



Establishing a Workplace Giving program: get set up for success

Congratulations – you’ve decided to set up a Workplace Giving program. Your employees will thank you with higher engagement, greater productivity and enhanced culture. Charities will be thrilled that you’re giving back. And consumers will value your good deeds when making purchasing decisions.

There’s a few things we think are important to consider and get set up before you launch.

1. **Appoint a Program Manager.** As with any project, it’s important to establish program ownership. It’s also valuable to nominate Workplace Giving champions throughout the business who can spread the word, motivate teams and promote campaigns.
2. **Create a Brand.** A strong Workplace Giving program needs a strong name. Make it relevant to your organisation, meaningful and aspirational. Create a logo and build brand awareness as you would with any other program or project in the business. If you are only setting up Workplace Giving initially, it’s worth thinking about a program name that can be expanded down the track to include other forms of giving, such as volunteering or fundraising, and become a broader program name. Our consulting team can help you develop a unique name to enhance your program success.
3. **Make it a Match.** Matching staff donations is one of the most compelling reasons for people to join a Workplace Giving program. It demonstrates that you have skin in the game, amplifies your collective impact, and donors will feel a profound connection to your business for supporting them to give to causes they care about. We can automate matching and also have tools such as Charity Gift Vouchers to engage staff in matching, and empower you to give the gift of giving all over again.
4. **Be Transparent.** Explain to staff why a giving program is important for your company culture, why you are motivated to ensure it succeeds and why your leaders support it. It’s also important to be transparent that 100% of donations via GoodCompany go directly to charity, via both payroll deductions and credit card.
5. **Set Goals.** As with any business project, set expectations about what you’d like to achieve at launch, in your first year and ongoing. Participation is recommended as a strong indicator of program success, while you can also measure total dollars donated monthly, in total, charities impacted etc.

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