

Membership Assembly 2018

Working Session #3:

Optimizing Workplace Giving Messages Across Channels

Are you doing everything you could be doing to inform your audience about ways to support your nonprofit through workplace giving? Use this checklist to keep track of what you're already doing and what new things you should try.

Promoting Workplace Giving & Matching Gifts on Your Website:

Tactic:	Already doing this	Not sure if we do this	Need to try this
Promote workplace giving as way for donors to support our nonprofit			
No more than 2-3 clicks through webpages for donors to see workplace giving and matching gift information			
Promote workplace giving as a way for companies to support our nonprofit			
Specifically promote information about DIFFERENT TYPES of workplace giving campaigns where donors can support us (e.g. CFC, private sector, state and local)			
Promote matching gifts as way for donors to support our nonprofit			
Promote matching gifts as a way for companies to support our nonprofit			
Utilize Double the Donation's matching gift tools by taking advantage of their exclusive America's Charities member discount			
Share stories of impact (or preview of story where they can click through) on your workplace giving page			
Promote statistics & facts for employers on benefits of workplace giving and matching gift programs			
Promote your relationship with America's Charities as your workplace giving partner			
List EIN#, CFC#, and any other relevant donation codes on footer of website			

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

Email marcom@charities.org to get started.

