

10. How to make the most of EOFY

OK so tax isn't that fascinating. But when you work with your corporates to promote the tax effectiveness of their employees giving before EOFY...it gets interesting.

The end of June marks the conclusion of the 2016/2017 financial year. You will see car dealerships, whitegoods manufacturers and retailers marketing like crazy to get the last of the consumer dollars. Why? Because spending on this side of 30 June (especially when it's so close) means their customers who *can* claim their expenditure back as a tax deduction can do so in a month or so.

The same applies to charities.

If you're a DGR charity, your donors can claim their contribution to your cause as a tax deduction. It's particularly easy if they do that through their workplace giving program.

So get asking!

By working with your corporate partners to create campaigns for their workplace giving programs you can get their employees to donate to your most pressing initiatives.

If you need any incentive – Good2Give distributed \$15 million to the charity sector last year through our various giving initiatives. We've got the widest range of large corporates on board for workplace giving in Australia.

Those are just a couple of reasons to promote your campaigns before EOFY on the [Good2Give Workplace Giving Platform](#).

First Identify which of your corporate partners could boost your EOFY results

Consider which corporate partners you work with across Australia and determine if they work with Good2Give and offer their employees the option of workplace giving. It's easy to find this out, just check out [our homepage](#). That rolling banner at the foot of the page displays the companies we work with.

Then Update your projects on the Good2Give platform

Create a compelling story or call to action around EOFY and submit a completed [Project Registration form](#) today.

Next Promote these projects to your corporate partners

Liaise with the person responsible for their company's workplace giving program, who is often their corporate responsibility, community or foundation manager.

Give them an update of your project on the [Good2Give Workplace Giving Platform](#) and ask them to match employee donations to this initiative!

Create messaging and images for them to develop into their internal communications across their various platforms including:

Website and intranet copy – this can be used for closed Facebook and LinkedIn groups specifically designed for colleagues only

- Yammer (like Twitter but just for your workplace)
- E-flyer or printable flyer
- A web banner
- A poster

Share the impact!

Make sure your appeal specifies what you need from employees, the benefits of giving before the end of the financial year, and what impact their donations will have.

To really drive this home, offer to meet with employees at the company's office and provide presentation of their work and the impact donors have. Many corporate responsibility managers value this engagement and welcome it.

Most importantly, when all is done: say thank you.

Don't forget to engage existing supporters

If all else fails, don't forget at the very least to make your ask to all existing and past workplace giving donors using the contact details they've provided you or the donor messaging tools through the platform itself.

It's just another avenue to remind donors to support you by 30 June 2017.

Don't delay - reach out to your corporate partners today

☎ 02 9929 9633

✉ workplacegiving@good2give.ngo

good2give