



# WORKPLACE GIVING GUIDE FOR CHARITIES HOW TO UNLOCK LOW-COST, SUSTAINABLE FUNDING

BY 1MDONORS



# HOW TO UNLOCK LOW-COST, SUSTAINABLE FUNDING

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FOCUS 1

# WHY FOCUS ON WORKPLACE GIVING?

The potential for workplace giving in Australia is immense.

The business sector is beginning to recognise the benefits of workplace giving in enhancing employee engagement, attracting talent and developing positive organisational cultures.

Plus workplace giving is appealing to working Australians who want a greater sense of purpose at work, to be proud of their employer and to ensure their hard-earned money goes directly to the causes they care about.

More than 160,000 generous Australian employees donated over \$63 million through workplace giving in FY15, (including employee donations and employer matching estimate). (Australian Taxation Office FY15).

However, with a workforce of 12 million, the potential for workplace giving in Australia is huge.

By embracing workplace giving now, you have the opportunity to cement your position as an experienced workplace giving partner and reap the rewards as the channel grows.

**AN EXTRA \$300M – EVERY YEAR!**

**If just 10% of working Australians donated \$5 a week, an extra \$300 million would be raised every single year. And this is before employer donation matching is added in!**

FOCUS 2

**HOW TO  
DEVELOP  
WORKPLACE  
GIVING AS A  
CORE  
FUNDRAISING  
STREAM**

## A. Make Workplace Giving a strategic focus for your charity

Workplace giving makes sense:

- 85% of employees feel it's important to give back to the community through the workplace.<sup>1</sup>
- 86% of employees would be more inclined to give through workplace giving knowing it's one of the most effective ways for charities to fundraise.<sup>2</sup>
- 63% would be happy to be automatically included in their employer's workplace giving program.<sup>3</sup>

Visible leadership support for workplace giving as a strategic focus for your fundraising will be key to success. Gain leadership buy-in, allocate resources and set workplace giving targets to drive growth.

1 (WGA survey, 2013)

2 (Ask U survey, 2014)

3 (Ask U survey, 2014)

## B. Identify your market

Existing business partners:

- 27% of working Australians have access to Workplace Giving but only 4.9% participate. Many employees, simply don't know that their organisation offers workplace giving or understand the benefits of donating in that way. Encourage your partners to enhance their communications.
- Use workplace giving as a tactic to deepen an existing partnership. Be bold – encourage your business partners to set a stretch target for workplace giving – 30%-50% staff participation – and work with them to run a promotion. June Workplace Giving Month is a particularly good time to run a promotion. Find resources at [TMDonors.org.au](http://TMDonors.org.au).



New business partners:

- Make workplace giving the foundation for every business partnership.



## C. Develop your product

- Build your Workplace Giving ‘product’ – many businesses want multi-faceted relationships. Complement payroll giving with other workplace giving elements including business partner matching of employee donations, workplace fundraising, volunteering, skill sharing, in-kind support – depending on what works for your charity and the business partner.
- But don’t start from scratch – tap into your charity’s existing fundraising events and volunteering opportunities. Consider what skills business partners may be able to share with your organisation to build capacity.

## D. Pitch with the business partner's motivations in mind

Employers embrace workplace giving because they want to give their staff a greater sense of purpose at work and build a strong organisational culture (ACF 2013).

Workplace giving correlates with higher levels of employee engagement – greater pride, on-the-job motivation, sense of contribution and advocacy (ACF 2013). Higher employee engagement has been shown to drive successful business outcomes.

Get to the decision maker and share the business case.

And when you've got them on board, make it easy for them:

- Share the Toolkit for Employers – a free resource with all the information they need to set-up a great workplace giving program.
- Connect them with other of your business partners who have 'been there, done that'
- Provide engaging stories and images about the social outcomes they'll help to deliver

## E. Share donation impact

- The #1 motivation for working Australians to get involved in workplace giving is knowing how and where their donations are spent.
- But sometimes it's not possible to communicate directly with the donor. Many employers want to manage the communication process because workplace giving is a 'corporate' program. Research (ACF 2013) also showed 83% of employees preferred to receive program/donation communications directly from their employer.
- Ask the business partner how and when they want to communicate the collective donation impact with staff – once or twice per annum is about right. Use our four step process to produce a great report.
- Ensure content is business partner and workplace giving specific. Use images - a picture tells a thousand words.



## F. Keep it fresh

- Work with the business partner to identify workplace giving champions in the business.
- Encourage and nurture relationships with champions in the organisation.
- Work with the business partner to help promote workplace giving 1-2 times per year to keep it 'top of mind'. Tap into Workplace Giving Month resources on [TMDonors.org.au](http://TMDonors.org.au)

