



# Workplace Giving **TOOLKIT**

## Your Role as Workplace Giving Leader

Thank you for your support of Habitat LA through your role as a Workplace Giving Leader! You'll have the exciting opportunity to lead and engage your fellow employees to make a meaningful impact in the community, and help local, hardworking families build better futures.



### As a Workplace Giving Leader you will:

- **Determine overall strategy for your workplace giving program.** Establish a date for when the program will launch, plot the timeline, and determine employee solicitation strategies.
- **Work with colleagues to determine your campaign goals.** Goals can include dollars raised, employee participation percentage, and determining key milestones such as the target number of donors and workplace giving event engagement.
- **Work with colleagues to determine your communication plan.** Pick a workplace giving theme, develop program messages, and determine a communication timeline. Program messages can include a kickoff letter, reminder communications, posters, thermometer signage to track your progress, and thank-you messages. See sample workplace giving messages included in this toolkit.
- **Plan special events and determine incentives to encourage donations to the workplace giving program.** See provided workplace giving materials for examples.
- **Work with your company's payroll processor to set up a payroll deduction program, if desired.**
- **Keep a record and collect funds.** Record employees' participation in the program, collect funds and work with Habitat LA to provide tax receipts to employees who are using the printable donation forms.







## Let's get started!

- ☐ **Schedule a planning meeting with your Habitat LA workplace giving representative.** Your representative will review resources available to you during your workplace giving program and will be available to help with overall strategy and goal-setting.
- ☐ **Secure endorsements from the CEO and senior leaders to determine ways they may be able to publicly support your partnership.** This includes securing a commitment from leaders to announce the company's involvement with Habitat LA, to approve any special events, to ask for a personal gift and a gift from the company as a match, or to support the overall workplace giving program.
- ☐ **Recruit a support team that will help develop a strategy for your workplace giving program.** This team should include representatives from departments across your company. Members of the team will be responsible for promoting the program in their departments and supporting special events.

## Determine how funds will be collected

Possibilities include:

- Use your company's intranet and link to a donation page that you host.
- Direct employees to a co-branded fundraising hosted by Habitat LA.
- Use a third-party processor such as Benevity or YourCause.
- Collect checks.
- Establish an automatic payroll deduction process.

## Keep the Momentum Going!

- ☐ **Hold a Habitat LA partnership kickoff event.** The workplace giving kickoff provides an opportunity to discuss why your company has selected Habitat LA as a charity of choice. You can announce program goals, events and incentives. The kickoff also provides an opportunity to encourage a public endorsement by the workplace giving program's executive champion. See the provided sample program to use during your workplace giving kickoff.
- ☐ **Leverage workplace giving emails, your company intranet and newsletters to promote the Habitat LA partnership and encourage support.** Workplace giving emails provide an opportunity to publicize your program outside of the company kickoff event. Reminders should keep employees informed about workplace giving events and goals. Use internal communications channels such as your company intranet and newsletters to share information about your workplace giving program.
- ☐ **Distribute pledge forms, hang workplace giving posters, and Habitat LA brochures.**
- ☐ **Update the workplace giving thermometer.**
- ☐ **Meet with the workplace giving planning committee to evaluate success and improve the strategy where appropriate.** Establish checkpoints throughout your program to evaluate its success. Discuss dollars raised to date, campaign participation rate, and event participation. Based on results, consider sending donation reminders, providing additional incentives for program participation, and recognizing groups and people who are contributing to your workplace giving program.

## Let's Celebrate!

- ☐ **Schedule a campaign celebration!** The workplace giving celebration acknowledges the efforts of all employees who supported your workplace giving program. The program celebrations can include holding a formal event; announcing final program numbers; or hosting a sponsored breakfast, lunch or snack in recognition of participation. Invite Habitat LA to thank your staff and talk about the impact of your generosity. See provided sample workplace giving celebration program.
- ☐ **Prepare and send thank-you notes to campaign donors and your campaign support team.** Show appreciation to workplace giving participants by saying thank you. Send a thank-you message to all donors and the program support team. Post Habitat for Humanity thank-you posters in your office. See provided sample thank-you letters.

## Templates, Samples & Ideas!

### Kickoff Email

SUBJECT: Join [COMPANY] in supporting Habitat LA during our workplace giving program

Dear Colleagues,

With so many people across Los Angeles County struggling with challenging economic circumstances, Habitat for Humanity of Greater Los Angeles (Habitat LA) continues its vital work of providing safe, decent and affordable housing opportunities to in-need, and hardworking families.

Like Habitat LA, [COMPANY] believes in a world where everyone has a decent place to live. As we have a very proud tradition of giving back to our community, it is with great excitement that I announce the start of our annual Habitat LA workplace giving program. Today, I am asking that you join [COMPANY] as we help eliminate barriers to a better, healthier, more financially stable life, by making a contribution to Habitat LA.

Your support, no matter how large or small, will make a lasting impact on local families. This year we hope to raise [WORKPLACE GIVING GOAL] in support of Habitat LA's efforts.

Our Habitat LA workplace giving program will begin on [DATE] and will run through the end of [DATE]. We have several exciting events planned and hope that each of you will be able to participate.

Join us as we help Habitat LA build strength, stability and self-reliance through shelter. Every gift makes a difference.

Thank you in advance for your generous support.

Sincerely,

[NAME]

[TITLE, PHONE, EMAIL]



## Reminder Letter

SUBJECT: Have you made your Habitat LA contribution?

SUBJECT: There's still time to join this year's Habitat LA workplace giving program

Dear Colleagues,

Thank you for all of your enthusiasm around [COMPANY]'s Habitat for Humanity of Greater Los Angeles (Habitat LA) workplace giving program. Your support is valuable and will make an impact on families in need of decent, affordable housing. We have had an exciting time, and we look forward to your continued support. Our team has already made some great progress, raising more than [DOLLARS RAISED].

I would like to thank those of you who have already contributed to this year's campaign. If you have not had a chance to make a contribution, please consider donating today. Habitat LA continues to transform lives each day. Your financial support will help bring strength, stability and independence to more local families in need of a decent place to live.

This year's Habitat LA workplace giving program will wrap up on [DATE]. We're still working hard to reach our goal of [WORKPLACE GIVING GOAL]. Don't forget to join our workplace giving events [DATES, EVENTS], and donate today!

Every gift counts.

Sincerely,

[NAME]



## Thank-You Letter

SUBJECT: Thank you for supporting our Habitat LA workplace giving program

Dear Employees,

On behalf of [COMPANY]'s workplace giving team, I would like to say thank you to everyone who contributed to this year's Habitat LA workplace giving program. With your help, we raised [DOLLARS RAISED].

Your donation to this year's workplace giving program will help Habitat LA homeowners achieve the strength, stability and independence they need to build better futures for themselves and their families.

Working together, side by side, the [COMPANY] family has supported the development of strong and stable communities, helped provide decent shelter to families in need, and given families the support they need to stand on their own.

Thank you for digging in and lifting others up by supporting Habitat LA.

Sincerely,

[WPG TEAM LEADER/ LEAD EXECUTIVE/ WPG TEAM]



## Workplace Giving Kickoff Meeting Sample Agenda

Topic	Speaker	Time
<b>Welcome and Introductions</b>	Workplace Giving Leader or Team Member	2 minutes
<b>Endorsement from Executive Champion</b>	Employee Campaign Chair or CEO	2 minutes
<b>About Habitat LA</b>	Invite Habitat LA rep to speak or Workplace Giving Leader can show Habitat LA Video, and/ or share story	10 minutes
<b>Workplace Giving logistics (dates, goals, special events, incentives)</b>	Workplace Giving Leader	5 minutes
<b>Questions</b>	Workplace Giving Leader	5 minutes
	<b>Total Time</b>	<b>25 minutes</b>

## Workplace Giving Celebration Meeting Sample Agenda

Topic	Speaker	Time
<b>Welcome</b>	Workplace Giving Leader or Team Member	2 minutes
<b>Workplace Giving Recap</b>	Member of Workplace Giving Team: Share video or slide show with pictures of special events and employees	10 minutes
<b>Recognition</b>	Member of Workplace Giving Team: Announce winners of workplace giving contests and highlight special events	5 minutes
<b>Results &amp; Thanks</b>	Employee Campaign Chair or CEO: Announce giving total and thank employees, Workplace Giving Team and Workplace Giving Leader	3 minutes
	<b>Total Time</b>	<b>20 minutes</b>



## IDEAS

### Workplace Giving: Put The “Fun” In Fundraising

Your workplace giving program will be more successful if you and your program team plan unique and entertaining ways to engage your co-workers. These activities are great for raising extra money to support Habitat LA and can help keep important workplace giving messages in front of your employees.

Adjust these suggestions to fit your company’s unique culture; brainstorm to come up with your own fun events. Make sure to get approval for the activities you choose; schedule activities throughout the year; make participation easy for employees; and whenever appropriate, tie activities like ice cream socials, talent contests, raffles and scavenger hunts to completing pledge cards or making online donations. The ideas below shouldn’t be your primary fundraising method – person-to-person contact is preferred – but they can add a spark to your workplace giving program.

### Employee Engagement Fundraisers

- **Home-building contest:** Employees work together to build a miniature house during lunch or work hours using unique materials like popsicle sticks, candy or building blocks. Best house – determined by dollar vote – gets bragging rights.
- **Baby match, pet match:** Collect pictures from your employees and sell guesses as to who is who or who belongs to whom.
- **Office bingo:** Sell bingo cards to employees. Send out an email with the numbers every 10-15 minutes for a certain period (for example, 1-3 p.m.). The first employee to get bingo wins a gift card, logo merchandise or a prime parking space.
- **Auction or raffle** a chance to have lunch with the CEO.

### Easy To Create Workplace Giving Celebration Event Ideas

- **Sports celebration:** Host an office pool, 3-on-3 or HORSE tournament in the parking lot.
- **Scavenger hunt:** Celebrate workplace giving with a special scavenger hunt around the office or web (for employees who work remotely). The scavenger hunt can promote special facts related to Habitat LA’s work to end inadequate housing.
- **Team challenge:** Allow employees to represent their favorite sports team or entertainment event (Oscars®, Super Bowl®, Grammys®) throughout the workplace giving program.
- **Olympics:** Encourage employees to participate in goofy competitions throughout the program.
- **Office festival:** Celebrate spring, summer, fall or winter with an employee cookout, carnival games and prizes.
- **Around the world:** Celebrate diversity by serving international meals and sharing fun facts.
- **Habitat LA block party:** Host a tailgate party in the parking lot to celebrate your Habitat LA workplace giving program. Host sports-themed games and share workplace giving goals.
- **Host a workplace giving kickoff celebration** with a pancake breakfast, doughnuts or a coffee cafe.

## Special Events

- Workplace giving auction: Conduct silent, live or online bidding for a prize such as an iPad, vacation rental, corner office, etc. Employees, retirees, friends and family members can also donate items, entertainment, sporting event tickets, culinary delights (e.g., someone's legendary apple pie), gift certificates, electronics and services (dry cleaning or car wash certificates), company logo items and Habitat LA swag.
- Hold a chili or barbecue cook-off, along with a cake- or cookie-decorating contest.
- Organize a potluck luncheon with an admission fee, or a craft and bake sale.
- Hold your own employee talent contest: You might be surprised by your co-workers; talent sometimes surfaces from the least-expected people. Charge an entry fee and make sure contestants have completed a pledge card or given online.
- Jeans day: For every \$20 (or other designated amount) given, the donor gets a pass to wear jeans to work.

## Incentives & Recognition

- Earn paid time off for amounts donated above a set level.
- Get the CEO (or a senior leader) to agree to a pie in the face, a dunk tank or a radical haircut if the campaign goal is met.
- Enter all completed pledge forms and online gifts turned in by a certain date for a chance to win gift cards or other perks, which could include:
  - » A prime parking spot.
  - » Free vacation days.
  - » A pass to come in late.
  - » A pass to leave early.
  - » An extended lunch break.
  - » A roll of quarters for the vending machine.
  - » Company logo wear.
- Event tickets (ask your top management for donations).
- Contact your vendors and neighboring companies for gift certificates and other donations.
- Host a pizza party for the department with the highest participation (or donations).
- Send out company-wide emails to recognize top employee donors and volunteers.

**Thank you for your support of Habitat LA through your Workplace Giving Program! Please reach out to Jennifer Ramirez, Manager of Individual Giving at [jramirez@habitatla.org](mailto:jramirez@habitatla.org) with questions or to get more information.**