

# 13. It's your Day. Be heard on 5 September.

The International Day of Charity is about acknowledging the positive impact that charities have around the world, aiming for a better life for people in greatest need, and working towards a sustainable planet.

The International Day of Charity was declared by the UN General Assembly in 2012, commemorating the death of Mother Teresa of Calcutta. The goal of this day of remembrance is to promote charitable activity around the world including giving, volunteering and frontline services. Here are four ways charities can partner with businesses or communicate to their donors about the social and economic value of working with a purpose to create a more inclusive, healthier, safer and resilient planet for everyone.

## Option 1 Shift the story on what it means to be a charity

The old school thinking of charities being the poor cousin to the commercial and government sectors is on the wane, but there's work to be done to continue to promote the incredible social and economic value that charities deliver in Australia.

Public trust in institutions across all sectors is at an all-time low, according to The Edelman Trust Barometer this year, but the charity sector continues to stand ahead of business, government and the media and is still regarded as one of the most transparent and accountable sectors in Australia.

The Australian Charities and Not-for-profit Commission has taken considerable steps to develop a [modern definition](#) and [comprehensive regulation](#) of the sector to build legitimacy, accountability and trust in charities and the #fixfundraising campaign continues with a push to review [fundraising guidelines](#).

These facts that need to be promoted with pride by the charity sector across Australia:

- The not-for-profit sector employs 10% of Australia's workforce.
- There are three million volunteers engaged by Australian charities.
- Charities have a combined total income of \$134 billion.
- 14.9 million Australian adults gave a total \$10 billion in 2016.
- The average Australian donation is over \$200.
- All donor and wider charity funds are independently regulated to ensure they serve their charitable purpose.

Data according to the [Australian Charities and Not-for-profit Commission](#) and [Giving Australia 2016](#) research.

## Top Tips

Consider running a Q&A with employees at your corporate partners on 5 September to provide insight on what it means to run a charity, how fundraising is used and the impact you are making. If a face-to-face event is out of the question, consider writing a blog for your corporate partners' intranet, or hosting a discussion in their closed company LinkedIn Group.

## Option 2 Provide a reminder on health, wellbeing and giving

Charity makes a positive impact in society and for the environment – that's the mission of charitable organisations: to serve a purpose for public good. You know this when you donate to your charity of choice, and your donors know this too. But do they know why it makes them feel really good? You might like to highlight the following to your supporters in an email or Regular Message delivered through the Good2Give Workplace Giving platform.

- **Social wellbeing:** the Community Council for Australia's 2016 report [The Australia We Want](#) highlights generosity and kindness as key values for Australians to collectively work towards. With that in mind, increasing levels of charitable giving, whether that be through workplace giving, fundraising at work, providing grant programs, launching a foundation, pro bono or volunteering program are vital to increasing the health and wellbeing of our society.
- **Personal wellbeing: What's in it for you as an individual? Quite a lot, as a matter of fact.** There is a growing body of literature on the mental and physical benefits of giving, which has found that donating activates the pleasure systems in our brain, that acting altruistically to improve the life of another is enough to boost our own self-esteem. We also know that social spending distracts the donor from their own life challenges and shifts their focus to optimism through caring for others. Small acts of generosity over a period of weeks lowers blood pressure and reduces stress levels.

## Top Tips

Remind your donors and corporate partners of the health and wellbeing benefits of building a culture of giving. If your corporate partners don't yet have a workplace giving program, you might like to [let them know](#) of the benefits to you, their company and their employees.

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## Option 3 Tell the story of your impact

After all the investment charities make in engaging donors, raising funds, building partnerships and gaining sponsorship and funding for their programs there's one last step they need to take in communicating with their supporters – shout loud and proud about the results.

[Good2Give's latest report](#) into workplace giving found that four out of five donors engaged through workplaces around Australia want to know the impact their donation had. In fact, donors who recall receiving updates from their charity were more likely to give again and increase their donation.

Storytelling is an incredibly powerful way to reengage supporters, have them share your stories because they are proud of the impact their donation has made, and to raise awareness of your cause. However, if you are short on resources for communications and stakeholder engagement, there are some quick wins:

- Do a quick analysis of the overall percentage of funding that came from workplace giving, grants and foundation donations in the last year and be sure to report on this to your business and individual donors. Corporate responsibility teams value the opportunity to include this in their Sustainability Reports and share this with their leadership and staff to continue to rally support around giving programs.
- Send a monthly [Regular Message](#) on Good2Give's Workplace Giving Platform to your supporters. It's important to keep in touch with your supporters!
- Create a Thank You message on the Good2Give Workplace Giving Platform that fits your own charity brand and style – there's no better time to thank and talk about impact than immediately after your new workplace givers start donating to you.
- Develop content for your corporate partner's internal communication channels including newsletters, emails or updates for their staff portal or Yammer feed.
- In partnership with the corporate responsibility manager at your corporate partner, arrange a meet-up with staff to talk about the impact their contribution has made.
- Say thank you regularly to your supporters who donate while they work, and to your corporate partners, via social media. It's inexpensive, has vast reach and will increase your public goodwill.

### Top Tips

Did you know that Good2Give's storytellers are developing a regular schedule of blogs that tell the stories of impact from our charities? We're very happy to tell yours so get in touch by emailing [marketing@good2give.ngo](mailto:marketing@good2give.ngo) and putting Charity Impact Story in your subject line.

## Option 4 Run an appeal

Get in touch with your corporate partners to run a workplace giving appeal on 5 September where they celebrate the International Day of Charity and encourage their employees to give. In many cases this will mean that you won't just see a spike in donations from individual supporters, but generous businesses will match all donations from employees.

We prepared campaign and appeal assets you can easily adapt with your own brand to make it easy for you to engage with your business partners. Download them here. You can also point them to our [guide on how to launch an appeal](#).

### Top Tips

Use the integrated campaign templates Good2Give has created to kickstart your workplace giving appeal. Run a campaign via Facebook and LinkedIn. If you have corporate partner, consider tagging them.



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

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