



Tips to Launch Workplace Giving

On-Site Event Ideas

Empower your Champions

Run a 'champion challenge', by having your staff champions coordinate activities for their business unit and encourage them to join the program. Use friendly competition to drive results, and showcase the winning champion who attains the highest Workplace Giving sign-up rate.

Caritas Australia partner morning tea

Hold a Workplace Giving morning tea and invite a Caritas Australia staff member to talk about the impact your collective donations have made.

'Give it Up' for the month

Ask team members to give up a habit for the community in the month of your launch, and have the money they save, donated to your Workplace Giving Program.

Quiz or competition

Host an online quiz or competition where users are required to 'donate from pay to play'. The quiz or competition can include questions about Caritas Australia.

Movie screening

Build an event around a lunchtime or evening movie screening on a topic related to Caritas Australia. Capture interest by making it easy to sign up to your Workplace Giving program while at the event.

Make Supporters feel special

Hold a thank you event for current Workplace Giving Supporters and Caritas Australia to recognise and celebrate their efforts – make them feel special!

Virtual Event Ideas

Digital happy hour

Set-up a digital happy hour. Attendees learn how to make cocktails from home in return for a Workplace Giving donation. Employers can customise these events to align to their demographic or mission. Don't like alcohol?...the ideas are endless...recipe swapping, flower arranging, best joke of the day, card trick – you name it!

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