

TOOLKIT

Giving Season

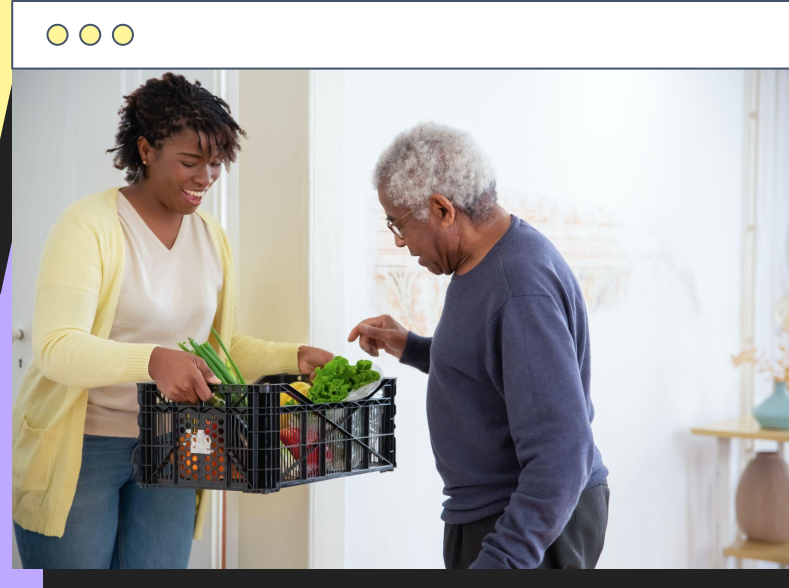
How to engage employees and make an impact



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Your GivingTuesday Checklist



Send an employee pulse survey.

What cause should our organization support on GivingTuesday? What is your favorite nonprofit?



Read these three blog articles:

1. [How to craft your campaign](#)
2. [What to expect this year](#)
3. [How to engage employees](#)



Turn on payroll giving.

Employees are 4X more likely to give via payroll vs. all other methods.

Reach out now to get started!



Plan donation incentives.

Seed donation credits and/or set up a 2:1/3:1 match for Nov. 28th.

Remind your employees to give!



Turn on [Actions](#).

Reward employees for performing small acts of kindness (p. 5-6).

Reach out now to turn on Actions!



Reach out to employee resource group leaders.

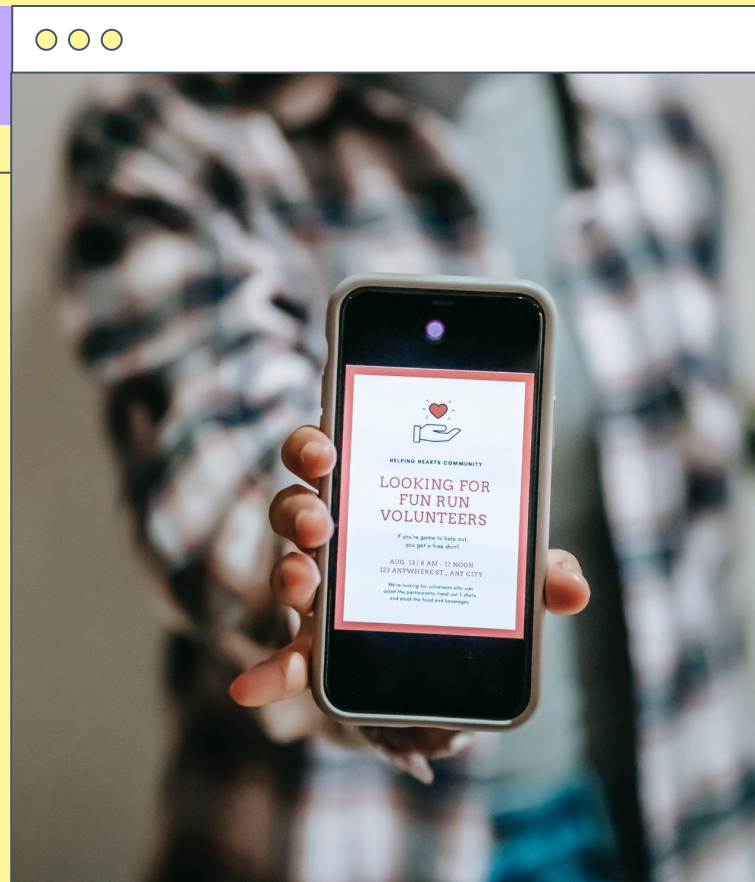
Use Deed Communities to rally your ERGs this giving season!

CRAFTING YOUR CAMPAIGN

Now that you've checked off every item on your checklist, it's time to craft your Giving Tuesday campaign on Deed.

Here are three resources to get you started:

1. [Example campaign](#) for inspiration.
2. [Campaign template](#) to kick things off.
3. [Media folder](#) full of banner images, communications copy, and more.



EMPLOYEE ACTIONS (1/2)



→ Donate to a nonprofit.

- ◆ Support your favorite nonprofit on [#GivingTuesday](#).
- ◆ Did you know? Last year, millions of people all over the world donated a record-breaking [\\$3.1 billion](#) in just 24 hours for GivingTuesday. Help break the record this year with a gift to your favorite nonprofit!

→ Buy from local businesses.

- ◆ Share the giving spirit with local shops.
- ◆ Why is shopping local so important this giving season? Here are a few reasons from [Forbes](#).

→ Donate non-perishables.

- ◆ Shelf-stable food is always in demand, but you can also give household staples like hygiene and cleaning supplies.
- ◆ Check out our partner Instacart's [Community Carts](#) initiative, which helps you send items directly to local food banks.



EMPLOYEE ACTIONS (2/2)



- **Call a friend or relative.**
 - ◆ Give your time to someone you haven't spoken with lately.
 - ◆ Did you know? NPR reports that talking to strangers can [bring you joy](#).
- **Shout out your coworkers.**
 - ◆ Give the gift of good vibes at work.
 - ◆ Did you know? Our partner SurveyMonkey [reports](#) that 63 percent of employees who receive recognition are unlikely to seek a new job, because 82 percent consider shout outs important to their happiness.
- **Donate gently used coats.**
 - ◆ Warm, durable clothing is always in demand, especially for low-income and homeless communities.
 - ◆ For inspiration on how and where to donate that old coat in your closet, *New York* [has advice](#) for NYC and beyond.
- **Share a meal.**
 - ◆ Besides being delicious, "sharing a meal with others can reduce stress, improve well-being at work, and help you eat healthier." Read why in [Fortune](#).



Play with
your
employees!

The Great Good Deed Bingo



Complete an Action	Sign up for a volunteer event	Join a Community
Post in a Community	Log in to the platform	Record your volunteer hours
Share a deed with your colleague	Complete your profile	Make a donation



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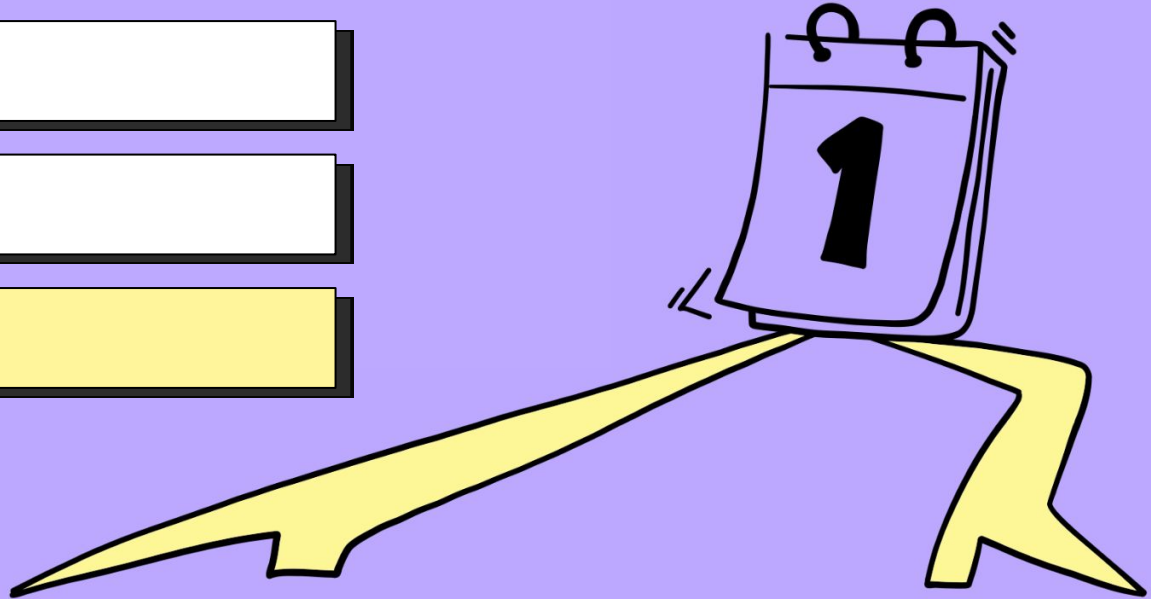
Impact Scavenger Hunt

- ❑ Make a donation to your favorite nonprofit.
- ❑ Find Actions on the Deed platform. Complete your first one!
- ❑ Check out your company's campaign to see you can get involved.
- ❑ Sign up for one of your company's events.
- ❑ Name your company's main cause areas.
- ❑ Join a Community.
- ❑ Post in your new Community.
- ❑ Answer this question: "What cause(s) do you care about and why?"

SPECIAL ACTIVATION DATES

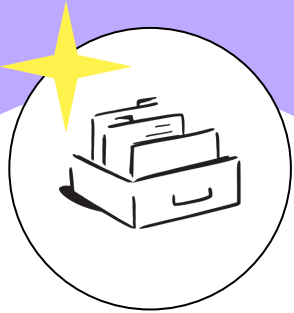
As you're planning your Giving Season Campaign, keep in mind these upcoming dates:

NOV 13	World Kindness Day
NOV 18	Family Volunteer Day
NOV 23	Thanksgiving
NOV 28	GivingTuesday



Deed is not just a platform—we're your partner.

Deed's all-in-one, out-of-the-box platform provides all the features you need to run a successful social impact program. Our Partner Success team is here to support you along the way.



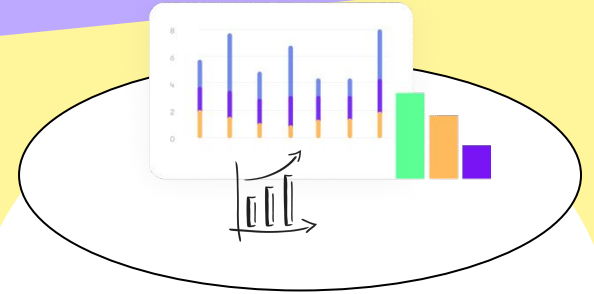
A Rich Content Library:

Exclusive partnerships and integrations provide unique opportunities.



Powerful Giving & Matching:

Streamlined processing and expedited disbursement enhance every donation.



Easy Admin and Reporting:

Cutting-edge tools make program management as exciting as it is effortless.

Your dedicated Partner Success team will optimize your program and share the broader industry insights you need to make a meaningful social impact.



Created by

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**How to engage employees
and make an impact**



**Questions?
Need help getting started?**

**Reach out to your partner
success manager!**