

Appeal Launch (short 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]!

In recognition of your generosity, we'll match your donation up to the value of [\$XX] and ensure your donation has double the impact.

There are many vital charities that you can support through Good2Gives' Workplace Giving Platform.

You can set up regular donations to the charities that matter to you, or make a one-time donation to this specific appeal. Each donation is automatically deducted from your pay which means your tax benefit is immediate.

Sign in to Good2Give (hyperlinked) now to search for charities and set up your donations.

Remember your donations are made directly from your pay so there's no need to collect tax receipts.

Thanks for your ongoing generosity!
[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.