



EMPLOYEE GIVING TOOLKIT





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How do I run a successful Big Give campaign?

- If you haven't done so yet (or even if you have), stop by the Big Give website to familiarize yourself with the platform, prizes, leaderboard and all things Big Give. The website is thebiggivesa.org
- Set a goal for your company. Whether this is an amount raised, a % of employees who participate or being top dog on our business leaderboard. Goals will help motivate your employees to participate
- Send out a calendar invite to all of your employees reminding them about the Big day. Some businesses like to schedule periodic reminders ahead of time (1 month, 1 week etc.)
- Check out the list of participating nonprofits at thebiggivesa.org. Make sure your favorite causes are on the list. If not let them know that if they don't register you can't support them on the Big day
- Decide if your business will be offering matching employee donations. You can also use Big Give to highlight any existing matching gifts you may currently offer
- Announce your participation from the rooftops! (Ok, maybe just use social media, newsletters etc. We don't want anyone falling off a roof.) There are sample posts later on in this toolkit
- Integrate Big Give visual assets (available at thebiggivesa.org) into your existing marketing strategies and channels to brand your campaign
- Remind your employees about our hourly prizes, business leaderboard and matching opportunities. If you are sponsoring Big Give make sure to share that additional support within your company and with the community
- Report back to your employees. Congratulate them on being part of this important day of giving and the support it provided for hundreds of local nonprofits
- **Use one or several of these ideas to incentivize your employees and make Big Give fun:**
- **Food!** - *Bring in a food truck, have a pot luck, cater a snack break*
- **Attire!** - *Have a casual dress day where employees can dress to represent the agency or cause they care about*
- **Time!** - *Give your employees time off to donate and/or for donating*
- **Advertise!** - *Pass out cards employees can fill out and hang on their door, cubicle, cart... wherever... to let others know which cause(s) they support*
- **Share!** - *Use social media to let everyone know what a great corporate citizen your company is*
- **Competition!** - *Have a contest between departments to see who can raise the most donations*
- **Raffle!** - *Have a random drawing for cool stuff... everyone who donates has a chance to win*
- **MATCH ALL EMPLOYEE DONATIONS**



Team building? Yes, please.

- Host a “Donation Station” at your place of business; set up a giving spot in your building; print out [Big Give](#) materials and hang them or distribute them; have computers or tablets set up to take donations; set up a [Big Give](#) watch spot where everyone can stop by and watch the donation tracker, donate and socialize!
- Arrange a competition within your company or, for even more action, coordinate one with other participating companies. You can create teams by department, divide up the physical space and make teams based on where people sit or by which shift they work. Encourage people to stop by the [Big Give](#) watch spot to track competition results and then share successes internally and on social media.
- Involve CEOs and executives. Giving day research shows that executive involvement encourages employee engagement. Even better, ask your leadership to spread the word about the day to encourage excitement and participation.
- Highlight participating individuals, teams or specific nonprofits. Highlight the fact that your team is part of the bigger giving day picture and that every donation makes a difference. Share stories and testimonials to reinforce the importance of their giving.
- Set up an area to take employees’ pictures to share on social media along with their reasons for participating, favorite causes, friendly competition etc. Print out signs ahead of time that say “I supported _____ during Big Give” that they can fill out and use in their selfie. Stage photos with teams, management, costumes... anything fun to get people involved.
- Use our [#BigGive2020](#) activity to get employees talking amongst themselves. Have employees put their favorite causes on name tags and wear them around the office.



Social Media

In this section you will find sample posts for utilizing the power of social media to engage a broad audience with messaging about your company, its mission and its impact through Big Give



Website
thebiggivesa.org



Twitter
[@thebiggivesa](https://twitter.com/thebiggivesa)



Facebook
[@biggivesa](https://www.facebook.com/thebiggivesa)



Instagram
[@thebiggivesa](https://www.instagram.com/thebiggivesa)

#biggive2020

Help us make sure Big Give ends up in every possible social media account by tagging and re-tweeting [#biggive2020](https://twitter.com/thebiggivesa). With a combined nearly 25K followers on Facebook and Twitter your social media activity can provide a huge boost in visibility and donations before, during and after the Big day.

Sample Instagram Posts

Be sure to share any photos of your team during [Big Give](#) as well as any photos of employees participating and tag us!

HOW TO

1. Share an employee photo or selfie with a caption including [#biggive2020](#)
2. Always use our hashtag [#biggive2020](#) and tag [@biggivesa](#) on Facebook or [@thebiggivesa](#) on Twitter
3. Post it to Instagram, add to a Facebook album or share on Twitter

Sample Twitter Posts

FEBRUARY

1. We are participating in [#thebiggive2020](#), a 24-hour online giving event that supports the nonprofit agencies who help make South Central Texas such a great place to live.
2. Will you join us for [#thebiggive2020](#) on March 26? We are so excited to be part of the Employee Giving program and invite you to look for our name on the business leaderboard at thebiggivesa.org
3. Valentine's Day is coming up and our company is showing how much we love our community by participating in [#biggive2020](#) on March 26. Visit thebiggivesa.org for more info.



1 MONTH TO 1 WEEK OUT

1. *We are one month away from [#biggive2020](#)!*
2. *Mark your calendars for [#biggive2020](#) on March 26th and join us in supporting our amazing nonprofits.*
3. *We're so excited to be participating in the [#biggive2020](#) Employee Giving program. We will be matching all of our employee's gifts on the day of the event.*

ON MARCH 26

1. *Today is the day to donate to [#biggive2020](#)! If you are an employee don't forget to choose (company name) at checkout*
2. *Have you donated during [#biggive2020](#)?*
3. *Wow! Our employees gave \$_____ today to support our local nonprofits. Thank you! [#biggive2020](#)*

**Sample Facebook Posts****WHEN YOU REGISTER**

We are thrilled to be part of [#thebiggive2020](#), a 24-hour online giving event that supports the nonprofit agencies who help make South Central Texas such a great place to live.

REMINDER OF YOUR PARTICIPATION

Mark your calendars and be part of the giving on March 26th. Employees can choose from over 500 local nonprofit agencies.

ANNOUNCE IF YOU HAVE A MATCH

1. *We are excited to share that (YOUR COMPANY) will be matching all of our employee donations during [#biggive2020](#). You can make a difference too at [thebiggivesa.org](#)*
2. *Our company focuses on improving our community by investing in our nonprofits. Some of our favorite nonprofit partners are participating in [#biggive2020](#) on March 26. Visit [thebiggivesa.org](#).*

FEBRUARY

Let the countdown begin! Mark your calendar for [#biggive2020](#) on March 26 and make a difference at [thebiggivesa.org](#)

1 MONTH to 1 WEEK OUT

1. *[#biggive2020](#) is right around the corner. Visit [thebiggivesa.org](#)*
2. *We are only one week away from [#biggive2020](#)! Help support the nonprofits who help make this such a great place to live.*

ON MARCH 26, 2020

[#biggive2020](#) is today! You have 24 hours to support the local nonprofits who help make this community so amazing. Our employees are in the giving spirit (SHARE PHOTO OF NAME TAGS ETC.) Visit [thebiggivesa.org](#) now to help us support hundreds of local nonprofits.

Sample Cut & Paste Emails

These emails offer a sample of what you could send out to employees to get the team excited about Big Give:

1 MONTH to 1 WEEK OUT

SUBJECT LINE: Help us support the nonprofits who make this community great! Join (COMPANY NAME) for #biggive2020



On March 26 businesses and individuals across our region will come together to support our local nonprofits during Big Give. We are so excited to be part of this exciting giving event.

Haven't heard about Big Give? It is South Central Texas' 24-hour giving day supporting the nonprofit agencies who help make our community such a great place to live. Over the last 6 years this event has raised over \$25 million to support local nonprofits.

(IF MATCHING INSERT): Your donations to local nonprofits at thebiggivesa.org will be even BIGGER because (COMPANY NAME) is offering bonus dollars as an incentive to give. (Describe program here i.e. dollar for dollar, up to a certain amount, lump sum to reach goal etc.)

How can you participate?

1. Visit thebiggivesa.org to search hundreds of participating nonprofit agencies
2. Commit to a nonprofit. Become a Big Give individual fundraiser for one or more nonprofits of your choice. You can start donating as soon as the site opens on March 19. Remember to select (COMPANY NAME) at checkout!
3. Mark your calendar! Add to your Google, iCal or Outlook and share with friends.
4. Spread the word! Let your network know about Big Give and who you are supporting. Use the hashtag #biggive2020 to be part of the conversation.

For questions about Big Give and how you can get involved please visit thebiggivesa.org or contact (COMPANY NAME).

Regards,

(COMPANY CONTACT)



Sample Cut & Paste Emails

1 WEEK to 1 DAY OUT

SUBJECT LINE: Final Countdown to Big Give

Big Give is almost here!



Just one week (OR 24 HOURS) from right now at midnight on March 26 our community will come together for Big Give and we want to invite YOU to be part of the giving fun.

When you make a donation at thebiggivesa.org make sure you select (YOUR COMPANY) at checkout and track our progress on the Business Leaderboard.

(IF DOING A MATCH) Your online donations to local nonprofits will be increased during the 24-hour giving period thanks to the generosity of (YOUR COMPANY). (YOUR COMPANY) is offering bonus dollars as an incentive to give (describe your matching program).

Last year our community raised nearly \$5 million in 24 hours. Will you help us continue providing this vital support to those nonprofits who do so much for our community?

Every dollar counts so please visit thebiggivesa.org to find your favorite cause (or causes). And this year giving to multiple organizations will be even easier using our new Gift Basket feature.

(INSERT IMPORTANT REMINDERS ABOUT DETAILS SPECIFIC TO YOUR BUSINESS' PARTICIPATION HERE)

For questions about Big Give and how you can get involved please contact (COMPANY CONTACT).

Regards,

Company Representative



Sample Cut & Paste Emails

THANK YOU EMAIL

This is a sample email that you can use to send to employees shortly after Big Give

Thank you for taking the time to join us and help care for our community During Big Give. Over _____ employees came together to raise over \$ _____. These crucial funds will serve to support the hundreds of South Central Texas nonprofit agencies whose important work improves the lives of each and every one of us. This means more services for our military, homeless and elderly; more beautiful parks, waterways and public spaces; fewer abandoned animals and people; better education and arts. Regardless of who you chose to donate to we thank you for your generosity.

We are so lucky to have a company with caring individuals who support each other and the folks around them.

Thank you again for sharing your love of our community by supporting your favorite cause through Big Give!

(COMPANY REPRESENTATIVE)



Thank you! Thank you!!

On behalf of everyone on the Big Give team, THANK YOU for being part of our Employee Giving Program and for supporting the nonprofit agencies that make this community such a great place to live for all of us.

