



## Launch with a bang – five key success factors

1. **Time program launch strategically.** Selecting a launch date based on annual calendar events will lend support and credibility to your program. Generosity is often paramount at EOFY or Christmas time. Alternatively, a specific business milestone such as an anniversary may be more meaningful to your team.

 We recommend selecting a time that works well with your business calendar, avoiding any overlap with other big projects, and trying to connect with people when they are likely to feel most generous.

2. **Lead with business leaders.** Best practice is to launch with communications from the top; at an event, via email, in publications or via video. Select communications channels would best suit your organisation.

 We recommend saturating every channel to ensure that all staff receive the message that this program is important to your business and you want to see it succeed.

3. **Create buzz with your creative.** Develop launch creative that is impactful, memorable and inspires action. You can also select from the range of resources on our site that make it easy for you.

 We recommend thinking outside the square and being creative. Use a range of communications mediums, have fun and create talking points around the office. We can help tailor a unique launch campaign – please shout out!

4. **Inspire with incentives.** Behavioural psychologists have long argued that we do what is rewarding, that it's human nature to be inspired by incentives. They motivate action and communicate the value of that action.

 *Charity Gift Vouchers* are a unique incentive tool. They empower recipients to allocate the donation amount of your choice to the charities and projects of their choice. It's a fun and engaging way to kick off your program.

5. **Plan your next steps.** Subsequent campaigns reinforce your commitment and are critical to success.

 Think about when you could integrate a campaign into other company events or occasions, or alternatively, run a stand-alone campaign to encourage anyone who did not sign up during launch, to get on board.

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