

How to build a vibrant workplace giving program

Employees who donate at work are more loyal to their employer and proud of where they work.

1/ Ask at point of employment

At your induction, make sure to encourage new employees to participate in your workplace giving program. This strengthens loyalty from word go, sets the tone and is proven to boost your giving levels.

2/ 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 and maximise the workplace impact of your program. Also don't forget to promote giving benefits that matter most to employees: Matched giving, broad charity choice and the utter ease of setting a donation.

3/ Normalise

Encourage peer-sharing and senior leadership involvement to help integrate giving into your corporate culture. Also, share the impact of your employees' charitable contributions to increase workplace pride.

4/ Recognise

Personally recognise your employees' generosity to build a rewarding giving experience and meet employees' expressed expectations. Charities can also help nurture the giving experience by connecting directly to donors through your workplace giving program.

5/ Offer charity choice

Give employees the opportunity to connect with the charities and causes that matter most to them. Offer to administer donations not just to charity partners but to all Australian charities.

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

Good2Give's Company Resource Hub gives you access to a range of newly designed promotional assets and templates that can be used when wanting to launch to a workplace giving appeal within your company. This enables Program Managers to choose from a range of generic, cause specific and seasonal appeals.



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