

How to launch an appeal

If a company does not put the necessary resources into promoting its workplace giving program to cut through the daily white-noise, employee take-up will be low.

What you need to do

1/ Set Goals

Choose targets that make sense to your business. Each business is different; there is no point in setting unrealistic targets. In considering appropriate benchmarks, we suggest you reflect on the following areas which will have an impact on the success of your workplace giving program:

- Are donations being matched?
- Does the company have a culture of giving?
- Will the program be proactively supported and promoted by senior leadership?
- What other avenues do staff have to give?
- How often is workplace giving promoted - and how it is promoted?
- What is your budget to promote workplace giving?

Bearing the above in mind, there are a number of benchmarks a company can set:

1. Number of employees giving each month – Workplace giving is usually a slow build as it takes time to get the message to potential donors – which is why regular promotion is so critical.
2. Number of donations made each month.
3. Number of receiving charities and the reach of those charities – across geographies, cause areas etc.
4. Average employee (and matched if relevant) donation per month or year.
5. Total value of donations.

2/ Commit to a budget

There are two aspects of a workplace giving budget:

1. Donation Matching – how much is the company prepared to commit to matching employee donations?
2. Promotion – allocating funds to develop creative communications to launch and promote workplace giving throughout the year.

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.

3/ Allocate workplace giving champions

Advertise internally for volunteer Staff Champions to promote workplace giving throughout the office. Ensure they represent a cross-section of the workforce. If your company has multiple locations ensure you have representatives from all offices, and all levels of seniority and business units, from the factory floor to administration, sales and senior management.

Staff champions should be brought together (if not physically, then via phone, video or online) to be briefed on how the program works. This group of people are your eyes and ears on the ground to provide valuable feedback as to how the program is going and improvements that can be made.

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4/ Engage key stakeholders

To assist in the success of any employee-based program it is critical to engage your stakeholders. You know who they are as they are the people that have helped you come this far. They want workplace giving to work. They will be your strongest advocates to help you spread the word and can hold information sessions with their teams, offices; put up posters around the workplace; place promotional items on people's desks; and be a source of information. Stakeholders may include:

1. Staff champions
2. Senior leaders
3. Your community team, or the business unit it may reside in such as marketing, corporate communications or human resources.
4. Payroll team
5. Charity partners

5/ Secure commitment and support

Buy-in and support from senior management and the Board helps when encouraging employees to join the program. A letter or email from the CEO to employees can illustrate the business's commitment to the program. Good2Give's Company Resource Hub also gives you access to a range of pre-written communication templates that can be easily adapted to your company's designated messaging.

By gaining this commitment at a senior leadership level, champions will have a greater appreciation and understanding of what the program is all about and will be more comfortable and enthused when promoting it to their team.

Remember to inform your employees if your company is matching donations – this is very likely to increase participation rates.



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