

End of year giving

From the CEO

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 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.

You can set up regular donations to the causes that matter to you, or make a one-time donation. Either way, each donation is automatically deducted from your pay which means your tax benefit is immediate.

[If applicable: What's more – [XYZ company] will match every dollar that you donate, up to a maximum of [\$xxxx] per year. This means even more support for the charities you care about.]

You can also receive updates from the charities you support to see the impact of your donation. And, if you prefer your donations can be made anonymously.

Make a gift that counts! Sign up ([hyperlinked](#)) 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.