

THE
**GIVING
BUSINESS**
Creating successful payroll giving programs



**TEN SIMPLE
WAYS TO
BOOST YOUR
PAYROLL GIVING
PROGRAM
PERFORMANCE**

TIPS FOR SETTING UP A PAYROLL GIVING PROGRAM

- \ Engage senior leadership support for the program
- \ Allocate internal resources to coordinate program development and launch
- \ Talk to a payroll giving program provider
- \ Decide your giving strategy: donate to a selection of charity partners, offer employees the opportunity to select any charity of their choice, or combine the two approaches
- \ Set up a system for processing donations with your payroll team. Most payroll software packages have built in payroll giving processing facilities
- \ Decide whether your business will match employee donations
- \ Engage employees via a launch event and internal communication, and invite them to sign up
- \ Communicate regularly, to keep employees informed about the impact of their donations

For further information on setting up programs, and reporting requirements, visit ato.gov.au and type the words 'workplace giving' into the search field

We recently surveyed businesses with payroll giving programs

WHAT THE RESEARCH TELLS US: TEN SIMPLE WAYS TO BOOST YOUR PAYROLL GIVING PROGRAM PERFORMANCE

ONE Create an ambassador network for the program

Enlist a group of key supporters to promote the program inside the business.

Ideally this should be one person per site, or per charity, if your business has selected charity partners. The most successful charity ambassadors are volunteers whose work in the role is recognised by senior management as important.

Charity ambassadors need to be given structure and guidance, but are most effective when given scope to develop local initiatives to motivate employees.

A network of charity ambassadors means the business has a team focused on the giving program which can spread the passion.

TWO Communicate to staff regularly

Distribute information frequently (at least once a quarter) to all employees about the payroll giving program and how the money being raised by staff and the business is making a difference.

Real life, personal stories are more likely to motivate people than just information on how much money has been raised.

Each communication should guide staff as to how they can become involved, for example by directing them to a sign up form or to the relevant location on the intranet.

THREE Keep the program visible across the business

A program that is top-of-mind is more likely to generate interest and participation.

Only 50% of businesses surveyed said that all their employees had access to a computer, so use a variety of methods to communicate, remembering that email and intranet are not always accessible for all staff.

Include information about the program in staff inductions, put up posters in public areas such as in kitchens/tea rooms and also use direct means of connecting with staff such as pigeon holes or payslips.

FOUR Engage senior leaders

Ask your CEO to refer to the program in regular updates, to include an endorsement in induction packs and to introduce sessions with charity speakers.

Communicate regularly to senior leadership about the payroll giving program's business and community benefits.

FIVE Demonstrate business support for employee donations

If your business matches employee donations, communicate to employees the additional impact this has on the supported charities.

If your business cannot provide ongoing matching, consider matching for limited periods (eg at bonus time / for month of July / at start of a new financial year) or providing in-kind support of goods or services to charity partners. Communicate the value of this support to employees.

1/3 One in three businesses had a participation rate of less than five percent*

10% One in ten businesses had a participation rate of twenty five percent or more



29%

Of programs managers identified **limited time and resources** as the main barrier to success

*The Giving Business report 2009

58%

Of program managers spend five percent or less of their time on the payroll giving program

71%

Of program managers identified visibility of the program internally as a key success factor

SIX

Make sign-up as easy as possible

Tailored online solutions are increasingly popular and provide a simple and immediate way for employees to sign up. Businesses for which tailored online solutions are impractical can use other methods to make sign-up simple, for example, by creating automated buttons that allow employees to sign up just by clicking using widely available office software packages.

Include paper forms in induction packs. Make sure staff members can sign up on the spot on occasions when they are likely to feel motivated (such as at charity talks, volunteering sessions etc). Consider making laptops available in public areas during charity week or at charity expos so staff can sign up immediately online.

SEVEN

Tie payroll giving in with other community programs

Employees are most likely to be receptive when they have just been engaged with charity partners and have just experienced first hand the impact these organisations make in the community.

When employees are involved in other community initiatives such as volunteering or fundraising events, use the opportunity to promote the payroll giving program.

Send out follow up emails to participants within 48 hours of the event to invite them to sign up.

EIGHT

Get the message right

Think carefully about the messages you want to convey to employees. If you are able to easily communicate separately to donors and non donors, do so. For those who are already donating, focus on the difference their contributions are making, with tangible, personal stories.

Existing donors who have been donating for some time are often amenable to the idea of increasing their donation – don't be afraid to ask.

To recruit new donors, explain the leveraged, cost effective nature of payroll giving, but especially emphasise the powerful potential of lots of people contributing small amounts on a regular basis.

Tone is important: the focus should be on explaining rather than selling, and particularly not hard selling.

NINE

Celebrate and recognise the support of your donors

While privacy concerns may prevent public recognition of individual donors, it is important that donors are appreciated and recognised for the contribution they are making. This may be in the form of a personalised letter from the CEO or charity partner thanking them for their support, along with stories about the difference they are making, or a small token of appreciation from the business at the end of the year.

TEN

Celebrate and recognise the support of your ambassadors

Ambassadors who have excelled in their efforts to support and promote the program should be acknowledged and rewarded, particularly since many will be performing this role in their own time.

A 'champion of the year' award, as voted by peers or management and/or a celebration dinner event hosted by the CEO or a senior manager shows the business' support and gratitude and reinforces the importance of these positions.

FURTHER INFORMATION

For further information about The Giving Business report, please go to www.csi.edu.au

If you would like to set up a payroll giving program, please contact:

- ▶ The Australian Charities Fund – www.australliancharitiesfund.org.au, Pip Murphy / Stephanie Hughes ph (02) 9024 8630
- ▶ Charities Aid Foundation (CAF) – www.cafaustralia.org.au, Kevin Sullivan ph (02) 9929 9633
- ▶ United Way – www.unitedway.org.au, Doug Taylor ph (02) 9995 4222

A more detailed analysis of the data reported here will be posted on www.csi.edu.au later in 2009.



The Australian Charities Fund

Is an Australian founded and led not-for-profit organisation whose mission is to facilitate unprecedented levels of giving. It partners with businesses and community organisations to drive community impact via engaged employee giving.



Charities Aid Foundation (CAF)

Is an international not-for-profit organisation providing the knowledge, infrastructure, back-office administration and ongoing management of services for charitable activities including Workplace Payroll Giving Programs, Matched Giving Programs, Foundations / Prescribed Private Funds and Grant Management.



The Centre for Social Impact a partnership between business schools of the University of New South Wales, the University of Melbourne and Swinburne University of Technology, brings together Australia's not-for-profit, philanthropic, business and government sectors in a collaborative effort to help build passionate, high performing and sustainable social ventures.

PRICEWATERHOUSECOOPERS PricewaterhouseCoopers

is the world's largest professional services firm with a long-term commitment to supporting the sustainability of the communities in which it operates. Its giving program is regarded as one of the strongest in Australia.



United Way Sydney Improves lives by mobilizing the caring power of communities around the world to advance the common good. Operating in 46 countries

worldwide and 10 communities in Australia, United Way invests donations and volunteer time in community impact initiatives with resources raised from Corporate Community Involvement programs (CCI) that include Workplace Giving, Corporate Connect volunteering, and Seeing is Believing education programs

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