

How to promote matched giving

It comes as no surprise that companies who match employee donations boost their employee generosity and build workplace morale.

Fundamentally, it's what staff want. When thinking of joining a workplace giving program, companies matching staff donations is a deciding factor for employees.

Good2Give's recent Workplace Givers Revealed Research found that 81 per cent of employees considered matched giving as an important feature, and it was ranked as the second most influential factor in deciding which charity to support.

Compounding the charitable impact not only makes giving more attractive, but it shapes how employees see their employer. Close to 80 per cent say that their company is generous for matching their donation. Additionally, 82 per cent considered their company to be more supportive of charities than other employers.

With a sample of over 100 companies, we observed matched giving increased staff donations through company sponsored workplace giving programs by an average of 60 per cent per donation.

What you need to do

1/ Shout it out! Almost a quarter of employees who make donations through their company's sponsored program have had to seek this out through their own initiative. While encouraged when they find out their donation will be met by their company's dollar, low employee awareness of this support limits the impact and the return, for company and community alike.

2/ Keep them updated! This doesn't necessarily mean mass staff updates with each pay. The Good2Give Workplace Giving Platform allows staff to monitor and manage their giving through their company's workplace programs - just by logging on they can see how much of their donation has been matched, how much of the company budget is left and how much the company is contributing across the business. Easy!

3/ Introduce special appeals! In our experience, a one-time offer coupled with an integrated promotional campaign across the office works wonders. It not only prompts employees to get involved for the first time with increases up to 20 per cent in staff participation, it also boosts donor size. And these trends have high retention rates as momentum picks up and interest gains.

Regular promotion and integration into wider corporate community investment strategies takes this impact further.

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 a workplace giving appeal within your company.

Matched Giving is an appeal option all ready to go! Access the assets today and start promoting within your company.

Double your impact

Every dollar you donate through workplace giving will have double the charity impact.



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

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