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WORKPLACE GIVING MONTH EVENT PLANNING KIT

Idea, tips and tools for
celebrating in June

WHAT IS WORKPLACE GIVING?

Workplace Giving (WPG) is a joint relationship between employers, employees and charities. Individuals contribute a small portion of their pre-tax salary to charity and receive the tax benefit straight away rather than waiting until the end of financial year.

For example, if you donate \$5, it will only cost you \$3.50* but the charity will receive the full \$5. In many cases, employers will match staff donations, so the value of your donation will double to \$10 direct to the charity of your 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 \$3.50*... ...but the charity receives \$5



Matched Giving

When someone gives... It costs them \$3.50*... Their employer matches ...so the charity receives \$10



* Marginal tax rate of 30% applied for employee earning between \$37,001 and \$80,000 per annum @ 1 July 2013.

**Based on an average fundraising cost of 30%

DONATE THE SMART WAY

Straight from your pay

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.

We encourage you to use June Workplace Giving Month to:

- Build awareness of your program
- Drive staff engagement and participation
- Celebrate the impact your donations are making in the community

Workplace Giving Month is an initiative of Workplace Giving Australia, a social enterprise committed to the growth of Workplace Giving.

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 of 'donating the smart way, straight from your pay'.
- Visit 1MDonors.org.au, utilise the resources and get your WPG program skyrocketing.

LET'S GET STARTED

CELEBRATING CAN TAKE ANY FORM YOU WISH

This simple checklist will help you to plan, promote and celebrate 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 try to integrate into existing channels and activities.
- Are you donation matching?**
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 for some tips.

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EVENT IDEAS

Here are some suggestions for ways you can celebrate Workplace Giving month.

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. The money they save is donated via Workplace Giving.

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 the WPG 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!

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 massive 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.**

It's also important to ensure that the Payroll team is across your plans to boost participation so that they are prepared for processing additional sign-ups
- **Have you considered how to engage the broader workforce?**

A great way to make your workforce feel 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'.

DONATE THE SMART WAY

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3. SET A TARGET

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

Employees find it very 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. face-to-face, intranet, email, posters and team meetings).

If you have some budget to spend, consider personalised desk drops or a free morning tea 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?**

PROMOTIONAL IDEAS

Here are some other ways you can celebrate Workplace Giving month.

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 super stars

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, on posters or the reception

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 will do" 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 via a desk-drop. Consider pre-filling donation forms with a small amount, such as \$2. If forms are desk-dropped, place a donation form box on each floor for ease of collection.

Bring the Outcomes to Life

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

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USEFUL LINKS

WPG 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/>

WPG Toolkit for Employers

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

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

Benchmarking Tools

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

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

Online Promotional Kit

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

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

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