How to Publicize Your Organization

When it comes to promoting workplace giving as a way to support your organization, there are a number of general promotional strategies you can employ to increase visibility of your efforts on a local and national level. One key to the successful creation of these materials is the clear, consistent reinforcement of your goals and accomplishments. Analyze each opportunity for promotion – a special event, a personnel change, a significant contribution – to determine which of the following strategies would be best utilized:

* **News Release:**

Write to a local or regional news angle. Incorporate a bold headline that grabs interest without being too promotional. Succinctly summarize in the first paragraph the significance of your announcement and quote a senior level leader from your organization in the following paragraph.

* **Media Interviews:**

Pitch your spokesperson to local or regional television and radio programs, along with local or regional newspapers and magazines.

* **Public Service Announcements (PSAs):**

Broadcast television and radio stations are required, as part of their FCC license, to air PSAs. Develop PSAs for radio, television or even YouTube that highlight your charity’s contributions to the community. Mention your easy-to-find listing under America’s Charities.

* **Editorial Commentary/Letter to the Editor:**

Tailor your message to a recent community news event where your charitable efforts have made a positive difference.

* **Newsletters/Social Media:**

Focus on recent news and success stories.

* **Paid Advertising:**

Focus on most product markets. Keep in mind low-cost center outlets. Consider budgeting money to participate in America’s Charities Fall Advertising Campaign which targets Federal donors.

# Press Release Templates

On the following pages are templates, including sample press releases you can use each year to promote CFC and workplace giving donations, and to share results.

# Email/Newsletter/Blog/Social Media Messages

Your newsletter, blog, email and social media platforms are also great opportunities to reach out to your existing donors and the public about donating through the CFC and workplace giving.

On the following pages are templates, sample messages, and graphics you can use to inform constituents about workplace giving as a powerful way to support your charity.

## 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, nearly 80% 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](https://www.charities.org/workplace-giving-report-snapshot-2013).

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](http://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. 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]** plansto:

* **[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 nearly 80% 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 recognize that giving can take place throughout the year,

according to America’s Charities [Snapshot Report, Trends and Strategies to Engage Employees in Greater Giving](https://www.charities.org/workplace-giving-report-snapshot-2013).

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](http://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. 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:

**Email Subject Line:** One of the Most Powerful Ways to Support **[CHARITY NAME]**

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](http://www.charities.org), 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](https://www.charities.org/7-facts-about-workplace-giving-effectiveness) 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 #1**
* **Impact #2**
* **Impact #3**

None of this would have happenedwithout 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:

**Email Subject Line:** Help **[CHARITY NAME]** Raise $\_\_\_ to **[state your goal]**

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](https://www.charities.org/7-facts-about-workplace-giving-effectiveness) 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 – America’s Charities can help you identify your number]** 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](http://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 happenedwithout 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:

**Tips:**

* When you can, be sure to tag America’s Charities (@AmerCharities) in your message so we can retweet/repost your message to our fans.
* To get around the character limit on Twitter, use graphics as a way to display longer statements about your impact.
* Try incorporate hashtags like #workplacegiving, #employeegiving, #ShowSomeLoveCFC, #CombinedFederalCampaign, #GiveAtWork, and #federalemployees to target donors

**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]**  @AmerCharities

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

Did you know you can give to **[Charity Twitter Handle]** through #EmployeeGiving? **[link to your press release or to your webpage about workplace giving]**  @AmerCharities

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

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

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

#ShowSomeLoveCFC and pledge to CFC# [**insert your number]** to support **[Charity Twitter Handle]**

**Facebook/LinkedIn/Google+:**

Last year **[Charity Name] [state something you accomplished]** thanks to donors who gave through #WorkplaceGiving 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]** @AmericasCharitiesFederation

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

Every donation matters! Please #GiveAtWork to **[Charity Name]** **[link to your press release or to your webpage about workplace giving]** #CombinedFederalCampaign @AmericasCharitiesFederation

*(include graphic showing example of what different donation amounts help you achieve)*

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

**Graphics to post with Social Media messages:**

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