

#DONATEATWORK SOCIAL MEDIA CAMPAIGN JUNE WORKPLACE GIVING MONTH 2017

THE PLAN

This June Workplace Giving Month, ACF is utilising social media to harness the enthusiasm of Workplace Giving 'champions' to celebrate WPG achievements and to drive more employees to sign up.

Workplace Giving donors are invited to complete the sentence **"I #donateatwork because..."** on their personal social media account (Facebook or Twitter).



They can write it as text or post a picture.

When posting, the employee should tag their employer (eg. @mycompany):

- The employer can then re-tweet the post, making it visible to all their Twitter followers thus massively extending the reach of the campaign.
- It identifies the post as one of your employees, in the event you are running a competition for best posts by your staff. (See over for more details.)

We anticipate that the open-ended sentence will elicit a range of responses:

- Personal eg. "...I want to see an end to cancer."
- Functional eg. "... my employer matches my donations – double-up!"
- Cause-related eg. "...Songroom understands how music can change lives."
- Inspirational eg. "... we all need to do our bit to make the world a better place."

Ultimately, these posts will form a powerful collection of donor-generated content at #donateatwork that will help contribute to the one million donors campaign.

HOW EMPLOYERS CAN MAKE THE MOST OF THE CAMPAIGN

Prizes

We encourage employers to boost interest by offering prizes for the best posts by their employees. We suggest a few different categories eg. "Most heartfelt", "Most inspiring", "Most creative", "Best Team Effort".

This can be used as a mechanic to drive sign-ups to your program during Workplace Giving Month as entrants must participate in your WPG program in order to enter.

We suggest the prize offering consists of a small item for the entrant (eg. a \$50 gift card) as well as a cash donation (eg. \$500) to their charity of choice in your WPG program.

To summarise: decide your prize offering, set a deadline for entries and invite staff to start posting. At the close, pick your favourites from the entries that tagged your company, then award the prizes.

As a 'game of skill' style competition, there's no need for a license but we do recommend you document some Terms & Conditions for entrants.

Staff Events

If you are holding team events during Workplace Giving Month, you can make it easy for staff to enter the competition by providing a placard or chalkboard on which they can complete the sentence and hold while photographed.

Selfie frames and props that represent key charities are easy to source and can make the photo experience engaging. One of the best things about giving is it makes you feel good, so don't be afraid to have some fun with it!



ADVERTISING THE CAMPAIGN

Below is the copy that ACF is using to invite Workplace Givers across Australia to post on the **#donateatwork** wonderwall. Feel free to use this copy as the basis for communicating about this activity to your staff.

Note that ACF will not be offering a prize, we are simply inviting all Workplace Givers the opportunity to add their voice to campaign.

Tell us why you love to #donateatwork

Workplace Givers know how easy it is to make a difference. The process is so simple and, together with your colleagues, you are doing your bit to make the world a better place.

You can help us get one million Australians **donating the smart way – through work** - by 2020. This would transform the fundraising landscape in Australia.

Inspire more Workplace Givers by telling us why you #donateatwork

- 1) On your Facebook or Twitter page complete:

I #donateatwork because...

(you can either write it as a sentence or post an image)

- 2) Tag your employer (so they can share your post)
- 3) All posts will appear on our **#donateatwork** wonderwall

QUESTIONS?

The Australian Charities Fund

Rania Chamie

t. (02) 9024 8630

e. rania.chamie@australiancharitiesfund.org.au