

Case Study: Devine's Workplace Giving Month

As one of Redkite's valued workplace givers, Devine participated in Workplace Giving Month (WPG) in June last year.

To recognise the contribution of staff members who participate and to encourage others to join WPG, Devine held a range of engaging activities throughout the month.

These activities helped Devine successfully increase their WPG participation rate from 24% to 39% as well as ensure a number of staff increased their regular monthly contributions.

Devine were recognised for their effective workplace giving activities by the Australian Charities Fund (ACF) through being awarded ACF's inaugural Workplace Giving Month 2013 Engagement Award.



Devine's recommendations for a successful Workplace Giving Month include:

- **Set a target:** In 2013 the Devine Cares Committee members established a target to increase their participation rate in WPG as well as meet a dollar target.
- **Organise WPG events:** A breakfast was organised throughout the month where close to 100 staff attended.
- **Ask your CEO or another high-level contact to get involved:** David Keir, Devine's MD & CEO got involved in WPG month. He sent an email to staff encouraging them to attend the WPG breakfast and also spoke at the event. David communicated the impacts and benefits of WPG and how just a small amount can make a difference through the company matching the contributions.
- **Use material and targeted communications to promote the month:** Devine utilised a range of promotions and communications throughout the month including posters in the common areas such as kitchens and articles on their company intranet.
- **Book a charity spokesperson:** Devine had a Redkite spokesperson attend a breakfast to share how workplace giving contributions have made a real impact on the lives of families that Redkite supports.
- **Ensure you have WPG champions:** The Devine Cares Committee members were each given a challenge to increase the WPG participation rate for their business units by the greatest percentage, which encouraged friendly competition. Through their committed champion network's efforts to promote WPG, Devine were able to significantly grow their participation.

To discuss the Workplace Giving Month ideas and more, contact Danielle Cotter at 02 9219 4021 or dcotter@redkite.org.au