



Boost Results in June Workplace Giving Month

WHY PARTICIPATE?

Like most things, Workplace Giving programs need some regular attention to keep them operating at their best.

June – the end of the financial year - is an ideal time to promote Workplace Giving as many of us make donations at this time. Providing the opportunity to do this directly from their pay allows employees to make their donation in the most tax effective and efficient way possible.

We encourage you to use the June Workplace Giving Month to:

- Build awareness of your program
- Drive staff engagement and participation
- Celebrate the impact your donations are making in the community

Employers who take part in Workplace Giving Month report an average 30% participation increase in their program.

STEP-BY-STEP GUIDE

These are the key considerations in getting ready for June Workplace Giving Month:

Leadership

Experience shows that visible leadership support for a program makes a massive difference. This can take many forms from speaking about it at staff events, issuing communication pieces, participating in events with charity partners or making a bold statement like the whole executive team pledging to be part of the program. Another idea is to have each leader be the champion of a particular charity partner.

Engage Stakeholders

A great way to make your workforce feel involved is to conduct a survey about your program. Areas to explore include:

- Whether team members are aware of the program
- If they understand the tax benefits of Workplace Giving
- What cause areas they care about
- If they are interested in becoming a program 'champion'.

Not only will the results guide your action plan, but they will also help you build a network of champions throughout the business who can help promote the program.

It's also important to ensure that the Payroll team is across your plans to boost participation so that they are prepared for processing additional sign-ups.

Budget

Investing some funds in marketing collateral can be useful for ensuring your Workplace Giving messages cut through the busy workday. Examples may include posters, desk-drops, a staff event or incentives e.g. a prize for the first 20, 50, 100 staff to sign on to the program.

Donation matching is also a huge motivator for staff and an extremely powerful way for employers to demonstrate their commitment to the causes their staff care about. There are many approaches beyond the typical matching of dollar-for-dollar – see the next page for ideas.

Communications Plan

A short, intensive burst of activity will yield the best results. Identify all the ways you can capitalise on existing communication channels (e.g. face-to-face, intranet, email, posters and team meetings). If you have some budget to spend, consider personalised desk drops or a free morning tea featuring a charity partner. If you have a dispersed workforce you may like to consider area targets or activity that motivate line managers.

See our list of inspirational ideas on the following pages!

Set a Target

An important part of success is setting a target for increasing participation – as a guide, we suggest 30%.

Employees find it very motivating to know what they working towards, so make sure you visibly promote your target. A barometer on posters or your intranet is a simple way to do this, and can be updated as the month progresses.

Of course, don't forget to celebrate your success at the end of the month!

Use the
1MDonors.org.au
Benchmarking Tool
to compare your
program to those
in similar
organisations.

IDEAS AND INSPIRATION FOR JUNE

- ★ Employees love to know what their workmates are doing. Profile new donors along with quotes about why they donate through Workplace Giving, how it makes them feel and what positive impacts there are on organisational culture. Showcase the profiles on your intranet, in team briefings, on posters or the reception.
- ★ Consider using a donation matching strategy to drive interest. This might be an incentive such as matching new or increased donations for June or even double-matching all donations for the month.
- ★ Focus on participation, making a difference by giving together and social impact, rather than the donation amount. Themes such as “change for change”, “a dollar will do” or “we can make a difference for the cost of a coffee” have proven very successful.
- ★ Push donation forms out to staff through the intranet, employee self-service system or via a desk-drop. Consider pre-filling donation forms with a small amount, such as \$2. If forms are desk-dropped, place a donation form box on each floor for ease of collection.
- ★ Run a champion challenge. Ask champions to talk to colleagues in their business unit and encourage them to join. Showcase the winning champion who attains the highest Workplace Giving sign-up rate.
- ★ Hold a Workplace Giving morning tea and invite a charity partner to talk about what impact they have made with your collective donations.
- ★ Ask team members to give up a habit for the community in June. The money they save is donated via Workplace Giving.
- ★ Host a quiz or competition that includes questions about your charity partners.
- ★ Interview a staff member from a charity partner. Ask about what they do and what motivates them to do it. Include this on your intranet, in team newsletters or on lunch room notice boards.
- ★ Update your intranet content to include your Workplace Giving Month staff participation target. Make your goal tangible by sharing the number of new donors required, rather than a percentage. Make sure you include a barometer!
- ★ Hold a thank you event for current donors and charity partners to recognise and celebrate their efforts – make them feel special!

- ★ Collect donation impact statements from your charity partners and feature one each week over the course of the month.
- ★ Include a Workplace Giving message, such as your staff participation target, on email auto-signatures during June.
- ★ Include a program update in upcoming corporate roadshows/team briefings.
- ★ Add a 'sign-up to Workplace Giving' link on your intranet and/or employee self-service system. Add the same message to pay slips and noticeboards.
- ★ Host a discussion panel on a social theme relevant to the cause areas your organisation supports (eg. homelessness, mental health, sustainability) with a relevant charity partner. At the end have a team leader invite staff to complete a Workplace Giving donation form.
- ★ Last, but certainly not least...have fun during Workplace Giving Month! Supporting charity should make your staff feel good and their generosity deserves to be celebrated!