

# Appeal Launch (long version)

## From the Program Manager

*Please note this copy is a guide to assist with the launch and promotion of your workplace giving program. Feel free to adjust this copy to meet the needs of your organisation.*

[XYZ company] is very pleased to launch our End of Year Appeal this festive season! Christmas is a great time raise a smile, spread the joy and make a gift that counts.

By using Good2Give's search functionality, it's easy to find your favourite charity, support their end of year appeals, and get inspired by some of the other charities your workmates are giving to this December.

### Why give using Good2Give's Workplace Giving Platform?

- ✓ Giving made easy: Manage and change donations easily. Set up regular or one-off donations directly to the charities and causes that matter most to you. No need to use and keep your credit cards or bank details up to date.
- ✓ Giving makes you feel good: Connect with the charities you care about and see the impact of your donation with the option to give anonymously if you wish.
- ✓ Give to charities you care about: You can give to your favourite charity by suggesting and adding new charities to the platform.
- ✓ Giving makes financial sense: With workplace giving, the tax benefits are immediate; no need to keep or find tax receipts. Why not try Good2Give's Workplace Giving Tax Calculator today to see how much you can save on tax each year?
- ✓ [If applicable: Tap into your company's matched giving program: Through the Good2Give Workplace Giving Platform, your company has the opportunity to match your donations – meaning charities have the opportunity to receive more!]

### Who is Good2Give?

Good2Give is a not-for-profit organisation that makes it easy and secure for you to give regular or one-off pre-tax donations directly to the causes that matter to you – minimising the cost to you and maximising the benefit for the charity.

Good2Give enables you to make pre-tax donations to a registered charity direct from your pay through an easy-to-use Workplace Giving Platform.

### What do I need to do?

Help spread the joy and sign up (hyperlinked) to give today!

Kind regards  
[Signed]

**If you need further assistance or have any questions on how best to launch or relaunch your workplace giving program within your organisation, please contact one of our workplace giving experts.**