

# How to get a great return on EOFY giving campaigns in the workplace

**Everyone loves an incentive and we all work to deadlines. With 30 June coming up, it's a tax effective time for your employees to give. Here's how to encourage them.**

You are no doubt well aware that the end of June marks the conclusion of the 2016/2017 financial year. There will be car sales, office supply sales, and you'll no doubt hear from your accountant as the date looms closer.

It's also a great time for your employees to give but you'll need to get moving because 30 June isn't too far away. Here's who you need to get onside to create a compelling, and logistically possible, EOFY workplace giving campaign.

## Your payroll team

First thing's first: find out from your payroll team when the cut off is for EOFY to ensure that any payroll giving falls within this financial year. That's the deadline you need to promote to employees.

You may also find that your payroll or finance team is distributing a wide range of communications for EOFY, and it could be just the ticket for getting one last message in before 30 June 2017. Consider asking employees to make their final donations for the financial year by encouraging this message through the payroll teams' email signatures, on communications about final payment summaries or a promotional button on your company's internal payroll/HR management or intranet system. You can use the [appeal assets](#) we prepared earlier.

## Your partner charities

You may offer open choice workplace giving at your company, which is terrific – so in this case the message is clear to employees: give to your charity of choice.

If you do have preferred partners that the company wants to promote, work with these charities to develop a tailored promotional campaign for EOFY. Promote the charities initiatives and communicate the impact that one final round of donations would make.

## Your leadership team and champions

Get your senior leadership team and champions to be the example. Get a short video of them providing a testimonial to staff that they used the [Good2Give Workplace Giving Tax Calculator](#) to work out how tax effective it was for them to give, and if they're willing to share, ask them how much they gave and to which charity.

Got Yammer or an internal social media communication tool? Get your senior leaders and giving champions to promote messages of them making their final donation for the 2016/2017 financial year and that it's not too late – get in before your final payroll runs for the financial year.

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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## Your employees

Make sure your employees know the financial benefits of giving before 30 June. Direct employees to [Good2Give's Workplace Giving Tax Calculator](#) to assess their personal income tax benefits of giving.

Then direct them to your EOFY year appeal on your Workplace Giving Platform. Offer incentives by matching their donations for the month and remind them of the ease of doing so via your giving program. No tax receipts to collect and send the ATO. Direct access to all verified charities with deductible gift recipient status across Australia. It's never been so easy.

## Get a helping hand from Good2Give

Don't have time to create an EOFY communications campaign? We've done that for you. Go to the *Appeals* tab on our [Company Info Hub](#) and download the resources we've prepared for you across print, digital and social channels and share them with all staff.

## Don't delay

End of Financial Year is not far away, so don't delay.

If you have any questions, please feel free to contact your Good2Give Client Relationship Manager in Sydney or Melbourne on (02) 2 9929 9633 or (03) 9008 6953.



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