



BRING THE OUT BEST IN YOUR COMPANY

Ensure your Workplace Giving program continues to grow and thrive

1. **Tell new starters about your Workplace Giving program.** Some new employees, especially Millennials, will want to hear about the good you do for the community at interview. Including Workplace Giving collateral in their welcome pack is recommended, as well as during on-boarding and staff inductions.
2. **Communicate about the program. Often.** Tell stories about your program. Interview people who participate; as donors, volunteers and fundraisers. Highlight the emotional and rational benefits of joining. Incorporate your giving program into other cultural events or leadership updates to convey that the business takes success seriously. Build a sense of pride in your collective impact in the community.
3. **Run creative campaigns.** We recommend running campaigns 2-4 times a year, at meaningful times when people feel more generous (such as EOFY and Christmas) as well as other times that are important to your business. Keep it fresh, have fun and make your program a living breathing part of your company DNA.
4. **Reward people with Charity Gift Vouchers.** For work anniversaries, birthdays, or a job well done for an entire project team, Charity Gift Vouchers reinforce the importance of your program and get more people involved in giving. It proves that you're serious about having a positive impact in the community.
5. **Integrate Workplace Giving, Volunteering and Fundraising.** Research proves that volunteers donate nearly double the amount of money than non-volunteers. You can harness this goodness and facilitate the generosity of donors and volunteers within the one program, on one platform, under your company brand. You will amplify your impact in the community, empower staff to give in a way that's personally meaningful, and engagement levels will soar.



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Create your own unique giving program with us.
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