

Workplace giving campaigns: Best practices

The State of Oregon

Because it serves 50,000 employees, the State of Oregon Employees Charitable Fund Drive (CFD) is the largest employee giving campaign in the state. But a company of any size can replicate its success. Here's what you can learn from their campaign.

Careful planning

You might not need to start this early, but the State of Oregon starts planning its fall campaign in January. The CMO team and committee of State employees always have a calendar of activities, and keep a watchful eye on the tasks that need to be completed.

Leadership support

The increases in donors and dollars raised are partly due to strong support from State Agency heads and other people in leadership. They let their staff members know that the Charitable Fund Drive is important, and they encourage employees to consider making a gift.

Lots of charitable choices for employees

State employees can give to almost any issue that's close to their hearts. With about 900 eligible charities, the level of choice shows that the State of Oregon values and respects employees' priorities. The number of options also helps engage more employees in the campaign, since they are likely to find nonprofits that interest them.

The challenges

The sheer size of the State's workforce presents an ongoing challenge. Reaching 50,000 people in literally thousands of offices in every corner of the State requires on-site coordinators in every location possible, careful planning, thoughtful marketing, and lots of phone calls and emails.

Disseminating information about 900 nonprofits is never easy, either. Helping State employees to find charities that interest them, and providing information so they can research the nonprofits, has led the campaign to create a robust database that contains every group, some basic information about each one, and a link to their website.

How it's run

The CFD encompasses almost every issue nonprofits tackle in Oregon: arts, environment, human services, diversity, and medical research, among others. A Campaign Management Team (made up of EarthShare and Children's Trust Fund of Oregon staff members) oversee the planning and daily details of making sure the campaign reaches into all State offices throughout Oregon. That can mean interacting with hundreds of state workers who coordinate the

State of Oregon Employees' Charitable Fund Drive Basics

\$23.5 million donated since the campaign began

Benefits approx. 900 charities in 28 funds and federations such as EarthShare Oregon.

Reaches 50,000+ employees in hundreds of State offices and all State Universities.

Average gift: \$320 per person per year.

campaign in their individual offices; creating the thousands of paper brochures that are distributed; working with State leadership from the Governor's office on down to get support for the fund drive; and many other tasks throughout the year.

Hundreds of State employees make the campaign possible by acting as Agency and Site Coordinators. They distribute materials, collect pledges, and plan events and other publicity to promote the campaign. The State of Oregon also has a team of employees from various State agencies who oversee the planning, budgeting and management of the campaign.

Burgerville

This great local food retailer has 39 locations in Oregon and Washington. Rather than just ask the corporate HQ employees to give, they involve each store manager and one other staff member from each location in setting a giving goal for their location.



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One large group meeting for managers and campaigners is held to rally these employees and teach them about the charities in the campaign. Following the rally, managers talk individually to each employee about the campaign at their location.

The individual locations' fundraising goals, when added together, is what Burgerville publicizes as the overall donation goal. Since instituting this approach two years ago, both donors and donations to EarthShare have more than doubled. The campaign raised more than \$21,000 in individual donations for EarthShare last year.