



Workplace Giving Month Event Planning Kit

Ideas, tips and tools

DONATE THE SMART WAY

Straight from your pay

What is Workplace Giving?

Workplace giving is a joint relationship between employers, employees and charities. Individuals contribute a small portion of their salary direct from their pay to charity and receive the tax benefit straight away rather than waiting until the end of financial year.

For example, if someone donates \$5, it will only cost them \$3.40* but the charity will receive the full \$5. In many cases, employers will match staff donations, so the value of their donation will double to \$10 direct to the charity of their choice.

Traditional Fundraising**

When someone gives... It costs them...



...but the charity receives \$3.50



Workplace Giving

Non-Matched Giving

When someone gives... It costs them \$3.40*... ...but the charity receives \$5



Matched Giving

When someone gives... It costs them \$3.40*... Their employer matches ...so the charity receives \$10



*Applying tax rate for income between \$45,001 and \$120,000 per annum @ 1 April 2022.

**Based on an average fundraising cost of 30%

Why Workplace Giving Month?

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 WPG 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.

As more of the workforce returns to their places of work, on-site events are becoming more viable. However, with many team members now working in a hybrid model - of time at work and time working from home - this kit includes virtual and in-person event ideas so you can plan what's best for your workplace.

We encourage you get involved in June Workplace Giving Month to:

- Build awareness of your program
- Create a sense of community through collective giving (coming together to make a bigger difference)
- Drive staff engagement and participation
- Celebrate the impact your donations are making in the community

Key messages for Workplace Giving Month

- Join us in June to promote workplace giving.
- Workplace Giving Month brings awareness to ethical giving.
- It's a time to create social change. Become part of the One Million Donors Movement today.
- Join us in June and share the message: 'Donate the smart way, straight from your pay'.
- Visit 1MDonors.org.au, utilise the resources and let's get your workplace giving program skyrocketing.

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Let's get started

This simple checklist will help you to plan and promote your Workplace Giving Month events and activities.

All the information you need to complete this checklist can be found in this kit.

1. Make a Plan

2. Engage Stakeholders

3. Set a Target

4. Make Some Noise

1. Make a plan

☐ **Have you chosen a workplace giving event or activities?**

Think about what internal communications work best within your workplace and aim to integrate into existing channels and activities.

☐ **How will your workplace giving events and activities be mapped?**

After selecting your organisation's events and activities, use a calendar to allocate specific events and activities to dates over the month to create an easy to follow schedule.

☐ **Are you matching donations?**

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 promotional idea section for some tips.

We have included both on-site and virtual events in this kit to enable employers with complex staff movements to engage with workplace giving. The virtual events can be held as hybrid events.

On-Site Event Ideas

Empower your Champions

Run a 'champion challenge', by having your staff champions coordinate activities for their business unit and encourage them to join the program. Use friendly competition to drive results, and showcase the winning champion who attains the highest Workplace Giving sign-up rate.

Charity partner morning tea

Hold a Workplace Giving morning tea and invite a charity partner to talk about what impact they have made with your collective donations.

'Give it Up' for the month

Ask team members to give up a habit for the community in June, and have the money they save, donated to your Workplace Giving program.

Quiz or competition

Host a quiz or competition that includes questions about your charity partners.

Movie screening

Build an event around a lunchtime or evening movie screening on a topic related to your key charity cause area. Capture interest by making it easy to sign up to your Workplace Giving program while at the event.

Make donors feel special

Hold a thank you event for current donors and charity partners to recognise and celebrate their efforts – make them feel special!



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Virtual Event Ideas

Digital happy hour

Set-up a digital happy hour. Attendees learn how to make cocktails from home in return for a workplace giving donation. Employers can customise these events to align to their demographic or mission. Don't like alcohol?...the ideas are endless...recipe swapping, flower arranging, best joke of the day, card trick – you name it!

Online quiz or competition

Host an online quiz or competition where users are required to 'donate from pay to play'. All funds raised go to designated charities. The quiz or competition can include questions about your charity partners.

Virtual movie screening

Bandwidth permitting, using platforms such as Webex, Zoom or Teams, create a movie screening on a topic related to your key charity cause area. Capture interest by making it easy to sign up to your Workplace Giving program while at the online event.

Virtual volunteering

Traditional volunteering options are returning, but there are still ways to volunteer online if employees prefer. Websites such as [SeekVolunteer](#), [Vollie](#), and a Government site called [Emergency Support Volunteering](#) provide online volunteering opportunities.

'Give it up' for the month

Create an event where team members give up a habit (e.g. coffee, chocolate or alcohol). The money that's saved over the month can then be donated via workplace giving.

Virtual Run/Walk

Make an event or competition where staff can pledge dollar amounts for participants to run or walk (or reach a specific number of steps). Funds raised by runners/walkers go towards a charity or cause.

Email Flash Fundraiser

Use a one day email event focused towards a specific charity or cause, raising awareness and funds. To further enhance this event, 1MDonors offers [email templates](#), [headers](#) and [signature blocks](#).

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Empower your Champions

Run a 'champion challenge', by having your Workplace Giving champions coordinate activities for their business unit, encouraging others to join the program. Use friendly competition to drive results, and showcase the winning champion who attains the highest Workplace Giving sign-up rate.

Make donors feel special

Hold a virtual thank you event for current donors and charity partners to recognise their efforts – make them feel special by adding prizes and certificates. These events can be held as hybrid meetings.



2. Engage stakeholders

☐ **Have you told everyone who will be involved in planning your activities?**

☐ **In particular, your leadership team?**

Experience shows that visible leadership support for a program makes a big 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 exec team pledging to be part of the program.

☐ **And don't forget your payroll / platform provider.**

So they're prepared for processing additional Workplace Giving members, it's important to ensure that the payroll team or platform provider is across your plans to boost participation.

☐ **Have you considered how to engage the broader workforce?**

A great way to get your team members involved is to conduct a survey about your program. The survey results can guide your action plan, and also help you build a network of champions throughout the business who can help promote 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'.

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3. Set a target

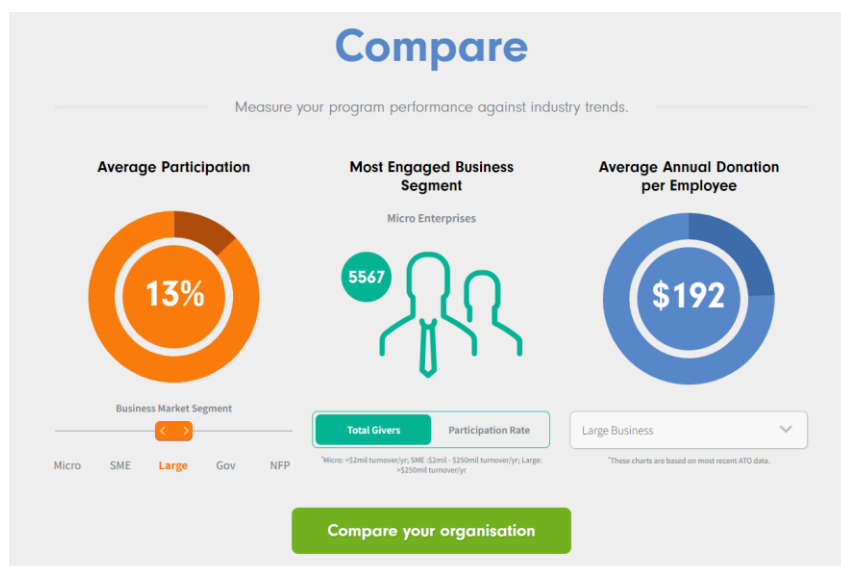
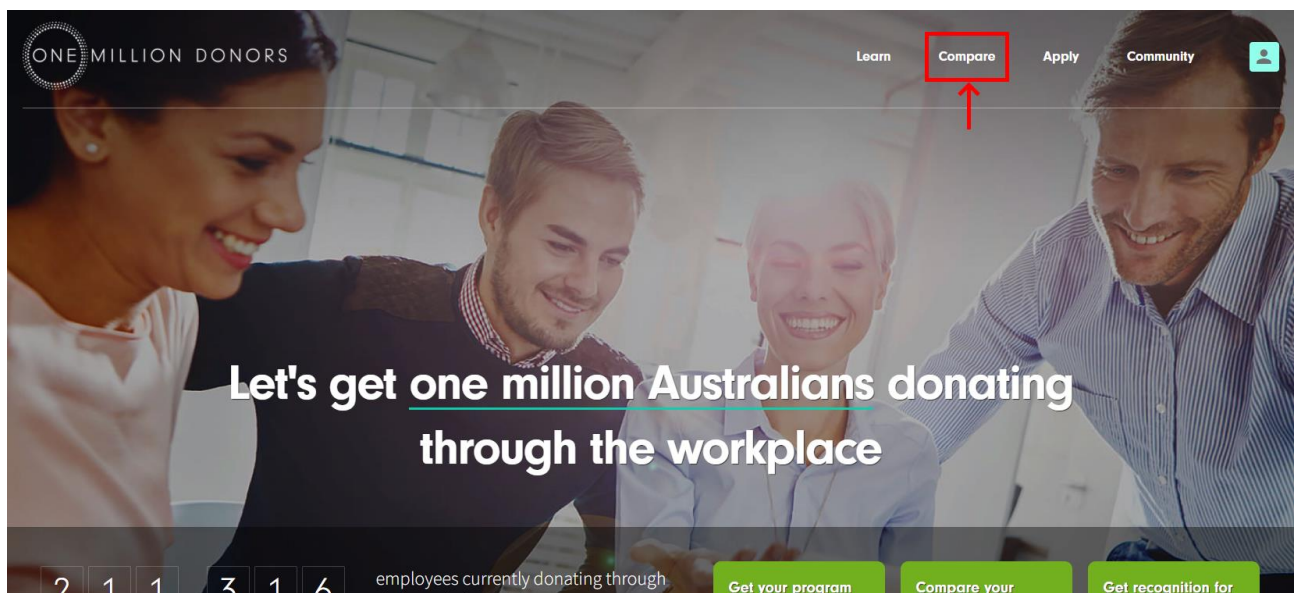
An important part of success is setting a target for increasing participation during Workplace Giving month – as a guide, we suggest 30%.

Employees find it motivating to know what they are 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!

You can use the benchmarking tool on the 1MDonors.org.au to compare your program to similar organisations.

- ☐ **What is your current participation %?** _____
- ☐ **What is your new participation % goal?** _____



4. Make some noise

A short, intensive burst of activity will yield the best results. Identify all the ways you can capitalise on existing communication channels (e.g. intranet, email, virtual meetings and posters).

If you have some budget to spend, consider personalised desk drops or a morning tea session by virtually featuring a charity partner. If you have a dispersed workforce you may like to consider area targets or activity that motivate line managers.

- ☐ **What is your budget?**
Investing some funds in marketing collateral can be useful for ensuring your 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.
- ☐ **Have you checked out the free campaign pack on 1MDonors.org.au?**
- ☐ **Is your activity being promoted through social media?**
- ☐ **Have you developed a media release for local or trade media?**

Promotion ideas

Here are some other ways you can champion Workplace Giving Month this June.

Context relevancy

When promoting Workplace Giving Month, if appropriate, you may like to align the month of activity in support of current world issues and crises.

Double donations

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.

Staff superstars

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, or via email.

The Power of the People

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

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will do", "everybody counts" "your donation matters", "donate the smart way" or "we can make a difference for the cost of a coffee" have proven very successful.

Workplace giving donation forms

Distribute donation forms out to staff through the intranet, employee self-service system or email. Consider pre-filling donation forms with a small amount, such as \$2.

Bring the Outcomes to Life

Interview a team member from a charity partner. Ask about what they do and what motivates them to do it. Include this on your intranet or in team newsletters.

Useful links

Workplace Giving Month Campaign Pack

Download FREE marketing assets including our 30 second TV commercial, poster templates, social media posts, email headers and more.

<http://www.1mdonors.org.au/wpgmonth/>

Workplace Giving Toolkit for Employers

More tools, templates and plans available for free to help employers grow workplace giving programs.

<http://www.1mdonors.org.au/toolkit-for-employers/>

Benchmarking Tools

Access the free reporting tool where you can privately compare your workplace giving program participation to that of similar companies, plus see the leader board of top performing workplace giving employers.

<http://www.1mdonors.org.au/secure-login/>

Online Promotional Kit

<http://www.1mdonors.org.au/wpgmonth/online-promotion-kit/>

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Questions? Get in touch!

Questions about workplace giving?

Email us at info@1MDonors.org.au

Don't forget to visit us at www.1MDonors.org.au

Connect with us!

facebook.com/1Mdonors

twitter.com/1MD

[Linkedin](#)