

# 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 pleased to launch our mental wellbeing appeal this month.

One in five people will experience a mental illness in the next 12 months. Young and old. Poor and rich. Mental illness doesn't discriminate.

There are many vital community services raising awareness and providing care to those affected by mental illness who 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.

[If applicable: I am also pleased to announce that [XYZ company] will match donations made by staff up to [\$xxxx] every year. This means the charities you give to will receive double your donation!]

Sign up 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 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.**