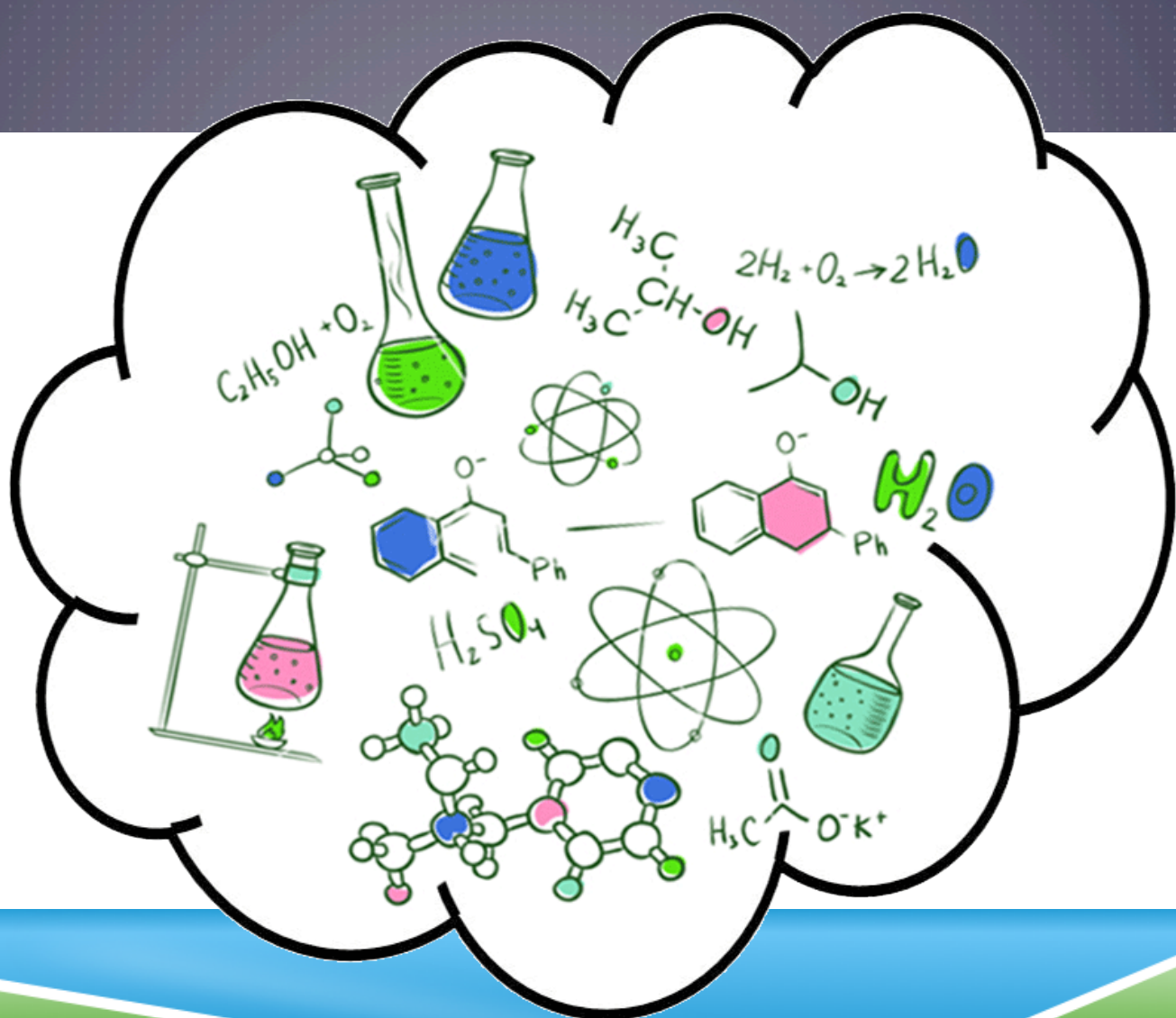




THE CHEMISTRY OF EMPLOYEE DONOR CULTIVATION:

Turning Year-End Fundraising
Efforts into Year-Round
Donor Engagement



About America's Charities

America's Charities is a national mission-driven nonprofit that connects public and private sector employers with charities to engage employees in greater giving. The organization operates as a strategic consulting partner for philanthropic organizations, nonprofits and the business community to increase social impact, and has been at the forefront of employee giving since 1980. America's Charities' experience combined with an accountable and transparent process has resulted in raising more than \$650 million for more than 10,000 charities addressing a range of causes including education, human rights, hunger, poverty, research, animals, veterans, disaster relief and health services.

To learn more about America's Charities nonprofit membership and strategic planning solutions, visit www.charities.org/become-member.

How to Use This Toolkit

This toolkit was created as a complimentary guide for nonprofits who attended America's Charities "The Chemistry of Employee Donor Cultivation" webinar. To access a recording of that webinar, visit: www.charities.org/webinar/donor-cultivation-yearlong-fundraising-engagement-best-practices

Included in this toolkit:

- Overview of workplace giving and the three sectors of campaigns administered annually
- Explanation of how a typical employee donor pledge distribution cycle works
- Reports and donor data America's Charities provides nonprofits
- Tips for increasing and retaining employee donor giving
- Templates to help your nonprofit:
 - Communicate to workplace giving donors,
 - Remind employee donors to continue giving to your nonprofit
 - Educate traditional, one-time donors about becoming workplace giving donors
 - Promote the impact workplace giving donations have on your organization to the public

Workplace Giving Overview

What is Workplace Giving?

Workplace giving campaigns can take many different forms, but they are typically annual, employer-sponsored programs that offer employees the opportunity to make a charitable contribution through payroll deduction.

There are three sectors of campaigns administered annually:

(1) The Combined Federal Campaign (CFC)

- Established by the United States government in 1961 as a way for federal workers to support charity, the CFC is the world's largest annual workplace charity campaign and has raised over \$7 billion for nonprofits over the past 50 years.
- Approximately 4 million federal employees (civilian, military, and postal workers) are solicited annually. The CFC is not a single campaign though; rather it is made up of nearly 150 individual CFC campaigns throughout the country and overseas that take place between September 1 and December 15 each year.
- There is no need for members to make multiple applications, because America's Charities makes a single application on your behalf for inclusion in all of these campaigns.

(2) State and Local Public Sector Campaigns

- Workplace giving campaigns that include public employees paid through public funds (i.e. state, municipal, county, public school, public college, and university employees).
- Participating members of America's Charities' State and Local campaign program benefit from the opportunity to have their charity listed in over 100 State and Local Campaigns in 22 states (and growing), annually in the public sector. America's Charities applies to every campaign for which we are eligible and raised more than \$2.8 million for our members in 2013.
- Most states have unique registration requirements for charities that participate in any type of fundraising activity. You must be registered with the state before participating in campaigns within that state. America's Charities' Client Engagement Services team can walk you through the State and Local campaign program to see if it's a good fit for your organization.

(3) Private Sector Campaigns

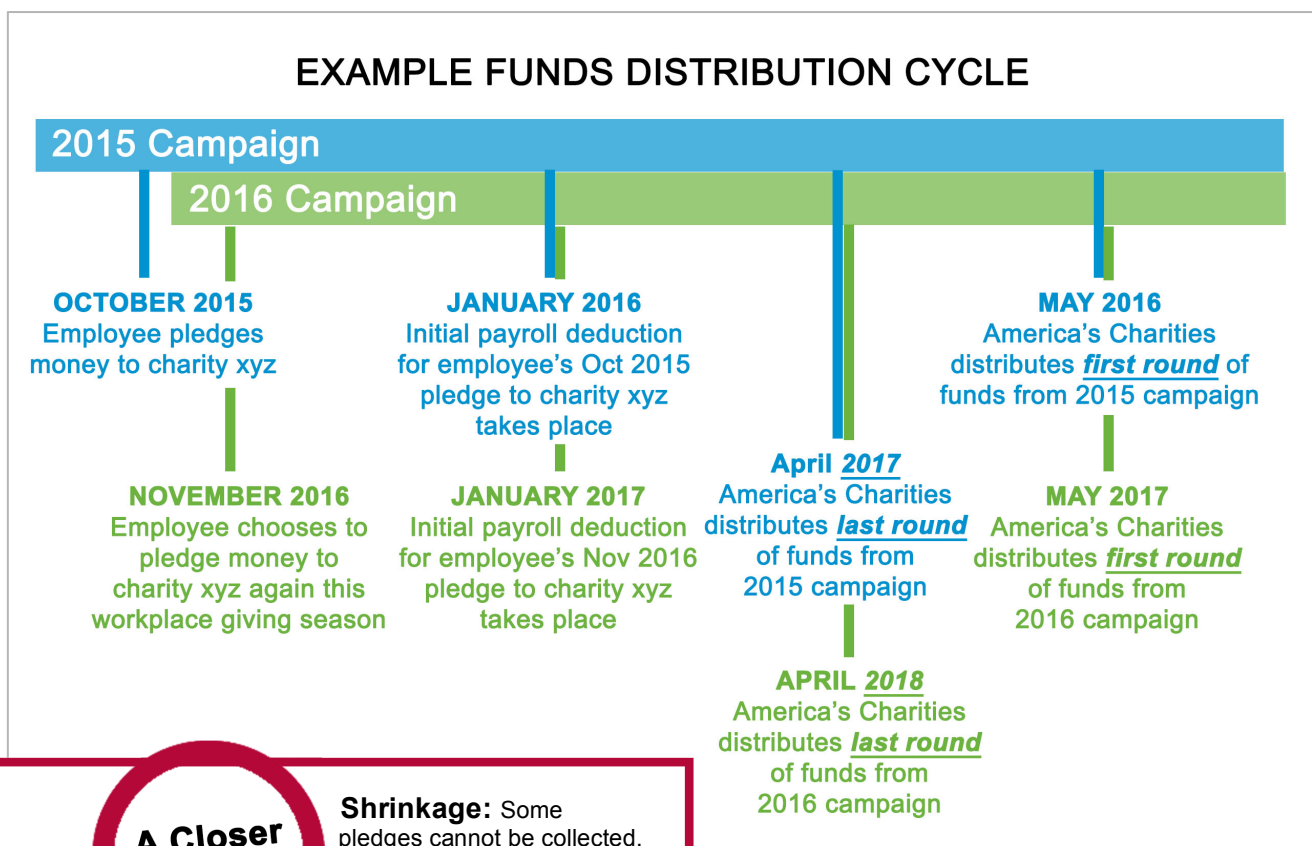
- Workplace giving campaigns conducted annually by private corporations or organizations.
- Between private sector campaigns that list America's Charities members, and private sector campaigns that America's Charities manages, our members are presented to thousands of employees in nearly 150 private sector campaigns each year.

How Donor Pledge Distribution Works

At the end of the solicitation period of each campaign – Combined Federal Campaign (CFC), Private Sector campaign, or State and Local campaign – pledge results are tabulated by the Fiscal Agent appointed by the campaign. The results of this tabulation are reported to each federation and unaffiliated charity participating in the campaign.

Beginning with the first paycheck in the following January, pledges are deducted by employers from the pay of donors. Periodically, the employer forwards these funds to the Fiscal Agent, who then forwards the funds to the federation (America’s Charities or others), or unaffiliated charities. The federation consolidates pledge information from all campaigns and distributes funds to member charities. In larger campaigns, Fiscal Agents distribute funds on a monthly basis, while in smaller campaigns, distributions might occur less frequently, quarterly, for example.

When America’s Charities acts as fiscal agent, we distribute funds monthly or quarterly, depending on the instructions of the campaign. The first distribution of funds typically occurs in May after the initial payroll deductions take place in January. The last distribution comes twelve months later, in the following April.



A Closer Look...

Shrinkage: Some pledges cannot be collected, due to termination of employment, death, voluntary discontinuance of a pledge, or other reasons. Since most campaigns do not track the loss of these funds to the employee level, cancelled pledges affect all participating organizations equally.

To account for shrinkage, charities should make their plans based on collecting approximately 85% of all funds pledged.

America's Charities Reports & Pledge Data

As employees donate to nonprofit organizations through workplace giving campaigns managed by America's Charities and through CFC/State/Local campaigns, we make that information available to nonprofits via the following reports, accessible 24/7 at <https://www.pledgefirst.org/charitylogin>. Use the login credentials assigned to your nonprofit. For help with your nonprofit's login credentials, please contact America's Charities' Client Solutions team at ClientSolutions@Charities.org.

Pledge and Donor Report

This report includes all donors who pledged to your organization BUT only personal/contact data for any donor has opted in to provide their information.

Distribution Report

This report includes the dollar amount to be disbursed to your organization from campaigns that provide detailed payment by donor. It includes payment detail for each donor.

Member Distribution Report

This report includes the amount to be disbursed to you from campaigns that are not managed by America's Charities, but are campaigns that we get you access to so your charity is a giving option. Such campaigns include: CFC, State/Local Campaigns, and Private Sector campaigns that America's Charities does not manage, but where your organization is featured. Detailed donor payment information is not available on these campaigns, instead aggregated payment is reported for each campaign.

Pledge Summary

This report includes the total amounts pledged to your organization in each campaign.

Donor Acknowledgement

This report includes Only those donors who opted in to receive an acknowledgement/thank you from your organization.

How to Organize Employee Donor Data in Your Nonprofit Database

- **Download Donor Information Monthly:** While the majority of new donor data becomes available February – June, new information continues to arrive throughout the year.
- **Tag Donors as Workplace Giving Donors in Your Database:**
 - Mark by campaign type (CFC, State/Local, Private Sector) so you can tailor your message, including your CFC# when appropriate.
 - Any email addresses from CFC donors containing .gov or .mil belong to Federal employees. Flag these as “Do Not Solicit” to ensure you don't break any CFC solicitation rules.
 - You are prohibited from selling or lending donor information you acquire from reports provided by America's Charities.

Employee Donor Tax Receipts

A question we often hear from nonprofits is, “Do we have to provide donors with a tax receipt or do you handle that?”

Immediately after an employee donor pledges through a workplace giving campaign managed by America’s Charities, an auto-generated receipt is provided to that employee donor.

Additionally, America’s Charities works with its corporate clients to provide employee donors PDF copies of their tax receipt closer to tax time. We also supply a quarterly email (to donors who subscribe) containing an update of how much of their workplace giving pledge has been distributed to the nonprofit(s) they supported. This quarterly distribution email, as well as a thank you note from your nonprofit, also can be used for tax purposes. As a precaution, we do advise donors to consult with their tax preparer for more details.

Thanking & Soliciting Employee Donors

[Nearly 3 out of 4 new donors leave and never come back.](#) That doesn't have to be the case for your nonprofit. Since rules and best practices for communicating with private sector and government donors can be a little confusing, here are important rules, communications timelines and tips to help you retain and engage workplace giving donors.

Rules and Best Practices for Communicating with Federal Employees

Who:

The Office of the Combined Federal Campaign (CFC) does **NOT** release any information about Federal employee donors unless the donors have specifically authorized the campaign to do so. Therefore, your nonprofit should only solicit and thank federal employee donors who have supported your organization and authorized the CFC to share their contact information with your nonprofit. In some cases when selecting whether or not they want to be acknowledged by your nonprofit, Federal employees will provide their government email address (.gov or .mil) rather than their personal email address. Due to strict CFC solicitation rules, we strongly recommend that your nonprofit play it safe and tag .gov and .mil email addresses as "Do Not Solicit" in your database.

When:

To avoid converting a workplace giving gift to a one-time donation, please make the ask for continued support right before CFC campaign season, which runs from September 1st through December 15th.

How:

While you should refrain from soliciting Federal employees with a .gov or .mil email address, be creative with how you solicit and communicate with other Federal employee donors who have shared their contact information with you. See pages 9-10 for a suggested communication timeline and ideas.

CFC's OPM-Approved Pilot Program: C.A.R.E.

In 2014, the CFC started a pilot program called the Charity Auto-Response Element (C.A.R.E.), which was again tested during the 2015 campaign by 12 CFC regions. This program is designed to connect charities to donors by generating automatic notification thanking donors that give online to your organization.

OPM's Most Recent Description of the Program (as of 2015 campaign)

A growing number of CFC donors now pledge online. This fall (2015), the campaigns participating in the pilot will use one of their e-Giving platforms to help you begin connecting with these online donors, regardless of whether they choose to remain anonymous. If you elect to participate in this pilot program, when donors pledge online they automatically will receive an email message with a one-paragraph "thank you" statement and summary of your organization's plans for using donor contributions. Please note that currently this is still a one-way communication from you to the donor. Campaigns will NOT release any information about these donors unless they (the donors) specifically authorize the campaign to do so.

This action will give CFC donors a better understanding of your cause and how you intend to use their contributions. We trust this will result in a better giving experience and lead donors to feel more comfortable with releasing their contact information in future campaigns.

America's Charities Nonprofit Member Perk

America's Charities provides one-on-one consultation with its member charities interested in participating in the C.A.R.E. program to ensure their "thank you" letter meets all stated criteria outlined by OPM, as well as communicates effectively the mission of the organization and intended use of the donation.

Here are some basic "Do's" and "Don'ts" to consider when writing your C.A.R.E. paragraph, along with an example statement:

DO:

- Thank the donor right away.
- Express your enthusiasm for being part of the Combined Federal Campaign.
- Make it personal—the message should come from your CEO, Board Chair or equivalent, not from "the organization."
- Briefly describe recent accomplishments.
- Briefly describe plans for using the donor's contribution in the upcoming year.
- Use concrete examples.
- You may also wish to thank the donor for being a public servant to our nation.
- **CAREFULLY PROOFREAD** your statement for spelling, punctuation, grammar, etc. Remember, this statement will reflect the professionalism of your organization. CFC officials may not be able to edit every statement.

DO NOT:

- Solicit additional donations or encourage the donor to give outside of the CFC. If such solicitations are found, they will be removed.
- Ask the donor to provide his/her contact information.
- Ask the donor to contact you.
- Exceed the 1,000 character limit. Any words after that limit has been met will not be included in your C.A.R.E. paragraph.
- Submit photos, videos, or any hyperlinks.
- Include your website address (URL). We have that information on file and will automatically include it for you, so donors can visit your website to learn more.

Example C.A.R.E. Statement:

Dear Donor,

Thank you so much for your generous donation to [name of charity]. Your contribution will help us provide [type of service] that will result in [impact statement].

Over the past year, [name of charity] has accomplished [statement about the results of your work and its impact]. With your gift and those of other Federal workers, we will continue our dedicated work to do [purpose].

On behalf of all of us at [name of charity], we thank you for your contribution and we thank you for your continued public service.

Sincerely,

[Name of person at charity]
[Title]

Communicating with Private Sector Employees and Government Employees:

Best Practices & Ideas

- When soliciting to employee donors, do not solicit them with the same message and appeals you use with traditional, one-time donors. Doing so could hurt your fundraising results, turning a workplace giving donor who gives \$500 to becoming a one-time \$50 donor instead.
- Be creative and think big! Soliciting employee donors does not have to be restricted to communication methods like newsletters and direct mail. You can use social media (paid and organic), your blog, or even purchase advertising space from your local newspaper, transit (metro/bus), military/Federal publications, and 3rd party website banner ads. If you are an America's Charities nonprofit member, take advantage of discounted advertising opportunities by participating in our Fall Member Ad Campaign (www.charities.org/advertising).
- Increase your share of workplace giving donors by leveraging your Board Directors and corporate partners. They want to help your cause, so ask them to start a workplace giving program at their company and to feature your nonprofit, to help you gain access to more employee donors. If you need a workplace giving technology solution and assistance implementing a program, contact America's charities at www.charities.org/requestinfo.
- Feature your CFC# and workplace giving as a way to give on your website. A lot of donors are traditional, one-time donors simply because they aren't aware they can support you through workplace giving. Use your website to educate them about what workplace giving is and how they can participate (as a private sector or Federal employee).

Communications Timeline

Thanking donors is only the first step. Donors want assurance their gift is reaching your nonprofit and being put to good use. To keep your donors appreciated, informed, and connected:

Immediately:

- Thank donors as soon as you receive acknowledgement information.
- Don't ask for more money though; keep your message tone appreciative and filled with examples of how their contribution will make an impact.
- "Thank you" notes are an opportunity to move donors along a relationship continuum. Encourage them to subscribe to your newsletter and connect with you on social media. This will give you a way to reach them more frequently with updates about the difference you're making in the community and other ways they can get involved (i.e. volunteering).

August-September:

- Send reminders to your existing workplace giving donors to thank them for past support and ask them to continue supporting you in their upcoming workplace giving campaign.
- Include an example of how their support will help you meet your goals for the upcoming year, or share a personal story of someone you helped by your nonprofit.

October-November:

- Send 2nd reminder to donate to you through workplace giving. Keep the message fresh by including a different example of impact or personal story than you used in your August-September letter.

Year-round:

- Keep in touch with donors to let them know how their gift is making an impact:
 - Appeal to their emotions with success stories
 - Tell them about volunteer opportunities or events they can attend to see your work in action. According to [Snapshot 2015](#), volunteering is an on-ramp to full employee engagement.
 - Educate them with facts and statistics related to your cause
 - Make it easy for them to advocate for/or share information on your behalf
 - Send them a copy of your annual report

Templates

On the following pages you will find templates, including sample thank you letters, press releases, social media messages, and email/newsletter copy to help you put this advice into action, so you can cultivate relationships with existing and new employee donors in 2016.

Sample “Thank You” Letter #1:

Dear [donor name],

Thank you for your kind donation. Your caring support of [non-profit name] will make a great difference [briefly describe how it will make a difference].

Your gift is already being used to pay for [give example of how their donation might be used]. Just [list a dollar amount] provides a full month’s [explain what the \$ amount will provide in a month or some other period that is easy to comprehend].

Thank you again for your compassionate support. We hope that you will continue to partner with us in our commitment to [state your commitment here].

With warm regards,
[Your charity signature line]

Sample “Reminder” Letter:

(ONLY communicate with Federal donors who have authorized CFC to provide their contact information to you.)

Dear [donor name],

Community leadership takes many forms. [CHARITY NAME] is fortunate to have generous supporters like you who have answered the call for leadership by making significant contributions through the Combined Federal Campaign (CFC) that support our nonprofit’s mission of [state your mission].

This year’s CFC is about to start and we hope you’ll consider making your tax-deductible gift to [ENTER CHARITY NAME, CFC NUMBER] by December 15, [YEAR]. Your support will help us:

(Below include specific information that demonstrates your impact.)

What does your program do?

How many people serve?

What are your goals for 2016 and beyond that these donations will make possible?

Thank you for your past and continued support. Every donation matters! We encourage you to discover more about the impact your support has on our work by visiting our website at [CHARITY WEBSITE URL].

Sincerely,
[Your charity signature line]

Press Release Template #1: Promote Workplace Giving & the CFC

[CHARITY NAME] Credits Workplace Giving & CFC Donors for Giving \$_____ in 2015

[CHARITY NAME] Asks Donors to Help Raise \$___ in Effort to [what your charity wants to accomplish this year]

[CITY, STATE, DATE] – [CHARITY NAME] raised \$_____ in 2015, thanks to the generosity of employees who gave through employer-sponsored workplace giving campaigns and the government's Combined Federal Campaign (CFC). These funds helped [CHARITY NAME] to [state what your nonprofit was able to accomplish] this past year, enabling [CHARITY NAME] to work towards our ultimate goal of [state your nonprofit's mission or vision].

[Insert quote from senior level leader from your organization]

Workplace giving is one of the most cost-efficient means of fundraising, empowering employees to support the causes that matter most to them through payroll giving, while providing charities like [CHARITY NAME] with a sustainable stream of income. Each year, workplace giving campaigns generate over \$4 billion for nonprofits. While a growing number of employers are starting to institute employee giving programs that take place throughout the year, over 70% conduct their giving program during a finite period of time, usually in the Fall or during the holiday, according to America's Charities [2013 Snapshot Report, Trends and Strategies to Engage Employees in Greater Giving](#).

With the Fall and holiday season upon us, [CHARITY NAME] asks donors and employers to consider supporting our work through workplace giving programs and the CFC (*pledge to CFC#_____*). In the coming year, our goal is to [state your goal/things you hope to accomplish], but our success will largely depend on funds donated by employees.

Companies interested in featuring [CHARITY NAME] through workplace giving or other corporate giving programs should contact [provide name and contact info of your charity's development officer]. Additionally, you can find more information about implementing workplace giving programs by visiting America's Charities' website at www.charities.org. [CHARITY NAME] is a member of America's Charities [ONLY INCLUDE THIS LINE IF YOU ARE A MEMBER], a nonprofit organization that facilitates our participation in public and private sector workplace giving programs. Since becoming a member in [year you became member], America's Charities has helped us raise \$[total cumulative amount you've received through workplace giving campaigns and CFC since becoming member]. America's Charities provides workplace giving and employee engagement solutions, and can help your company start a program that supports your organization's social responsibility goals, while supporting [CHARITY NAME]'s efforts to build capacity and create greater impact in the community.

About [CHARITY NAME]

(Add information about your charity here)

Press Release Template #2: Share Your Results & Impact

Employees All Across the Country Come Out in Support of [CHARITY NAME]

Employee Donor Support Will Help [CHARITY NAME] [state what you'll be able to accomplish]

[CITY, STATE, DATE] – [CHARITY NAME] would like to thank employees who pledged their support through employer-sponsored workplace giving programs and the Combined Federal Campaign (CFC) this past Fall. Thanks to your generosity, [CHARITY NAME] will be able to work towards our goal of [state your nonprofit's mission or vision].

[Insert quote from senior level leader from your organization]

This year, [CHARITY NAME] plans to:

- [state what your nonprofit plans to accomplish]
- [state what your nonprofit plans to accomplish]
- [state what your nonprofit plans to accomplish]

None of these projects or programs would be possible without employee donor support.

Workplace giving is one of many ways employees and employers can show their commitment to [state your charity's cause]. While over 70% of employers conduct their giving program during a finite period of time, usually in the Fall or during the holiday, a growing number of employers are offering year-round giving programs, according to [America's Charities Snapshot 2015 report](#).

In addition to hosting employee giving programs that support our work throughout the year, other ways employees and companies can help [CHARITY NAME] include:

- [way to help #1 - volunteering]
- [way to help #2 - cause marketing]
- [way to help #3 - matching gifts campaign to support [CHARITY NAME]]

Companies interested in supporting [CHARITY NAME] through workplace giving, volunteering, and other corporate giving programs should contact [provide name and contact info of your charity's development officer]. Additionally, we encourage you to visit America's Charities' website at www.charities.org. [CHARITY NAME] is a member of America's Charities **[ONLY INCLUDE THIS LINE IF YOU ARE A MEMBER]**, a nonprofit organization that facilitates our participation in public and private sector workplace giving programs. America's Charities provides workplace giving and employee engagement solutions, and can help your company start a program that supports your organization's social responsibility goals, while supporting [CHARITY NAME]'s efforts to build capacity and create greater impact in the community.

About [CHARITY NAME]

(Add information about your charity here)

Sample Message #1 for Your Email/Newsletter/Blog:

We appreciate all the different way you contribute to our work, and that's why we want you to know about an easy, powerful way you can support us– through workplace giving.

[CHARITY NAME] is proud to be a member of [America's Charities](#) **[ONLY INCLUDE THIS LINE IF YOU ARE A MEMBER]**, a nonprofit organization that facilitates our participation in hundreds of public and private sector workplace giving programs across the country, giving donors like you the opportunity to support us from where you work. Because [Workplace giving](#) is one of the easiest, most cost-effective ways to support [CHARITY NAME's] mission, it enables us to maximize the impact your donation makes.

Benefits of Giving Where You Work:

Workplace giving allows you to make automated tax-deductible gifts through weekly, monthly, or bi-monthly payroll deductions, which makes it:

- **Easy:** You can support us along with your other favorite charities from one platform, pledge different amounts to each charity, and have all of your donations automatically deducted from your paycheck. This also makes it easy to keep track of your donation information for tax season.
- **Practical:** A small percentage of your paycheck can make a major difference in our work around **[enter your cause]**. Giving through payroll deduction enables you to pledge a large amount of money once a year, while having that contribution divided into small increments that get deducted from your paycheck and distributed to us throughout the year. And since we'll know how much money you have pledged to us, we can plan how to use your donation more strategically and make a stronger impact.
- **Empowering:** Workplace giving empowers you and **[CHARITY NAME]**! Money donated through workplace giving provides us with “unrestricted funds,” which means we have flexibility to spend the money on the programs and day-to-day operations that will best enable us to fulfill our mission.

This past year, [CHARITY NAME] **[insert a few bullet points on the impact you made thanks to donor support]**.

- **Impact statement**

None of this would have happened without your support, and you can see the amazing work we continue to do by connecting with our community on **[enter links to your social media sites, website and newsletter]**. We encourage you to learn more about supporting us through workplace giving at **[insert link to your web page about workplace giving]**.

Thank you!

Sincerely,

[insert signature]

Sample Message #2 for Your Email/Newsletter/Blog:

Did you know you can donate to [CHARITY NAME] right through your paycheck? Yep! It's possible through workplace giving, employer-sponsored giving campaigns that allow employees to make regular donations to nonprofits like [CHARITY NAME] through their company's payroll system. [Workplace giving](#) is one of the easiest and most cost-effective ways for you to support [CHARITY NAME], and it enables us to maximize the impact your donation makes.

While an increasing amount of employers are starting to offer year-round employee giving, the majority hold workplace giving campaigns in the Fall or around the holiday season. With the Fall upon us, and the holiday season fast approaching, [CHARITY NAME] needs your help. In the coming year, our goal is to **[state your goal/what you hope to accomplish]**, but our success will largely depend on funds donated by employee donors like you.

How to Support Us Through Workplace Giving

- **Federal employees:** You can donate to [CHARITY NAME] by participating in the government's workplace giving campaign, the Combined Federal Campaign (CFC), and designate our CFC #**[insert CFC number here]** as your charity of choice. Federal employees can give through the CFC each year between September 1 – December 15.
- **Corporate employees:** Chances are your company already has a workplace giving program. Ask your employer how you can give at work and designate [CHARITY NAME] as your charity of choice. Plus, don't be afraid to ask your employer to match your gift. Often times, companies offer matching gifts as incentive for employees to participate, which means your \$500 donation to us could easily become as much as \$1,000! If your company does not have a workplace giving program, please ask your employee benefits director to contact **[provide name and contact info of your charity's development officer]**, and point them to America's Charities' website at www.charities.org. [CHARITY NAME] is a member of America's Charities, a nonprofit organization that facilitates our participation in public and private sector workplace giving programs. They also provide employers a variety of workplace giving solutions.

This past year, [CHARITY NAME] **[state a major accomplishment]**. That would not have happened without support from workplace giving contributions. To learn more about how workplace giving works and more ways you support us, click here **[insert link to your web page about workplace giving]**.

Thank you!

Sincerely,

[insert signature]

Sample Social Media Messages:

Twitter:

By donating to **[Charity Twitter Handle]** through #EmployeeGiving, you help **[insert way their donation helps]** **[link to your press release or webpage about workplace giving]** CFC **[insert your number]**

#military & #federalemmployees: please choose **[Charity Twitter Handle]** CFC **[insert your number]** as your charity of choice **[link to your press release or webpage about workplace giving]**

Did you know you can give to **[Charity Twitter Handle]** through #Employee Giving & the #CombinedFederalCampaign? **[link to your press release or to your webpage about workplace giving]**

#GiveAtWork & help **[Charity Twitter Handle]** change lives. It's easy: **[link to your press release or webpage about workplace giving]** CFC **[insert your number]**

Every donation matters! #GiveAtWork to **[Charity Twitter Handle]** **[link to your press release or webpage about workplace giving]** CFC **[insert your number]**

Thank you for donating to **[Charity Twitter Handle]** through #employeeegiving & #CombinedFederalCampaign this year!

Facebook/LinkedIn/Google+:

Last year **[Charity Name]** **[state something you accomplished]** thanks to donors who gave through #EmployeeGiving and the #CombinedFederalCampaign. Keep the momentum going! Here's how to #GiveAtWork: **[link to your press release or webpage about workplace giving]** CFC **[insert your number]**

Did you know you can give to **[Charity Name]** through #EmployeeGiving & #CombinedFederalCampaign? It's easy: **[link to your press release or to your webpage about workplace giving]**

Every donation matters! Please #GiveAtWork to **[Charity Name]** **[link to your press release or to your webpage about workplace giving]** #CombinedFederalCampaign *(include graphic showing example of what different donation amounts help you achieve)*

Thank you for donating to **[Charity Twitter Handle]** through #employeeegiving & the #CombinedFederalCampaign this year!



www.charities.org

