



# B-SIF

Employee Giving

# Discussions

- One-on-one calls: <https://calendly.com/irfan-bashir-shah>
- Open Hours for Saturday

# Topics Covered

- Calendaring
- Pitching Relevant Offerings
- Platforms to Drive Employee Giving
- Setting Up Comms and Processes to Drive Employee Giving
- Payroll giving
- Matching Gift Programs
- Employee Volunteering Gift Programs
- Employee Giving for Disaster Relief Programs
- Unique Ideas for Workplace Giving

# What is Employee Giving

Employee Giving or Workplace Giving involves employees contributing a portion of their monthly salary to a cause. The company then transfers these collective donations to the chosen NGO/s. It can be a fixed amount or a percentage of the salary. It can also be a one-time event.



# What is Employee Giving

**Who:** NGOs with corporate volunteering programs, NGOs with existing corporate partnerships.

**What:** This involves employees contributing a portion of their monthly salary to a cause. The company then transfers these collective donations to the chosen NGO/s. It can be a fixed amount or a percentage of the salary. It can also be a one-time event.

**When:** Best approached during festive seasons or important national or global events

**Where:**

Within corporate spaces, during corporate training sessions, HR portals, internal newsletters, and digital platforms dedicated to payroll giving.

# Why should corporates engage in employee giving?

- 64% of people consider themselves “belief-driven buyers”, according to a 2020 study by international PR consultancy Edelman— meaning they will choose, switch, avoid or cancel a brand based on its stance on social issues.
- 93% of customers are loyal to companies that address social causes.
- 91% of people are ready to switch their brand based on social issues.
- 90% are more likely to try a product from a person or company that takes a stand on social and political issues.
- 80% are willing to pay MORE for a product or service from a brand that’s public about their social and political values.
- 85% of customers respond more favourably to businesses that support causes they care about.
- 79% of employees prefer to work for socially responsible companies and think it’s important that companies match their charitable giving.
- Employee turnover can be reduced by over 50% if volunteering as a team is championed by the organisation.

# Calendaring

**Importance:** Most corporates have a vision, mission and a set of values. As such, certain events become important for them. If an NGO aligns with these events, then chances of engaging the corporate in an employee giving campaign increase.

Ex: More than 1,000 corporates across India engage their employees in a range of #DaanUtsav activities

## 2023

January							February							March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4	26	27	28	1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25
29	30	31	1	2	3	4	26	27	28	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8

April							May							June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1	30	1	2	3	4	5	6	28	29	30	31	1	2	3
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
23	24	25	26	27	28	29	28	29	30	31	1	2	3	25	26	27	28	29	30	1
30	1	2	3	4	5	6	4	5	6	7	8	9	10	2	3	4	5	6	7	8

July							August							September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1	30	31	1	2	3	4	5	27	28	29	30	31	1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31	1	2	24	25	26	27	28	29	30
30	31	1	2	3	4	5	3	4	5	6	7	8	9	1	2	3	4	5	6	7

October							November							December						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4	26	27	28	29	30	1	2
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
29	30	31	1	2	3	4	26	27	28	29	30	1	2	24	25	26	27	28	29	30
5	6	7	8	9	10	11	3	4	5	6	7	8	9	31	1	2	3	4	5	6

# Days of Importance

- ❖ International Day of Education - 24 Jan
- ❖ International Day of Women and Girls in Science - 11 Feb
- ❖ World Day of Social Justice - 20 Feb
- ❖ International Mother Language Day - 21 Feb
- ❖ World Wildlife Day - 03 Mar
- ❖ International Women's Day - 08 Mar
- ❖ International Day of Happiness - 20 Mar
- ❖ World Poetry Day [UNESCO] - 21 Mar
- ❖ World Down Syndrome Day - 21 Mar
- ❖ International Day of Forests - 21 Mar
- ❖ World Water Day - 22 Mar
- ❖ World Tuberculosis Day [WHO] - 24 Mar
- ❖ International Day of Zero Waste - 30 Mar
- ❖ World Autism Awareness Day - 02 Apr

# International Days of Importance

- ❖ International Day of Sport for Development and Peace - 06 Apr
- ❖ World Health Day - 07 Apr
- ❖ World Creativity and Innovation Day - 21 Apr
- ❖ International Mother Earth Day - 22 Apr
- ❖ World Immunization Week - 24-30 April
- ❖ World Malaria Day [WHO] 25 Apr
- ❖ World Press Freedom Day - 03 May
- ❖ World Bee Day - 20 May

List of all international days of importance: <https://www.un.org/en/observances/list-days-weeks>

List of all national days of importance: <https://www.basictell.com/general-knowledge/national-important-days.html>

# Create your own calendar and offerings



Month	Date	Special Occasion	Volunteering with us
JAN	14/01/2021	Pongal/ Sankranti/ Lohri	Grow your own Food/ Microgreens
JAN	1/18/2021 - 1/25/2021	India @ 75 - National Volunteering Week	DIY - Volunteering activity
JAN	24/01/2021	World Education Day	Mentor a child, Record a Audiobook/Podcast
JAN	26/01/2021	Republic Day	Celebrate with children at shelter home/Community Centres
FEB	14/02/2021	International Book Giving Day	Upcycle Notebooks Books Collection and Distribution Drive
FEB	20/02/2021	World day of Social Justice	Interaction with Elderly and differently abled people
FEB	21/02/2020	International Mother Language Day	Record audio Books
MAR	03/03/2021	World WildLife Day	Clean up an animal shelter, Virtual tour (Animal habitats)
MAR	08/03/2021	International Women's Day	Celebrate with muncipal workers, SHGs, Skill building for Female benefiaciries
MAR	18/03/2021	Global Recycling Day	Workshop on R3. Reduce, Recycle and Reuse
MAR	22/03/2021	World Water Day	Clean a lake, Build Rain water harvesting
APR	07/04/2021	World Health Day	Donate Blood, Seva Chef
APR	15/04/2021	World Micro Volunteering Day	Make seed balls, Any DIY Activity
APR	22/04/2021	International Mother Earth Day	Clean up Lake, Beach, Public Spaces
APR	23/04/2021	World Book Day	Setup a Library, Audiobook recording
APR	29/04/2021	International Dance Day	Dance workshop for Less-privelage kids
MAY	01/05/2021	International Workers day	Celebrate with municipality workers, blue collars
MAY	06/05/2021	Global Road Safety Week	Create awareness about Road Safety in community centres and Traffic signals
MAY	07/05/2021	World Fair Trade Day	Upskilling Local Vendors and SHGs
MAY	28/05/2021	World Hunger Day	Seva chef

# Art of the Pitch:

- Evaluate the corporate's social responsibility goals or areas of interest
- Align your offering with the corporate's objectives
- Provide a cost-benefit analysis or ROI metrics
- Discuss funding models and possible tax benefits for the corporate partner and their employees
- Showcase how the program will involve employees directly
- Provide data on how such programs can boost employee morale and job satisfaction
- Present data or case studies showing the impact of similar programs
- Offer metrics that the corporate can use for their own reporting or PR efforts
- Outline how this partnership could evolve over time
- The holiday season is traditionally a time of giving, making it a good time to pitch
- Look out for anniversaries or other significant events in the corporate's calendar

# Setting up Comms

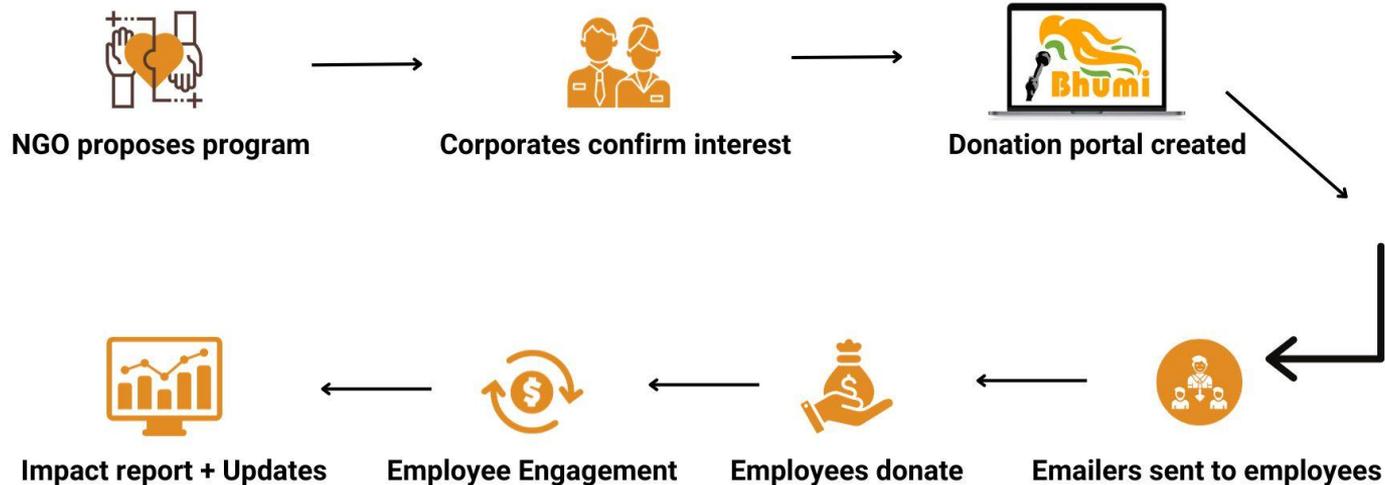
The first step is to develop a solid pitch deck

## Pitch Deck Components:

- About NGO Slide
- Impact Numbers
- Pitch for Employee Giving (ask and offering)
- Process of how it will work
- About the Program
- How the program works
- Impact numbers of program
- Explain the why if pitching for a specific event
- Benefits for Corporate/Employees
- Thank you slide with contact details

# Setting up Comms

## Employee Giving Onboarding Process- 7 Steps



# Setting up Comms

- Find relevant corporate SPOCs
- Gather their contact information
- Create an email journey:
  - > One core email (introducing the NGO and) summarizing the offering (Word Limit 120 - 160 words)
  - > Three follow up emails
- Linked and WhatsApp Outreach if required
- Reach out to multiple people from the organisation
- Cc other people in the organisation on the email chain
- If onboarded, provide material like flyers, videos, or testimonials for internal company promotions.

# Setting up Processes

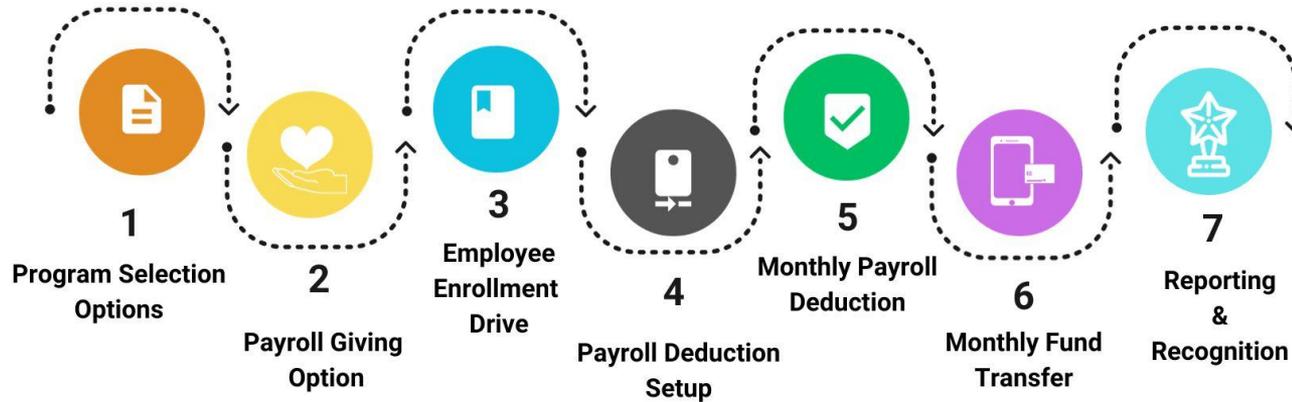
- You will need a platform where employee giving takes place
- If it's a direct bank transfer, you will need a solution for 80G
- Facilitate easy donation mechanisms, possibly integrating with company payroll systems.

# Platforms for Employee Giving

- Give
- Benevity
- Double the Donation
- YourCause
- Bright Funds
- CAF

# Payroll Giving

## Payroll Giving Process- 7 Steps



# Donation Match by Corporates

- Identify and approach potential corporate partners or major donors
- Set clear terms for the match:
  - Match ratio (e.g., 1:1, 2:1)
  - Maximum limit for matching
  - Duration of the matching campaign
  - Eligibility criteria for donations to be matched
- Promote the matching campaign widely
- Track and report on matched donations to ensure transparency and to acknowledge the matching partner.
- Offer public recognition

# Employee Volunteering Gift Programs

- ❖ A simple act of volunteering or just seeing the activity happening on ground will make individuals consider donating small amount for the first time.
- ❖ They become continuous donors when the NGO provides them the proper data and information about how their contribution made a difference in the beneficiary's life and the outcome.
- ❖ Corporate Volunteers need not give their own money, many companies have a policy of compensating for volunteering hours employees spend for an NGO through different volunteering programs.
- ❖ Companies often give gift cards to employees to donate to the charity they want.
- ❖ Most of these funds are unrestricted.
  
- ❖ Some Examples:
  - Dell gives \$300 gift card to employees to donate NGOs of their choice.
  - Adobe gave \$1000 to employees who volunteered to specific programs.
  - VMware gave \$1000 to every employee to donate to NGO of their choice.
  - Nutanix gives gift cards when employee volunteers are engaged in activities.
  - Microsoft, Lam Research, Cisco, Oracle, Juniper, Facebook, Apple, Ciena, Intuit, Google, Logitech, Micron Tech, Motorola, On Semiconductor, give gift cards through Benevity or CAF.

# Unique Ideas for Workplace Giving

- Pitch with a unique value proposition
- Educate large groups of employees about important social issues during webinars, lunch-and-learns or cause fairs
- Write to leadership to have your NGO onboarded with Benevity
- Donation walks
- Competition between companies or branches
- Make a pitch during corporate anniversaries
- Employee Ambassador Program
- Invite Employees to Field Visits



**Next Masterclass:**

**Open Hours**



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Thank You!