



DIY Tool: Charity Feedback Brief

CHARITY PARTNER	<name>
CHARITY PARTNER CONTACT	<name and details>
<BUSINESS> CONTACT	<name and details>
PERIOD COVERED BY THIS BRIEF (E.g. half year/ annual)	<period to period>
TOTAL DONATIONS	<Company to insert amount donated by employees and matching> Approx. \$<XXX>* *this is a projected figure for donations for the period <period to period>
DATE OF BRIEF	<date – send 4-6 weeks before publication date>
DATE CONTENT REQUIRED	<date – request 2 weeks before publication date>

COMMUNICATION GOALS

- Show donors where and how their donations have made a difference
- Retain current donors and acquire new donors through employees being inspired by donation impact
- Celebrate the impact of our workplace giving over the period (including employee donations, matching and any other staff engagement activity that has occurred between the organisations).

TARGET AUDIENCE

- All employees

MEDIUM

- <insert communications medium type, i.e., email, Intranet, e-newsletter, video, other>

CONTENT

- A brief report (max 150 words) describing what donations from the company and its employees have enabled your organisation to achieve.
 - Provide a short-story and donation impact statement we can share with employees
 - Also include details of additional ways our staff have helped your charity over the period (e.g. workplace fundraising, volunteering, pro-bono support)
 - Ensure content is relevant to workplace giving and our business.
 - Include an image and caption relevant to the content. High resolution images (400kb) are best. If the image features a person/people, please provide details and ensure necessary permissions have been obtained.