



## Becoming Workplace Giving Ready

A free resource for charities

June 2015

**Best practice insights and tactics for developing workplace giving as a core fundraising stream.**

### Overview

The potential for workplace giving in Australia is significant.

The business sector is beginning to recognise the benefits of workplace giving in enhancing employee engagement, attracting talent and developing positive workplace cultures.

And working Australians want a greater sense of purpose at work, to be proud of their employer and to contribute to society in a more effective way.

### Workplace giving best practice for charities

#### 1. Make workplace giving a strategic focus for your charity

- 85% of employees feel it's important to give back to the community through the workplace (ACF 2013)
- 86% of employees would be more inclined to give through workplace giving knowing it's one of the most effective ways for charities to fundraise (ACF 2014)
- 63% (ACF 2014) would be happy to be automatically included in their employer's workplace giving program.
- Gain leadership buy-in within your organisation, allocate resources and set internal workplace giving targets to drive growth.

#### 2. Identify your market and develop your product

- Existing business partners:
  - 25% of working Australians have access to workplace giving but only 4.6% participate. Help business partners understand that <5% participation is not a good result. Over 80% of employees want to give through the workplace but often don't know they can.
  - Use workplace giving as a tactic to deepen an existing partnership. Be bold – encourage your business partners to set a stretch target for workplace giving – 30%-50% staff participation - and work with them



to run a promotion in Workplace Giving Month. Find tips and resources at [www.1Mdonors.org.au](http://www.1Mdonors.org.au).

- New business partners:
  - Make workplace giving the foundation for every business partnership.
  - Build your workplace giving 'product' – many business want multi-faceted relationships. Complement payroll giving with other workplace giving elements including company matching, workplace fundraising, volunteering, skill sharing, in-kind support – depending on what works for your charity and the business.
  - But don't start from scratch – tap into your charity's existing fundraising events and volunteering opportunities. Consider what skills business partners may be able to share with your organisation to build capacity.

### **3. Pitch with the company's motivations in mind**

- Employers embrace workplace giving because they want to give their staff a greater sense of purpose at work and build a strong organisational culture (ACF 2013)
- Workplace giving correlates with higher levels of employee engagement – greater pride, on-the-job motivation, sense of contribution, and advocacy (ACF 2013). Higher employee engagement has been shown to drive successful business outcomes.
- Get to the decision maker and share the business case.
- And when you've got them on board, make it easy for them.
  - Share the [Workplace Giving DIY Guide](#) – a free resource with all the information they need to set-up a great workplace giving program.
  - Connect them with other business partners who have 'been there, done that'
  - Provide engaging stories and images about the social outcomes they'll help to deliver

### **4. Sharing donation impact**

- The #1 motivation for working Australians to get involved in workplace giving is knowing how and where their donations are spent.
- But sometimes it's not possible to communicate directly with the donor. Many businesses want to manage the communication process because workplace giving is a 'corporate' program. Research (ACF 2013) also showed 83% of employees preferred to receive program/donation communications directly from their employer
- Ask the business how and when they want to communicate the collective donation impact with staff – once or twice per annum is about right



- Ensure content is company and workplace giving specific. Use images - a picture tells a thousand words

#### **5. Keeping it fresh**

- Encourage and nurture relationships with Workplace Giving champions in the business.
- Work with the business to help promote workplace giving 1-2 per year to keep it 'top of mind'. Tap into Workplace Giving Month resources on [www.1Mdonors.org.au](http://www.1Mdonors.org.au)