

# Appeal Launch (long 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 excited to match any donation you make through workplace giving [for XYZ timeframe]!

### **We'll double your impact**

People give for different reasons. It might be a reaction to an international emergency, a personal experience, or a belief that has inspired you to take action.

Whatever your reason, whichever cause you choose to support, we'll match your donation up to the value of [\$XX] through workplace giving and ensure your donation has double the impact.

### **Why give using Good2Give's Workplace Giving Platform?**

- ✓ Giving made easy: Manage and change donations easily. Set up regular or one-off donations directly to the charities and causes that matter most to you. No need to use and keep your credit cards or bank details up to date.
- ✓ Giving makes you feel good: Connect with the charities you care about and see the impact of your donation with the option to give anonymously if you wish.
- ✓ Give to charities you care about: You can give to your favourite charity by suggesting and adding new charities to the platform.
- ✓ Giving makes financial sense: With workplace giving, the tax benefits are immediate; no need to keep or find tax receipts. Why not try Good2Give's Workplace Giving Tax Calculator today to see how much you can save on tax each year?

### **Who is Good2Give?**

Good2Give is a not-for-profit organisation that makes it easy and secure for you to give regular or one-off pre-tax donations directly to the causes that matter to you – minimising the cost to you and maximising the benefit for the charity.

Good2Give enables you to make pre-tax donations to a registered charity direct from your pay through an easy-to-use Workplace Giving Platform.

### **What do I need to do?**

Make the most of matched giving and 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.**