

#GIVINGTUESDAY™

Corporate Giving Guide: Employee Fundraising & Crowdfunding



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What is #GivingTuesday?

Launched by 92nd Street Y in 2012 as a charitable answer to the Black Friday and Cyber Monday retail shopping days, #GivingTuesday is a worldwide movement to encourage giving and celebrate generosity. Harnessing the collective power of nonprofits, businesses, and individuals, the goal of this initiative is to transform how people think about, talk about and participate in giving all year round - especially during the holidays.

Unlocking Corporate Community Impact

America's Charities, the leader in workplace giving and philanthropy, and Causecast, the premiere giving and volunteering technology platform, work with employers to increase engagement, achieve their philanthropic goals, and support charities looking to expand their reach and exposure among employees.

Together, America's Charities and Causecast bring the most comprehensive charitable giving, volunteerism, and employee engagement solution to companies, and we can help unlock your organization's community impact on #GivingTuesday, and for your other giving campaigns this holiday season.

About America's Charities

America's Charities is a national mission-driven organization 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. Information about America's Charities can be found at www.charities.org.

About Causecast

Causecast is the leading cause engagement company for corporations, providing a one-stop modern employee engagement solution for companies of all sizes. The Causecast platform has revolutionized the way companies manage corporate volunteering, donations, matching, and cause campaigns ranging from disaster relief to competitive crowdfunding. The highly interactive platform leverages social media and automation for sophisticated story capture and to facilitate a culture of giving back within the workplace.

Visit www.causecast.com for more details.



Use Crowdfunding to Engage Employees on #GivingTuesday, and For Your Other Holiday Giving Campaigns

If you are reading this, you likely are a corporate practitioner responsible for all, or a portion of, your company's social responsibility, philanthropic, employee giving, and community involvement initiatives. With #GivingTuesday and the holidays quickly approaching, you are probably trying to figure out a fun, *easy* way your company and its employees can give back to the community this holiday season.

This guide will:

- Educate you about crowdfunding, a form of peery to peer (P2P) fundraising;
- Offer crowdfunding best practices and advice;
- Provide a roadmap to help you effortlessly create and implement a crowdfunding campaign for your company's employees to participate in for #GivingTuesday or your other holiday giving campaigns; and
- Empower you to measure and report your company's #GivingTuesday/Holiday giving campaign results with ease.



What Exactly is Crowdfunding?

crowd·fund·ing

/ˈkroudˌfʌndɪŋ/

noun

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

When you hear the term crowdfunding, you probably think of websites like Kickstarter and GoFundMe, which are known for empowering people around the world to donate money in support of business ideas, new product concepts, and even movie productions. According to research firm massolution, the crowdfunding market grew [167% globally in 2014](#), and raised \$16.2B. But did you know **social causes was the second most active category of crowdfunding**? Donation-based crowdfunding alone grew 45% in 2014.

Crowdfunding is a form of peer-to-peer (P2P) fundraising. If you have ever participated in an event like Relay for Life, a 5k fun run, or similar event where individual fundraising is combined with team fundraising, you have participated in a crowdfunding event. What if your company could apply the concept of crowdfunding to its employee giving program? You can!

Employee Giving With a Fun Twist

Workplace giving initiatives typically focus on a company empowering its employees to donate to causes they care about through payroll deduction giving. But you can also use workplace giving to empower employees to raise money with help from their friends and family outside the workplace. Online giving platforms like that offered by America's Charities and Causecast make it easy for companies to facilitate and measure the impact of employee giving, while keeping it fun and even a little competitive!



Benefits of Crowdfunding

Relationships:

Beware of philanthropy apathy. It's contagious and can torpedo your best intentions. The best deterrent to indifference is fostering a culture where giving back is supported throughout your company and everyone inspires one another to get involved. This is why crowdfunding is such an important asset to your employee engagement program.

Plus, through crowdfunding, your employees can tap into their personal networks and relationships, significantly expanding the total audience of supporters giving to your company's initiative.

Resources:

Crowdfunding shifts most of the heavy lifting to your employees. Your company will need to get the word out to employees about your crowdfunding initiative initially, but from there, your employees will use their own time, creativity, and storytelling to spread the word about the fundraiser. To incentivize employees to participate, consider incorporating matching gifts into your fundraiser. Nearly two-thirds of employers surveyed in [America's Charities' 2013 Snapshot Report](#), indicate they match employee contributions. Corporate matches are becoming a central driving force that incentivizes employees to donate to charities through workplace initiatives.

Reach:

Whether your company's crowdfunding initiative focuses on supporting one, specific nonprofit, or multiple nonprofits that fit under the umbrella of a cause your company supports, crowdfunding turns your employees into advocates. Because the fundraiser they are sharing with their friends and family is ultimately connected to your company, your brand reaches new audiences in one of the most effective forms of marketing – word of mouth. This can help enhance your recruiting and even help sales. According to the [2014 Millennial Impact Study](#), more than 50% of millennials were influenced to accept a job based on that company's involvement with causes. According to the [2012 Edleman goodpurpose® Study](#), Not only are consumers making purchase decisions with purpose top of mind, they are also buying and advocating for purposeful brands. 72% of consumers would recommend a brand that supports a good cause over one that doesn't.



3 Steps for Starting Your Company's P2P Fundraising Campaign

1. Unify Your Employees Around a Common Cause. People want to give to causes they care about, so if you don't know what these causes are, find out by simply asking your employees. Companies have an opportunity to engage employees through cause work, even if it's not a cause directly supported by the company. This is particularly important to engage your growing Millennial workforce. According to the 2015 Millennial Impact Report, 70 percent of Millennial employees who did not participate in a company-wide giving campaign still donated to a cause outside of work.

In the example below, a company with 50 offices across the country is holding a #GivingTuesday fundraiser to rally and unify its employees around strengthening the communities where they live, by raising money for nonprofits that address poverty. The company uses its fundraiser page to educate employees about the cause (poverty) and shares how employees can participate in the company's initiative.

The screenshot displays a fundraising dashboard for a company's #GivingTuesday campaign. The main header features the company logo, the campaign title "#GIVINGTUESDAY", and the user name "Sarah Ford". Below the header, there are three call-to-action buttons: "Give 10 minutes", "Give 10 hours", and "A Day Tue Give". The campaign dates are "Dec 01 Tuesday". A progress bar shows the goal of \$25,000, with \$7,500 raised and 29 days left, resulting in 30% of the goal met. The page includes a detailed description of the campaign, a list of supported nonprofits, and a "Who I'm Supporting" section.

Goal:	Amount Raised:	Days Left:	% Of Goal Met:
\$25,000	\$7,500	29	30%

Our Company's Fundraiser: Strengthening the Communities Where We Live

Company XYZ has 50 office locations across the United States - that's 50 communities that have the power to support through our gifts of generosity this #GivingTuesday.

Now through #GivingTuesday (December 1), help us strengthen these communities by lifting others up. Our goal is to raise \$25,000 for nonprofits that address poverty. We encourage all 50 offices to create an individual office fundraiser to benefit a specific charity in your community. And for employees with a real passion for this cause, we you can create an individual fundraiser of your own supporting your favorite poverty charity. What's cool about these fundraisers, is we can all raise money together and have a huge collective impact for one cause while supporting multiple charities.

On the individual fundraiser pages, you will notice there are social media and email share links. This means you can invite your friends and family to join in our #GivingTuesday fundraising effort!

[Click here](#) to create an individual fundraiser and to join our fundraising team.

Who I'm Supporting

Dress for Success Worldwide

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and career development tools to thrive



2. Make it Easy and Personal. Once your company has identified what cause to rally its employees behind, make it easy for employees to join your effort. Also, make it personal for employees by letting them highlight a specific charity they care about and share why they are raising money for the company's cause.

As shown below, the company makes it easy for employees to find and join its fundraising initiative, while also making it easy for them to create an individual fundraiser for a nonprofit they choose to raise money for in support of the company's cause, poverty.

The screenshot shows a user interface for a fundraising platform. At the top, it says 'your company #GIVINGTUESDAY™' with a user profile for Sarah Ford. A sidebar on the left contains navigation options like Dashboard, Volunteer, Give, Giving History, etc. The main area is titled 'Manage Fundraisers' and features three buttons: 'Create An Individual Fundraiser', 'Create A Fundraising Team', and 'Find And Join A Fundraising Team'. Below these is a section for 'Your Fundraisers' with a card for a fundraiser titled 'Strengthen the Communities Where We Live'. The card shows a goal of \$5,000.00, a progress bar at 0%, and a deadline of December 1. Social sharing icons and status information are also visible.

The company makes it easy for employees to join the company's fundraiser, and to create their own personal fundraiser.

The screenshot shows the 'Create A Fundraiser' form. It has a 'Cancel' and 'Create Fundraiser' button at the top. The form includes a 'Fundraiser Name' field (60 characters), a 'Fundraiser by Sarah Ford' label, and a progress bar showing 'Goal: \$', 'Amount Raised: \$0.00', 'Goal Date: *', and '% Of Goal Met: 0%'. Below the progress bar is a 'Provide A Description For Your Fundraiser' section with a rich text editor. To the right, there is a 'Campaign Association' dropdown menu set to 'Do not associate with a campaign', a 'Pick A Benefiting Nonprofit' field, and a 'Fundraising Team Name' field set to 'No Team'. A '* - Required' note is at the bottom left.

The company makes it easy for employees to join the company's fundraiser, and to create their own personal fundraiser.



In this example, an employee has created her personal fundraiser that ties-in with the company's overall cause, poverty. This employee has decided to shape the future for women in her community by raising money for Dress for Success.

The employee's individual personal fundraiser page:

1. **Personalizes** and explains why she cares about this particular nonprofit,
2. **Gives examples** of what different donation amounts will help this nonprofit accomplish,
3. **Displays her fundraising goal**, percent of goal reached, and how many days are left to support her fundraiser, and
4. **Makes it easy for people to donate** to her fundraiser, and to help spread the word on social media.

The screenshot shows a personal fundraiser page for Sarah Ford on GivingTuesday. The page is titled "Shape the Future this Giving Tuesday" and is a fundraiser by Sarah Ford. The goal is \$5,000.00, and the current total donations are \$0.00. The page includes a navigation menu on the left, a main content area with a video and text, and a donation section on the right. Red circles with numbers 1-4 highlight key features:

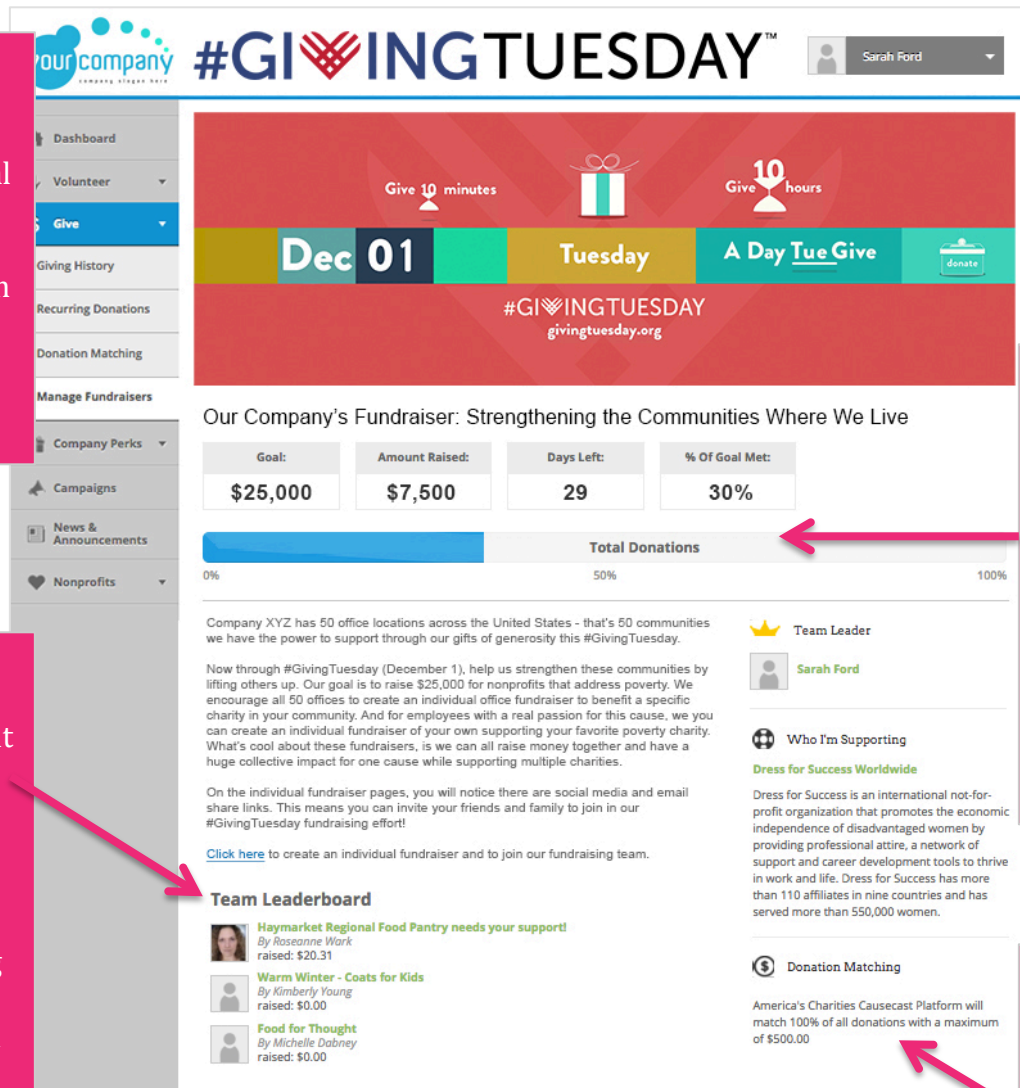
- 1. Personalized text about the fundraiser: "Dress for Success is turning #GivingTuesday into #GivingShoesDay on Tuesday, December 2, 2015, to honor this day of giving. For the fourth year in a row, GivingShoesDay encourages women to donate their professional shoes to one of more than 100 Dress for Success affiliates across the world. Last year, Fergie Footwear donated 100 pairs of shoes to Dress for Success to give something back to those that donate their shoes on this distinguished day of charity. The top 10 individual shoe donors from around the world received a complimentary pair of limited holiday edition Raegan heels." "I participated in the #GivingShoesDay shoe drive last year, and this year I am upping the ante and challenging you to do the same!"
- 2. Donation examples: "Please help me raise \$5,000 for this outstanding charity. Below are just a handful of ways our collective effort will help support Dress for Success and the women they serve."
 - \$2,000 provides a woman with access to ALL of our programs, plus allows her to participate in our Success Summit, a transformative three-day women's leadership conference
 - \$1,000 provides a woman with Lifelong Learning programs to help her manage her money
 - \$750 provides a woman with access to our Employment Retention programs to help her keep her job
 - \$500 provides a woman with access to our Workforce Development programs to help get her hired
 - \$100 gives a woman the experience of her first Suiting, complete with a personal shopper
 - \$50 helps a woman prepare for her job search with a mock interview at the Dress for Success Career Center
- 3. Fundraising goal and progress: "Goal: \$5,000.00", "Days Left: 29", "% Of Goal Met: 0%". A progress bar shows 0% completion.
- 4. Donation button: "Make a donation" button with a "Donation matching eligible!" badge.



3. Set Goals, Establish a Timeline, and Make it Fun. The gamification of giving back has become crucial to the success of cause engagement programs. Adding a sense of competition to a giving campaign or volunteer project increases participation, especially if there are tangible incentives. Consider launching crowdfunding campaigns that leverage name recognition, prizes and additional time off. Motivate individuals and departments alike to participate in crowdfunding programs by designing them to coincide with national days of awareness like #GivingTuesday or significant company and community observances like anniversaries, birthdays and quirky holidays (for example, a crowdfunding campaign to benefit the PetSmart Charities on National Puppy Day on March 23).

The company has set a specific fundraising goal for its team of employees to achieve through the collective efforts of their individual fundraisers.

The Team Leaderboard adds an element of competition and fun to the company's initiative by displaying top-performing employees and their individual fundraisers.



To motivate employees, the company displays real-time results, including what percent of the team's goal has been met, and how many days are left to reach their goal.

To incentivize participation, the company offers donation matching.



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Join the generosity movement with



www.charities.org



www.causecast.com