

North State GIVING TUESDAY

powered by Shasta Regional Community Foundation

Tips & Tricks: Engaging Your Employees in North State Giving Tuesday

1. Host kiosk/giving location on site

Host a giving location in your building! By having visual reminders and the opportunity to give now, employees will be more likely to donate. Is your company in an office park? Host the kiosk in a shared common area, to include your employees and employees from other companies alike.

2. Host favorite nonprofit partners on site on November 27th

You can use North State Giving Tuesday as a way to build employee awareness about your company's signature nonprofit partners, while also encouraging employees to give to causes near and dear to them.

3. Make It Competitive

Is your company located in an office park, or do you share a building with other businesses? If so, set up a local competition within your building or office location, by coordinating with your colleagues from other companies. See who can raise the most funding in a certain hour or throughout the day!

4. Involve Leadership

Studies show that executive involvement encourages employee engagement – seeing their supervisor or senior executive enthusiastic about the day will let employees know that the company supports the event, leading to greater probability of employee support.

Even better? Encourage your executives to create a giving day competition – who can get the most employee involvement in their business units or divisions, and track in a visible location.

5. Spread the Word!

Ask employees to spread the word to their friends, families and favorite nonprofits. Inspire your company!

6. Use Social Media!

Show your support of North State Giving Tuesday on social media platforms using the hashtag #NorthStateGivingTuesday

7. Get Creative!

Let your creativity shine! There are many other ways you can engage people at your place of business. An example might be allowing employees to wear jeans to work if they can show that they've made a donation via www.northstategives.org

8. Hang up posters or display promotional materials.

A variety of templates and/or graphics are available for you to use. Print a downloadable file and hang up posters in workplace or near customer service areas.

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Local Businesses Make Our Community Thrive!

Local businesses, large and small, like to be associated with good causes in their communities and often, they are contributing in big ways to our local nonprofits! Here are a range of ways they can get involved in our area's #NorthStateGivingTuesday campaign.

Businesses can support a campaign with creative giving, social media and marketing initiatives. Here is a menu of possibilities:

1. Local restaurants and retailers can utilize their website by using an electronic logo(s) that says something like, "Proud Supporter of #NorthStateGivingTuesday" or "Proud Supporter of XYZ Organization - Participating in North State Giving Tuesday"
2. Many local merchants will proudly hang window clings or display point-of-purpose marketing cards or flyers.
3. Create inserts for restaurants to include in check presenters.
4. Ask merchants to follow you on your social channels (and follow them back!) so they can share your social marketing with their audiences.
5. Invite local merchants to give a percent of sales from Small Business Saturday through #NorthStateGivingTuesday to a favorite nonprofit.
6. Get creative. Creative ideas can generate media exposure and social marketing opportunities that can far outweigh their cost. An example might be a nonprofit partnering with a merchant to provide "rewards" for their donors: Throughout Giving Tuesday, 12 different merchants gave a coupon to donors who made donations during a specified hour of the day.
7. Companies can help a nonprofit with their campaign in exchange for visibility through the nonprofit's marketing channels. Sometimes, a company can provide financial support to cover the costs of marketing, giveaways, etc.
8. Businesses can sponsor an employee campaign where employees vote for their favorite charities on #NorthStateGivingTuesday and the company makes a gift.
9. Businesses can host a day of giving (like a jeans day) for company employees where employees give something to a charity on #NorthStateGivingTuesday in exchange for being able to wear jeans to work.
10. Businesses can include information about the community #NorthStateGivingTuesday campaign in company newsletters and intrawebs.
11. Businesses can consider matching employee gifts up to a certain amount or offering an extra hour of vacation pay