

Membership Assembly 2018

Working Session #2: Take Advantage of your Workplace Giving Real Estate

The Client Engagement Department at America’s Charities applies on behalf of members to campaigns in the public and private sector – where employees of federal, state, and local governments as well as private sector employees give to charity at work. The purpose of this exercise is to show what real estate you already have at your disposal to communicate to donors in these campaigns, and help you brainstorm stronger donor outreach through some of the below methods.

Dollar-Buy Statements:

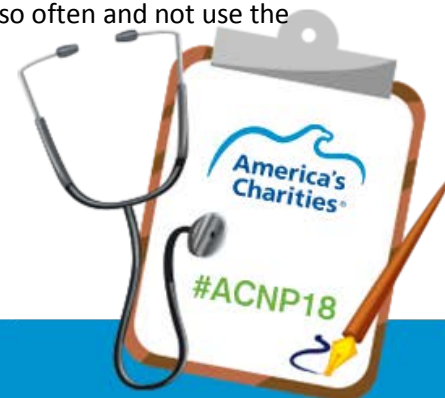
Dollar-buy statements are used to show donors the strength of their investment in your nonprofit – the goal is to show that for a specific dollar amount, the donor enables your organization to affect change in a demonstrable way. This is a simple and effective way to demonstrate your impact and can be repeated in your thank-you letters to donors, as well as on your website and through social media. **(p. 25 of Member Toolkit).**

Exercise 1: Pretend you are a donor giving through the workplace. Work with other nonprofit representatives at your table to review the below examples of dollar-buy statements. Rank them from strongest to weakest using 5 for strongest and 1 for weakest, keeping in mind the reason for the ranking. Take notes.

Dollar-Buy Statement	Ranking
\$10 helps Peter Parker Foundation provide educational comic books to children attending public schools across the country, enabling kids to explore new avenues for creativity and learning.	
\$5 per pay period allows Peter Parker Foundation to provide a monthly educational comic book subscription to 3 children attending public schools, enabling kids across the country to explore new avenues for creativity and learning.	
Any donation helps Peter Parker Foundation provide comic books to kids.	
\$5,000 pays for Peter Parker Foundation to provide a full day of literacy programming with hands-on activities for 50 children, enabling kids across the country to express themselves through reading and illustration. Each child who attends a reading day goes home with 5 comic books.	
\$3 a paycheck helps a child in need obtain access to literacy programming, enabling her to learn effectively using comic books as a resource of reading and language instruction.	

Charity Descriptions:

A charity description is a 1-2 sentence, brief elevator speech providing insight for donors into your organization’s services. Descriptions utilized the most in workplace giving campaigns are 25 words or 256 characters in length, and are used both in print brochures and online WPG platforms. While the language in a description may highlight certain aspects of your mission, you should try to refresh the language every so often and not use the same exact wording year after year.



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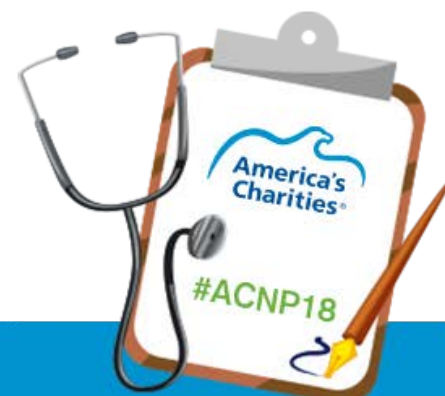
Exercise 2: Pretend you are a donor giving through the workplace. Work with other nonprofit representatives at your table to review the below examples of charity descriptions. Rank them from strongest to weakest using 5 for strongest and 1 for weakest, keeping in mind the reason for the ranking. Take notes.

Charity Description	Ranking
RESEARCHES. ADVOCATES. PROMOTES HEALTHY LIVING. Selina Kyle Foundation provides health services found nowhere else.	
Our mission is to fund medical research initiatives aimed at preventing and treating illness.	
At Selina Kyle Foundation, our main goal is to assist in raising money for medical research initiatives aimed at preventing and treating chronic illness.	
Empowers patients by funding innovative research and educating health care providers to improve early diagnosis and treatment for Lyme disease, affecting 300,000 Americans each year.	
Provides free, life-changing counseling, early intervention, and referral services to youth ages 13-18 living with a mental health condition. 1 million youth assisted since 1998.	

Thanking Donors:

We’ve just focused on 2 key areas where your nonprofit has direct contact with prospective donors on the front end of a workplace giving campaign, but it’s important to note that the same methods you use to demonstrate your impact to donors upfront can be used to inform how you thank your donors after they have given to your organization. If a donor has indicated they wish to receive an acknowledgement for their gift, this is the prime opportunity to “level up”. **(pp. 33-37 of Member Toolkit)**. Work to make a onetime donor a returning donor, volunteer, or brand ambassador by thinking through the following when crafting your letter:

- Know Your Audience – is your donor a federal, state, or local government worker, or do they work in the private sector? How might this change the tone of your letter?
- Use an Active Voice – make sure you are describing your charity’s impact using an active voice – be clear, direct, and tell them what their gift allows your organization to accomplish.
- Avoid Pure Re-Solicitation – The last thing a donor wants to feel after they have given to your organization is immediate pressure to give more. Ideally, the first letter the donor receives should purely give thanks. Later communications can be more
- Regulations – remember to adhere to any regulations regarding reaching out to donors in the particular campaign (i.e., being prohibited in emailing/ mailing federal donors at their place of business). America’s Charities helps you with this by listing any restrictions associated with thanking donors in a specific campaign in your donor acknowledgement reports.



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A Step-By-Step Take Home Guide:

Do you have a desire to refresh the content of your WPG real estate but aren't sure where to begin? Try working through the below questions to help fine-tune your message.

- Why do you think people give to your organization?
- Why do you think your donors value the actions of your organization?
- Write down 5-10 key verbs you would use to describe the actions of your nonprofit – how do you help? (ex: advocates, teaches, provides)
- Write down the constituents affected by the actions of your nonprofit – both directly and indirectly. Try to look at your services from different angles. For example, how does providing free books to children affect not just children, but their parents, families, and community?
- What are some deliverables your nonprofit provides? Try to list out a few different programs, (ex: school supplies, counseling, funding)

Take a look at what you currently have (*please feel free to ask us to send you what you gave us in the fall through the application*) and review it against the questions above. Do your messages convey what you want them to? Can they be strengthened?

If you leave here with nothing else, remember this: these are resources that are already at your disposal and can help you target your messaging effectively to employee donors. Take advantage of this real estate to the best of your ability – it's free, easy, and critical to your success in workplace giving.

Need help or interested in a 1:1 conversation with your America's Charities support team?

Email clientsolutions@charities.org to get started.

