



Email for charities to send to their corporate partners

Dear <Insert name>,

June is Workplace Giving Month and provides an opportunity to draw attention to your workplace giving program, increase engagement and positively impact <insert cause statement>.

<Name of charity> works with [Workplace Giving Australia](#) (WGA). We are committed to working with WGA to achieve [One Million Donors](#) donating to charity through workplace giving. WGA works with its partner businesses to design strategic, high impact workplace giving programs that maximise staff participation for greater social change while meeting the businesses' goals.

Increasing participation in your workplace giving program is a fantastic way to make a difference. We've made it easy for you to celebrate Workplace Giving Month and help more of your staff give to charity through workplace giving. Here are some suggestions for you to consider:

1. Set a goal

Know where your workplace giving program sits at the moment and set a goal to increase the participation. Consider communicating the goal to staff and tracking progress – this can be an effective motivator. Some employers create friendly competition between teams/offices by celebrating those that are most successful.

2. Inspire staff to join

Encouraging more employees to join your workplace giving program.

a. Emails to staff

Send an email to your staff from your CEO, a senior team leader or local manager encouraging them to join the workplace giving program. [Click here](#) to download a template to help get you started.

b. Incentivise your staff to join

Consider incentives such as:

- i. Match donations for the month of June
- ii. Extra day of volunteering for their chosen charity
- iii. Win an extra day of leave

3. Focus on a charity partner each week

Hold activities and information sessions focusing on topics that will inspire and engage your employees.

<Insert name of charity> can offer sessions on:

- Topic 1
- Topic 2
- Topic 3





4. Use the FREE Marketing Toolkit

WGA has prepared a free [Marketing Campaign](#) to help employers to celebrate workplace giving within their organisation. It features planning guides, posters, event invitations, social media posts, a TV commercial and more.

All [campaign assets](#) are FREE to download and most can be customised. There is even a FREE workplace giving video you can customise for your organisation. Simply [register on 1MDonors](#) and access the video under the resources tab.

5. Post on Social Media

Use the **#donateatwork** and **<insert # for your charity>** when posting on social media to spread the word about this important form of giving and to show your support for **<insert the name of your charity>**.

6. Say Thank You!

June is the perfect time to thank your employees for their support and let them know about the great outcomes they are funding in the community. This does not have to be elaborate, a simple thank you is often the most meaningful.

And we too at **<insert charity name>** are reflecting on the generosity of our partners and would just like to say a massive **thank you** for your support and energy in driving workplace giving within your organisation.

We would love to help make your Workplace Giving Month a success. Please reach out to **[insert contact name]** for support and ideas. We'd love to hear what you have planned and have you share emails and photos from your campaign.

Thank you for your support, every little bit counts!

<Insert email signature>

P.S. If you would like assistance in giving your program a lift, contact Workplace Giving Australia on 02 9024 8630 or email info@workplacegivingaustralia.org.au.

