

# 8. How to refer corporate partners to Good2Give

Get existing appeals in front of a whole new audience that is ready to give - turning workplace giving into an exciting new donation stream.

## Step 1 Identify who would benefit most from workplace giving

Consider these questions to help prioritise suitable corporate partners to refer.

1. Do they have an existing workplace giving program?
2. If so, does the program:
  - Cause a frustrating amount of administrative work?
  - Make it difficult to produce accurate reports/remittances?
  - Make it hard to support your annual Appeal?
  - Show signs of decline over time?
3. Do they want their employees to:
  - Receive communication about the impact of their support?
  - Engage with and support you, but struggle to do so through volunteering?

## Step 2 Let Good2Give experts promote the mutual benefits

Every day, Good2Give works with over 20% of the companies listed on the ASX. Use our expertise to help you and your corporate partner explore the mutual benefits of adding workplace giving into your partnership.

### How to connect with Good2Give

Before you get in touch, think about what you aim to achieve by adding workplace giving into the partnership mix. You'll also need these details about your corporate partner:

- Company name and ABN
- Number of employees in Australia and/or New Zealand
- The best contact person and their job title
- If they have an existing workplace giving program, and if it is self-managed.

To contact us call Carin Lavery or Rachael Beckett on 02 9969 6399, or complete a Contact Us enquiry via [www.good2give.ngo](http://www.good2give.ngo)

**86% of workplace givers are proud to work for their company because of its workplace giving program. Help your corporate partners be one of these companies.**

### Did you know?

Breast Cancer Network Australia (BCNA) introduced two of its corporate partners to Good2Give. Within 12 months it grew:

- ✓ donors by **38%**
- ✓ employee donations by **33%**
- ✓ employee and company matched donations by **29%**

Read more: [BCNA case study](#)

### 5 reasons businesses choose Good2Give



#### Peace of mind

Rigorous validation processes ensure funds reach quality charities



#### Easy to give

Full management of employee and matching donations



#### Less workload

Straightforward payroll management process




#### Detailed reporting

Real-time insights plus donor participation, cause area and business unit comparisons



#### Mobile responsive

Employees can make donations and read charity news on the go

 02 9929 9633

 [workplacegiving@good2give.ngo](mailto:workplacegiving@good2give.ngo)

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