



Managing workplace giving enquiries from employers

A free resource for charities

When you receive an enquiry from an employer interested in supporting your charity, we recommend asking a series of qualifying questions. The employer's responses will help you determine whether they would be a good partner for your charity and how to proceed with discussions.

Example qualifying questions:

- How did you hear about our organisation?
- Are there any aspects of our work that interest you the most?
- What is your organisation's core business? **Insight:** A workplace giving program can allow an employer to promote social causes (and charities) relevant to their business strategy and/or values. Explore alignment between what the employer does and the programs/services you provide as a charity. For example, a manufacturing company wanting to demonstrate their concern for the environment and secure their future workforce requirements might include charities with a sustainability and education/training focus; or a financial services business might include charities with a focus on increasing financial literacy and education.
- What is the business hoping to achieve by developing a workplace giving program for your staff? How do you think a program will add value to your organisation? **Insight:** By establishing a workplace giving program, and involving employees in the design, delivery and outcomes, an employer has the opportunity to build staff engagement, attract and retain talent, harness the collective generosity of its people and enhance their reputation in the communities in which they operate.
- Who is driving this initiative within your organisation? For example, is it being driven by the CEO, HR, Marketing? **Insight:** ACF research shows that employees want to know and hear that their CEO and senior leaders have 'skin in the game'. The

program is much more likely to be successful if the development and management of the program has executive endorsement, a budget and resources allocated to it. Employees are more likely to support the program if they believe their employer is serious about supporting the community.

- What community involvement, if any, currently exists within your organisation? For example, do you make corporate donations, do some employees make pre-tax donations through payroll, do you hold workplace fundraising events, do your employees participate in volunteering activities during work hours, etc?
- What are your workforce demographics? How many employees do you have? Where are they located? Are they full-time, part-time, casual? What's the male/female ratio? Where are your employees located? **Insights:** The size of the employer and where their operations are based might influence their decision about the charities they decide to support. Demographic data might be relevant, e.g., if the business has a predominantly female workforce, they might want to support causes or programs supporting women's issues; if they have a predominantly young workforce, they might want to support charities relevant to education, youth at risk and employment.

'Big picture' workplace giving

Explain that your charity encourages a holistic approach to giving through the workplace, with pre-tax (workplace) giving as a foundation for any corporate partnership because of the mutual benefits:

- Employers enjoy greater staff engagement, retention, productivity, reputation and social impact.
- Employees give in a smarter way and build a sense of pride in their employer
- Charities get low-cost, regular funds, access to skills and strong partnerships.

Also expand on how the business and its employees can get involved in complementary forms of giving through the workplace, e.g., employer donation matching, volunteering, sharing skill/expertise, workplace fundraising.

Where to next?

The key points to consider when assessing the potential for a relationship include:

- ☒ Does the employer have a clear objective for establishing a community program?
- ☒ Is there leadership support for the program?
- ☒ Do the employer's values and your charity's values align?
- ☒ Does the employer's demographics (workforce type; geographic locations) align with your charity?

If both parties are keen to continue discussions, arrange a time to meet with the employer to share more information about your charity and how you can develop a strong workplace giving partnership with them.

Related resources:

Is your charity workplace giving ready?

View ACF's "Becoming Workplace Giving Ready" resource.

Are you pitching workplace giving on your website?

View ACF's "Promoting workplace giving on your charity's website" resource.

Need help to prepare for a meeting with a prospective WPG partner?

View ACF's "Selling in workplace giving" resource