Creating a Workplace Giving program: where do you start?

Most businesses are concerned about revenue streams, sales targets and creating value. It's not immediately obvious that supporting a charity and getting involved in the community can help a business succeed. But they are intimately connected, and one simple program can join the dots.

Workplace Giving involves employees making small, regular donations to charity through pre-tax salary. It meets employee expectations; they want to be supported to contribute to causes they care about and be recognised for giving back to the community. And it pays dividends to both hearts and bottom lines.

Doing good is good business; the benefits of a robust giving program are numerous.

To establish a Workplace Giving program, we recommend considering the following elements;

1. **Make giving easy.** Use a technology platform that makes it simple to sign up, donate and learn about charity projects and causes.

2. **Giving is personal. Let people choose causes they care about.** Dictating charities that you expect staff to connect with is unlikely to engage everyone, as each individual will connect with different charities based on their life experiences. Choose a platform that lets people donate to charities of their choice, with your support.

3. **Secure leadership support.** Senior business leaders need to be visible and vocal advocates of your program. Ensure that they endorse your plans to embed giving in your culture and inspire staff to participate.

4. **Integrate Workplace Giving with Volunteering and Fundraising**. It's a powerful proposition to let staff choose *how* they give and for your business to support different types of contributions to community, be they time, talent or treasure. A program that empowers staff to give in a way that suits them personally is likely to be the most successful. If you cannot commit to all elements for program launch, select a platform that has the flexibility to include volunteering and fundraising down the track.

Create your own unique giving program with us.
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