not realise they could make monthly donations. Charities and companies need to work together, and independently, to promote workplace giving, and communicate how workplace giving is the smart way to give to charity.

2/ Make it easy to start, stop or change donations

Non-donors are wary of being locked in to ongoing donations.

"It's hard to commit – that's what I find is the problem, it feels like it can be a commitment. When you're asked to donate you usually do it when you're feeling flush."

- Donor wanting flexibility through Workplace Giving.

Communicating to employees that they have the freedom to start, stop or change their donations at any time and the ability to make one-off donations by using Good2Give's Workplace Giving Platform, can help overcome this barrier.

3/ Give employees a choice

As is evidenced by the numerous workplace giving programs we manage, the most effective programs are those that offer a wide selection of charities as employees are motivated to give when they can find a charity that they are personally connected to. We have found that when a company moves from offering only a small number of charities to give to, to more charity choice, the number of donors and value of donations double, and the number of charities receiving funds increases 8 to 10-fold. However, some companies have been successful by limiting charity choice; we always work with companies to deliver a program that best suits their needs.

4/ Build a workplace giving community

The 'power of the group' can also be used to help workplace giving seem less like an individual activity and make donors feel part of something big and important. Unlike fundraising events and volunteering, there is limited opportunity for social interaction in workplace giving. However, communications can highlight the difference donors are making collectively, and as mentioned previously, donors can be given visible recognition through social events and tokens of appreciation.

Tactics such as using senior executives and peers to send out key messages, utilising social occasions with colleagues to promote workplace giving will help encourage employees to give and make donors feel like they are part of a very important group contributing towards the sustainability of charities.

5/ Even small donations count

It can be hard for some employees to understand how donating even a small amount is still very beneficial to charities.

Communicating the power of being a part of a larger group can help convince employees that even small amounts are worth it.

6/ Donor confidentiality and security is our top priority

A barrier for some non-donors is the desire to keep their personal life and work life completely separate. Communicating the use of a third party such as Good2Give that processes donations confidentially may help alleviate concerns over employers knowing about employees' donation behaviour. Good2Give knows the vast majority of donors do want to hear from charities (in our case, 90 percent of donors opt-in to receive communications from charities) and so Good2Give facilitates the secure transfer of donor information, unless donors wish to remain anonymous, whilst not providing this information to companies.

Contact us to build strategies that will make a difference to your business and to the communities you wish to help.

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