



7 Ways to Leverage Your Company's Social Responsibility Initiatives With #GivingTuesday

By [America's Charities](#)



#1

Workplace Giving Campaigns

“Workplace giving campaigns generate over \$4 billion annually – much of which is unrestricted, sustainable support that enables charities to deliver vital services throughout the nation.”

- [America's Charities 2014 Snapshot Report](#)

Writing a big corporate check may seem like the easiest approach to philanthropy, but it overlooks a major opportunity to maximize corporate giving – *employee giving (or workplace giving)*.

How Workplace Giving Supports Your CSR Goals:

o**Employee Engagement:** Employees ([especially Millennials](#)) want meaning at work. But for many employers, their actual purpose or mission may not directly involve actively improving the world or a local community. Workplace giving and employee engagement initiatives provide employees with the opportunity to connect with their colleagues while helping others. It also offers them the ease and convenience of making donations through payroll deduction, which is one of the most [cost-efficient ways to donate to charity](#).

o**Corporate Cause:** A growing number of companies are choosing to support and partner with one or two specific charities that align with the company's values. Workplace giving campaigns can be branded around company philanthropic objectives, featuring specific charities supported by your company. Used as a platform for educating employees and encouraging employee contributions to your corporate causes, workplace giving campaigns can be used to increase the total funds raised for your partner charities. In a [2013 survey of employers by America's Charities](#), "Nearly 60% of employers that feature signature charities reported an increase in employees choosing to donate through the workplace campaign."

o**Corporate Image:** In addition to building a sense of community among your workforce, workplace giving and employee engagement are part of being a good corporate citizen and helps improve your company's reputations among key stakeholders, and even to new talent. According to the [2014 Millennial Impact Report](#), "A company's involvement with causes ranked as the 3rd most important factor when applying for a job."

#GivingTuesday Tips for Workplace Giving:

- Hold a workplace giving campaign! #GivingTuesday is all about encouraging charities, businesses, and individuals to come together to give and celebrate generosity. What better way to do this than offer your employees the opportunity to give at work to your corporate causes and the causes that matter to them? Using online giving technologies like [America's Charities Powered by Causecast](#), you can give employees a way to give to charities through the workplace as well as a way for them to fundraise with their friends and family. [Ask America's Charities for a consultation](#) to get started.
- Use #GivingTuesday to host a 1-day campaign focused on raising money for a specific charity. While companies typically use workplace giving campaigns to empower employees to support their favorite charities, your company #Giving Tuesday campaign can focus on supporting one of your company's nonprofit partners.
- Use #GivingTuesday to thank employees for their generosity:
 - Have a pizza party and announce your campaign results with employees
 - Many companies host holiday parties in December - hold your party on Giving Tuesday and incorporate the results of your workplace giving campaign into the event.



#2

Matching Gifts

“In 2010, 94% of companies offered at least one matching gift program, averaging \$1.70 million in total matching funds.”

- [CECP 2011 Corporate Giving Survey](#)

Matching Gifts

Do you match? Employee matching gifts (also known as *matching funds*) are when an employer offers to match its employees' charitable contributions. Depending on your company's budget and charitable goals, you may offer to match employee gifts dollar-for-dollar, up to a predetermined dollar amount per employee each year, or even double the original donation. Some companies also make a donation to match every hour an employee has volunteered for a charity - a concept known as '[dollars for doers](#)'.

How Matching Gifts Support Your CSR Goals:

o**Employee Participation & Retention:** Corporate matches are becoming a central driving force that incentivizes employees to donate to charities through workplace initiatives. Not only does matching gifts encourage increased employee participation, when a company offers to match gifts to charities supported by employees, it sends the message that the company cares about what its employees care about.

o**Double Your Impact:** If your company is raising money for a specific cause, offering to match gifts made to that cause by employees can augment your fundraising efforts.

o**Tax Incentives:** Enabling employees to help others has tangible benefits. As stated on [LegalZoom](#), "For federal income tax purposes, the donations a corporation matches aren't attributed to employees, but are instead deductible on the corporation's tax return," and "Many states base their corporate income tax returns on the federal Form 1120, allowing corporations to report the same charitable donations used to claim a deduction on a federal return on the state corporate return as well."

#GivingTuesday Tips for Matching Gifts:

- Don't assume your employees know that you have a matching gift program or understand exactly what a matching gift campaign is. Through a series of employee communications, tell your employees about your company's matching gift program, explain how it works, how much you will match and most importantly – where they can go to get started.
- If your CSR goal is to increase employee participation in your giving initiatives, on #GivingTuesday offer to match donations to charities supported by your employees.
- If your CSR goal is to boost support for a cause your company supports, on #GivingTuesday offer to match donations made by employees to that cause.
- There are many ways to implement a matching gift program. One way is to implement it as part of your workplace giving program using tools like [America's Charities Powered by Causecast](#) online giving solution.
- Make sure your company's matching gift information is included on tools like [Double the Donation's Matching Gift Tool](#), which enables donors to see how to take advantage of their employer's matching gift program.



#3

Charity Fairs & Guest Speakers

“More than 50% of employers surveyed have increased the number of gatherings such as networking events, fundraising activities, and charity fairs associated with giving campaigns.”

- [America's Charities 2013 Snapshot Report](#)

The real value of events like charity fairs and guest speaker events is in creating opportunities to interact with colleagues, organizational leadership, learn more about charities, and catalyze greater giving.

How Charity Fairs & Guest Speakers Support Your CSR Goals:

- o**Employee Engagement & Participation:** To help employees learn more about charities, you may organize educational events such as charity fairs or brown bag lunch presentations by representatives of charities. Holding charity fair events and hosting guest speakers can stimulate interest in your company giving initiatives and encourage employee involvement.
- o**Corporate Cause:** Forcing your corporate interests on employees will not excite them about causes your company supports. A fun way for employees to internalize your corporate causes and rationalize their own involvement with them is to invite those charities to speak to employees during a brown bag lunch or have a table at your charity fair where employees can ask questions and have a real conversation.
- o**Reporting Performance:** Employees want to know what kind of impact their support is having. Charity fairs and presentations from guest speakers are an interactive way to provide follow-up and share the specific things charities have been able to accomplish as a result of donor support.

#GivingTuesday Tips for Charity Fairs & Guest Speakers:

● On #GivingTuesday, hold a charity fair. Prior to #GivingTuesday, ask your employees what charities they are interested in and invite those charities to attend. This will give employees a chance to engage with and learn more about charities they are interested in, and may inspire them to give to that charity. If you're holding a workplace giving campaign around #GivingTuesday, a charity fair is a great way to educate employees about different causes before they decide who to donate to and how much to donate through the company's workplace giving campaign. For example, an employee may have been planning to donate a certain amount of money to a charity, but after having the chance to ask questions and learn more about the charity such as how much money it costs to run a program or provide a certain service, they might decide to donate a little bit more now that they know the actual cost.

● If your company supports a specific cause or charity, invite a guest speaker on #GivingTuesday to talk about their cause, share specific stories of impact and discuss the social issues they are trying to solve. This will educate your employees on the importance of your company cause and encourage them to be more supportive. This is also a great opportunity for the guest speaker to share results of how your company's and employees' support has helped so far.



4

Donating Time & Talent

“Of people who have volunteered in the past 12 months, 96% say that volunteering enriches their sense of purpose in life.”

[- UnitedHealth Group 2013 Health & Volunteering Study](#)

Most nonprofit organizations lack access to the marketing, design, technology, management or strategic planning resources they need to effectively and successfully tackle social issues. Meanwhile, according to [Lumesse's global survey Inspiring Talent 2011](#), "Four out of five employees feel that their skills are not fully utilized." As companies seek to engage employees in their corporate philanthropy, skills-based volunteering can deliver high impact to employees and nonprofits alike.

How Donating Time & Talent Supports Your CSR Goals:

oCapacity Building & Talent Management: Employees who donate their skills to organizations that serve the community can derive a greater sense of purpose about their job and their employer, while developing their own career and skills. According to a [Taproot Foundation](#), "A third of employee respondents cite improvement in multiple skills areas, including communication, networking, problem-solving, leadership, team-building, presentation skills, organization and time management, negotiation, and decision-making. This list has also been corroborated by management, with 75 percent reporting leadership development as a result of pro bono service." At the same time, pro bono delivers capacity building services to help nonprofits grow and achieve their mission. In a recent [Taproot survey](#), "92% of nonprofit leaders reported that they do not have enough pro bono resources."

oCorporate Image: In addition to building positive public perception about your company, pro bono and volunteer work can make strong brand ambassadors out of your employees. In Fidelity Investments' 2011 Employee Survey, "88 percent of volunteering program participants said their pro bono experiences make them feel more inclined to recommend their company as a great place to work."

This just scratches the surface of how pro bono service and volunteerism can help you achieve your CSR goals. Read Taproot Foundation's report, "[Demonstrating the business value of pro bono service](#)" for more insights.

#GivingTuesday Tips for Donating Time & Talent:

- Use #GivingTuesday to help charities through skills-based volunteerism, but make sure you are actually providing help the charity needs. While employees enjoy corporate day-of-giving events, many charities don't have the type of projects that require a large quantity of employees in one sitting.
- Partner with charities based on your company cause and make your company a go-to source for that charity to utilize throughout the year for smaller projects that require employees' skills. On #GivingTuesday, announce a multi-year commitment to that charity, explaining how your company will be helping them. If you already have such an arrangement, use #GivingTuesday to share how your corporate-nonprofit partnership has been working and making a meaningful impact.



"Look on the continuum of volunteer opportunities. Hands-on may not be the best opportunity with the most impact. You need to ask yourself strategically, where is it your company wants to make a difference? It might mean bringing stuff in-house or through skills-based volunteerism, but it's not necessarily rounding up a group of employees on a Saturday afternoon to go paint a wall of a shelter."

– **Steve Greenhalgh, America's Charities Senior Advisor**, on corporate volunteering at #GivingUnderTheInfluence Symposium ([watch him speak in this video](#))



#5

Holding Drives & Donating Items

“AAFRC Trust for Philanthropy estimates that 60% of \$15.9 billion in corporate donations to charity made in 2010 were gift in-kind (GIK) or \$9.54 billion.”

[- The Business Case for Product Philanthropy](#)

Despite all the fundraising appeals and grant requests, charities understand that corporations don't exist to give away money. Sometimes charities need specific items in order to operate and that's where drives and donating items comes in. Whether you hold a drive to collect food, school supplies, books, or clothes; are donating office equipment/furniture; or want to donate discontinued products, holding drives and donating items (also known as 'In-kind Gifts') is a sustainable and engaging way to support charities.

How Drives & Donating Items Can Support Your CSR Goals:

oSustainability & Corporate Image: Employees and consumers alike want to know that the companies they purchase from or work for are being responsible, and that includes the way you dispose of items. Donating products allows your business to work towards its zero waste initiatives by giving you an alternative to disposing of or destroying your excess inventory. And working with nonprofits like [Good360](#), you can reduce your logistics and supply chain costs involved with returns, buy-backs, discontinued products and more, by donating at the point of distribution either directly from your stores to the local community or donate from your warehouse, distribution outlets and even third-party providers.

oEmployee Engagement: Holding drives can be a fun, team-building experience that empowers employees to dispose of items they no longer use (i.e. clothes, books), and it's also a more direct way for them to understand how their donations will be used. Plus, drives are no longer limited to physically donating items in a box at the office. For example, organizations like [Amp Your Good](#) and [YouGiveGoods](#) take the pain out of food drives by making food drives a virtual experience. Your company can choose what charities to support, those charities work with Amp Your Good to provide a list of items needed, and your employees donate those items. And because it's online, you're not limited to donating nonperishable food – you can donate nutritional foods and Amp Your Good delivers the donations to the charity(ies) for you.

#GivingTuesday Tips for Drives & Donating Items:

- On #GivingTuesday, hold a drive to collect items for one of your company's partner charities or for a local community charity in need of specific items. Consider collecting items based on the cause that aligns with your company's philanthropic goals, like:
 - **Books:** to promote youth literacy
 - **Food:** to promote nutrition, healthy lifestyles, and solving hunger
 - **Clothes:** to promote helping people rise out of poverty
 - **Pet Supplies:** to promote animal wellness and support of local shelters
 - **School Supplies:** to promote youth education, school readiness, and STEM
- To make your drive fun for employees and encourage more participation, hold an interdepartmental contest to see which team can donate the most items. You can reward them with a prize like a pizza party or simply give them bragging rights as 'having the most #GivingTuesday spirit' (until the next drive of course). It can become an annual tradition.
- If you have donated office furniture, supplies or products in the past year, use #GivingTuesday to share how you're disposing items in a responsible, sustainable manner and helping charity in the process.



6

Cause Marketing & Donating Product Proceeds

"91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality."

- 2013 Cone Communications/Echo Global
CSR Study

The purpose of cause marketing is to increase exposure and awareness for both your company and the non-profit organization you're supporting. But the benefit to your business goes well beyond greater brand awareness.

How Cause Marketing & Product Proceeds Can Support Your CSR Goals:

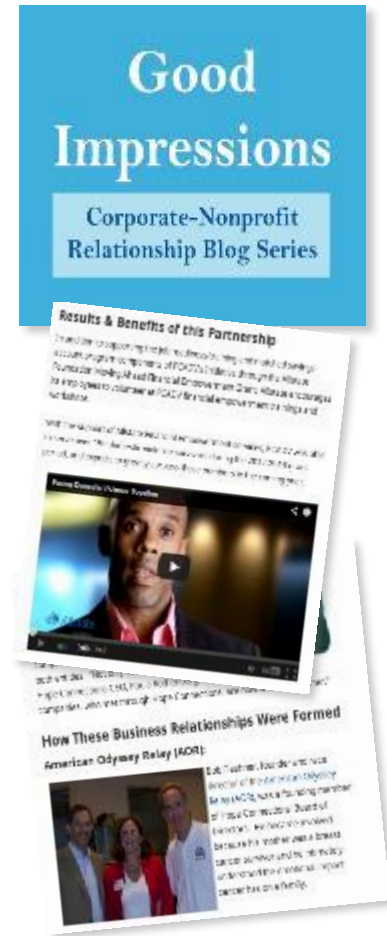
o**Corporate Image & Profitability of Cause Work:** As the [2013 Cone Communications/Echo Global CSR Study](#) reveals, "CSR remains a differentiator in the shopping aisle — in fact, nine-in-10 global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality." According to that same 2013 Cone Study, "When companies support social or environmental issues, consumer affinity overwhelmingly upsurges. Nearly all consumers say that when companies engage in CSR, they have a more positive image of the company (96%), would be more likely to trust that company (94%) and would be more loyal to that company (93%)." According to a [Nielsen 2013 Consumers Who Care Study](#), **50% of global consumers** said they would be willing to reward companies that give back to society by paying more for their goods and services (44% in the U.S. and 38% in Canada).

o**Employee Satisfaction & Retention:** Just like consumers, employees want to feel vested in their employers' programs and feel a stronger sense of loyalty to their employer at companies with cause marketing programs. According to the [2013 Cone CSR Study](#), "81% of employees decide where to work based on a company's support of a cause."

#GivingTuesday Tips for Cause Marketing & Product Proceeds:

- If your company doesn't currently have a cause marketing program, think about what cause you want to support and what charity(ies) would be a good fit with your goals. Once you've identified your charity partners, use #GivingTuesday to announce your partnership and share what your cause initiative goals are.
- If you aren't sure what cause to support but know what month(s) you have the most time to actively support and promote your initiatives, use [America's Charities 2015 Cause Awareness Calendar](#) to help you decide or think of ideas.
- Not sure how to initiate a cause marketing partnership? Read about some examples from [America's Charities Good Impressions Blog](#), which features collaborative business-nonprofit relationships and shares how those relationships were formed, what they're on a mission to accomplish, and what makes them effective.

If you have a successful cause marketing partnership, let us feature you in our blog and we can promote you on #GivingTuesday. Contact Sarah Ford at sford@charities.org for more details.





#7

Sharing Success & Thanking People

“While 87% of global consumers believe that business needs to place at least equal weight on society’s interests as on business’ interests, less than a third believe business is performing well in addressing societal issues.”

- Edelman 2012 goodpurpose Study

Throughout the world, consumers are taking action, and making decisions in response to purpose, so you better be telling the world about your cause initiatives and impact.

How Sharing Your Success & Thanking People Supports Your CSR Goals:

oCorporate Image & Reporting Performance: “Less than a third of consumers believe business is performing well in addressing societal issues,” according to the [Edelman 2012 goodpurpose Study](#). This performance gap is likely to drive disillusionment, disengagement and outright distrust from consumers, so make sure they know about the causes your company supports, how you support them, and what kind of impact you’re making as a result. It’s also important to report results to your employees. You likely involved them in your volunteer, workplace giving, and other cause initiatives at some point – don’t just ask them for support; follow-up and tell them the results of their help.

oStakeholder Satisfaction: Anyone – consumers, employees, campaign coordinators, board members, charity partners, vendors – anyone who has played a role in your CSR initiatives deserves a big thank you. Without them, your efforts would be nonexistent and if you want their future support you should first thank them for their existing support. Whether your stakeholders have donated money, time, or talent, show your appreciation for their support and let them know some of the ways their support has made a difference. You don’t have to present awards or hold a fancy reception (although those things don’t hurt), a simple, genuine ‘thank you’ will go a long way and might be the most crucial factor to the future success of your cause initiative.

#GivingTuesday Tips for Sharing Your Success & Thanking People:

- If your corporate giving events will be over before #GivingTuesday, there is still plenty for you to celebrate. On #GivingTuesday, celebrate your company's philanthropy by doing something special to thank your employees and other supporters.
 - Hold a thank you luncheon and present a summary and stories about your giving initiatives and results for the year.
 - Have your company CEO personally thank staff who coordinated, lead or participated in your company's giving initiatives.
 - Thank your partner charity(ies) for being part of your cause initiatives and express your appreciation for the work they do.
- Use #GivingTuesday to publicly share what cause your company supports and to raise additional awareness for that cause:
 - Leverage the #GivingTuesday hash tag to draw attention to the causes you support on social media.
 - Issue a press release about your company's initiatives and impact from the past year.
 - Write a blog post about the cause you support (include interesting facts and statistics) and post on your company website to educate people about the social issue your company is addressing and encourage other companies to get involved.
- [Become an official #GivingTuesday partner!](http://www.givingtuesday.org/toolkits) The #GivingTuesday website, www.givingtuesday.org/toolkits has a selection of templates, sample press releases and even a communications toolkit you can use to create and plan out your public announcements. And you can use their website to share news, announcements and information about your company's giving initiatives.

Sample #GivingTuesday CSR Event Timeline

Whether you use one or several of these corporate giving methods to participate in the #GivingTuesday movement, all of these methods can be used to help achieve your CSR goals and leverage the popularity of #GivingTuesday. For strategic advice or help implementing your corporate giving initiatives, [contact America's Charities](#).

For an idea of when and how to integrate multiple initiatives into your #GivingTuesday plans, we've provided a sample timeline on the following slide.



Sample Timeline



August

- Brainstorm with your team and decide how #GivingTuesday can be integrated with your CSR efforts
- Become a #GivingTuesday partner & set up a profile at www.givingtuesday.org

September

- If you plan to partner with anyone (i.e. a charity or another organization), reach out to them and coordinate your plans
- Have a company-wide volunteer day or offer to provide pro bono services to charities in your community

October

- Launch your workplace giving campaign and offer to match gifts
- Invite a guest speaker from a charity or host a charity fair

November

- Hold a drive to collect food, pet supplies, clothes, books or even furniture

December

- Thank your employees and other supporters (i.e. customers or charities) for their participation and support of your events. Share with them and push out a press release announcing the results of your company charitable initiatives and share examples of your impact.
- Make a special offer to customers on December 1, where a percentage of proceeds go to charity



More #GivingTuesday
Ideas & Resources:

www.charities.org/giving-tuesday

