



EMPLOYER'S GUIDE TO **CHARITABLE GIVING**

eBook Volume 1 - Summer 2021
from [OneDonation.org](https://www.onedonation.org)

EMPATHY, EQUITY & ENGAGEMENT

Insights and inspirations designed to help your organization develop, implement, and enhance a charitable giving program that supports ALL employees.

TODAY'S EMPLOYMENT LANDSCAPE

The post-COVID workplace creates unique challenges, and compelling opportunities, for employers in any industry.

For employers, employees, and consumers alike, the events of 2020 have been nothing short of transformational. The COVID-19 pandemic, and the lockdowns that followed, redefined the employment landscape. Work-from-home and social distancing measures accelerated the digital transformation that was already underway in many sectors. In a very short period of time, people worldwide became much more aware of – and familiar with – the digital tools they use to stay informed, aware, and connected.

In addition to the pandemic, widespread social unrest shone a spotlight on issues, policies, and practices that have been simmering in many places around the globe, especially in the United States. As individuals confronted their own perspectives on topics that gripped the headlines daily, pressure mounted on employers to take a stand in meaningful and visible ways. The good intent driving the creation of Diversity, Equity, and Inclusion (DE&I) programs was no longer enough. Employees and consumers began demanding that companies moved from allyship to action.





So, where does this leave us, as employers and as a society? The perfect storm that was 2020 at once served as a call to action for individuals and organizations to actively support various causes. Yet, it was never easier to inadvertently send the “wrong” message and risk alienating at least some meaningful subset of our employee base, social circle, or audience.

As we enter into a post-COVID world and settle into some semblance of a “normal” routine, we are confronted by new pressures in the workplace. Hybrid work environments, comprised of both work-from-home and in-office employees, place a greater emphasis on delivering platforms that provide frictionless ways to stay connected. A highly competitive job market puts a premium on employee-centric environments that are focused on engagement and empathy.

DID YOU KNOW

- **40%** of Millennials
 - **49%** of GenX
 - **49%** of Baby Boomers
- are enrolled in a monthly giving program?

With **One Donation**, employers can help their employees support the charities they love directly through payroll deduction.

And, today more than ever, employers need to actively support the causes that mean the most to their teams, their clients, and the community.

With these dynamics taking shape, it’s easy to feel overwhelmed and unsure of how to move forward. This ebook is aimed at helping employers avoid “analysis paralysis” and create a culture of charitable giving centered around the pillars of engagement, participation, and support. We have distilled this down into five key traits that will empower you to develop and deliver a charitable giving program - one that is at once personalized and impactful. This approach helps you to serve as the “connective tissue” between your employees and the causes that mean the most to them on a personal, individual level. Although the One Donation platform makes this brand of “frictionless philanthropy” possible, the principles are universal. If you would like to learn more about our organization and the services we provide, there is a brief synopsis at the back of the book.

A close-up photograph of two hands, one from the top and one from the bottom, gently cupping a bright red, glossy heart. The background is softly blurred, showing more of the hands and a warm, golden light. A white rectangular box with a thin border is positioned in the upper right quadrant of the image, containing the text 'TRAIT 1' in a bold, white, sans-serif font.

TRAIT 1

Simplify Giving

Far-Reaching Benefits

According to a recent NonprofitSource.com study, 86% of companies believe employees expect them to provide opportunities to engage in the community, and 87% believe their employers expect them to support causes that matter most to them on a personal level. Further, the same study indicates that 88% of those surveyed believe that effective engagement in such programs helps attract and retain employees.

The evidence is clear: corporate giving programs deliver benefits that transcend the traditional “feel good” aspect of helping the community. In today’s war for talent, **developing a charitable support program is no longer a nice to have... it’s a necessity.** To make these programs truly take flight, however, you need to make the process of finding, selecting, and supporting charities as easy as possible.

Finding Charities

Employees may have a set of charitable organizations they would like to support, or they might have a sense of the type of charity with which they would like to engage but have not yet identified the specific charity. In either scenario, offering simple and easy access to a menu of charitable organizations allows them to perform this task. This task should be automated, searchable, and able to be done “within the flow of work,” meaning the charity identification and selection process should run parallel with other programs such as new hire onboarding or open enrollment.

As an employer, you may wish to select a subset of charities or charity types you would like to make available to your workers, or you could make the entirety of the 1.7 million (and counting) nonprofits open to your employees. Either approach still provides workers with a diversity of programs and causes to support, allowing them to find a charity that resonates most with their personal beliefs, motivations, and concerns.

Funding Charities

Once employees have identified the charities they would like to support, offering a mechanism to fund these charities – at a dollar amount and frequency that is most compatible with their own budgetary needs and comfort levels – will increase the likelihood you’ll establish an impactful program. A robust charitable giving platform will plug directly into your payroll provider and allow employees to give directly via payroll deduction. This approach simplifies detailed bookkeeping and reporting tasks – such as tracking contributions for year-end tax purposes – by handling this critical function in an automated and centralized way.

TRAIT 2

Personalize Support



Altruism is an intensely personal exercise. Some donors like to evangelize on behalf of the causes they support, raise awareness, and seek to identify and recruit additional individuals and organizations to the charities they treasure most. Other donors prefer to keep their efforts private, choosing to support their selected charities through more direct and discrete ways. In either case, the most successful fundraising efforts forge a personal and direct connection with each employee.

Although the overwhelming majority of studies indicate that involvement with charitable giving will positively affect your brand, empowering employees to select the frequency, level, and diversity of support brings that positive effect to an individual employee level. Employers can still benefit by promoting both the method by which they allow employees to support individual charities and citing the charities supported via this program.

Adding this capability will pay dividends that cut across generational lines, too. According to that same NonprofitSource study, 40% of Millennials, 49% of GenXers, and 49% of Baby Boomers are currently enrolled in a monthly giving program. Providing a way to extend these programs directly into the workplace and potentially adding to this program by providing matching funds or other similar enhancements makes it easier for these individuals to continue to support their favorite causes and entice even more participants throughout the business.

Another critical way to demonstrate that your charitable giving programs are personal and impactful is to ensure you have the flexibility to create programs that are episodic or time-limited in nature. A prime example is when natural disasters hit or when a more personal tragedy – such as sickness or a fire – impacts a coworker. Creating short-term programs that enable employees to support individuals during such times of need is another excellent way to boost engagement and create positive regard for your brand.





TRAIT 3

Amplify Resources

Amplifying donations via matching programs can have a profound effect on overall participation rates. Studies have shown that simply mentioning that you offer a matching gifts program can yield a 71% increase in response rates for charitable giving campaigns and a 51% increase in the average donation amount. Or, stated more simply, the fact that you're generous can encourage others to be more generous as well.

The employer match element doesn't have to be overwhelming either. As indicated, having even a modest program in place can entice greater participation and, more importantly, establishes that your company believes in supporting employees in a tangible and meaningful way. According to a Fidelity Investments study, 66% of workers feel it's essential for companies to support different causes. Offering match programs at the individual charity and donor level also allows you to spread support across a broader spectrum of causes.

Another way to amplify the donations of your workforce is to cover the transaction fees associated with collecting and disbursing funds to various charities. Although these fees are relatively modest, they can add up to a substantial number over time. By paying these fees on behalf of your employees, 100% of their donated amount goes directly to their chosen charities.



TRAIT 4

Accelerate Understanding

Creating an employee-centric giving program is a decisive benefit that can (and should) feature prominently in both recruiting and marketing efforts. Such programs indicate you're a purpose-driven organization, and according to the recent Edelman Trust Barometer, 89% of leaders think purpose drives employee satisfaction. Further, some 67% of consumers are more likely to forgive a mistake made by a purpose-driven company, so there are consumer and market-facing benefits to adopting a diverse giving program as well.

From a corporate perspective, however, you may want to make some more significant gestures and donate time, talent, or treasure to specific charities in a more direct way. As mentioned earlier in this document, today's polarizing political and cultural environments can make selecting the "wrong" cause – or selecting the "right" cause but supporting in a way that doesn't seem authentic – can do more reputational harm than good. This same dynamic can create unnecessary tension within your employee base and potentially lead to the discord and attrition you were actively trying to avoid.

To mitigate these risks, a contemporary charitable giving platform should be able to provide you with metrics and insights into the charities your employees are supporting and at what levels they're making contributions. This will not only help you to get a better read on the overall sentiment and engagement of your employee base, but it will help you to determine which causes you can support in a larger sense as well.

TRAIT 5

Produce Meaningful Results



One of the greatest frustrations we've heard among our client base is that other fundraising affiliates and platforms can take months, sometimes even close to a year, before the charities of choice receive funds. Given that some \$5 billion are raised through workplace giving programs on an annual basis, such delays represent a significant drag on the financial operations of nonprofits, particularly as these organizations emerge from the pandemic.

The ideal charitable giving platform will ensure that employee contributions are routed directly to their charity of choice in a timeframe measured by days or weeks, not months or quarters. This in itself can become a powerful marketing message for your business, particularly when used in conjunction with any matching programs you may establish. The overall impression you give – both as an employer and consumer band – is that your organization truly values employees, their passions, and the community.



At One Donation, we strive to make the world a better place, one donation at a time. Through our simple, secure, blockchain-based platform, we make it easy for employees to support the charities and causes that resonate with them on a personal, individual level. Through our unique payroll-linked approach, employers can improve engagement, enhance their brand, and create a greater sense of community involvement across multiple fronts. We call this approach “frictionless philanthropy.” You’ll call it the best way to foster a giving and inclusive culture.

For more information, visit us online at www.onedonation.org
or call us at 704.703.1996