

Appeal Launch (short 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 to make a regular donation to or support their end of year appeal. Either way, each donation is automatically deducted from your pay which means your tax benefit is immediate.

[If applicable: I am also pleased to announce that [XYZ company] will match donations made by staff up to [\$xxxx] every year. This means the charities you give to will receive double your donation!]

Sign in to Good2Give (hyperlinked) now to search for charities and set up your donations.

Remember your donations are made directly from your pay so there's no need to collect tax receipts.

Thanks for spreading joy!
[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.