

CAUSE MARKETING FUNDRAISING MODELS WORKPLACE GIVING CAMPAIGNS



def•i•ni•tion:

WORKPLACE GIVING CAMPAIGNS:

Are when a company engages its employees to donate and/or raise funds for Hope & Heroes. Typically, this is a dedicated fundraising campaign (Give Them Hope. Be Their Hero.) with a payroll deduction option. These campaigns tend to be very popular, as they provide an avenue for companies to foster meaningful engagement with their employees while raising money for Hope & Heroes.

HOW IT WORKS

Workplace giving campaigns vary in how they are implemented, but some common elements include:

- A fundraising goal and deadline
- A designated cause
- Giving incentives, such as a corporate match
- Workplace-based fundraising events (bake sales, run/walk/ride, auctions)
- An internal communications campaign
- A payroll deduction option

FACTORS FOR SUCCESS

- Effective campaigns create a goal to unify/rally efforts
- Most giving campaigns include company-supported incentives, such as recognition, prizes, matching donations, friendly competition across departments, etc.
- It is important for companies to demonstrate their commitment as well, which includes both corporate giving (often this comes as a giving match) and via leadership participation
- Successful campaigns are driven by robust internal communication efforts, often coming straight from the CEO
- It is important to make it easy for employees to give and this can be done by using payroll deductions or using an employee engagement platform such as CauseCast or Benevity
- Often, prizes or rewards, such as a day off work, are included as incentives to give
- Campaigns can also be supported by employee-driven fundraisers, which can be more broadly extended to friends and family by inviting them to fundraising events or by tapping them as donors via peer-to-peer fundraising