

# DONATION IMPACT REPORTS

## The Importance of 'Thank You'

### WHY?

Workplace Givers want to know where their money goes and about the difference it is making. Their non-donor colleagues are also interested – which presents a great opportunity to acquire more givers! Celebrating the impact of donations is also important to the employer organisation as it is an effective way to boost staff engagement and pride – core objectives of many Workplace Giving programs.

In order to maintain interest and momentum, we recommend sharing 'donation impact reports' with your corporate partners twice each year - June and December are ideal as they are key giving periods.

### FOUR STEPS FOR CREATING EFFECTIVE IMPACT REPORTS

1. For each corporate partner, calculate their total donation (employee contributions plus employer matching if applicable)
2. Identify an easy-to-understand outcome your charity can achieve with this amount e.g. re-home 50 cats, plant 120 trees
3. Check with the employer how they would prefer you to supply the information e.g. a newsletter article with picture, thank you email from your CEO, a social media post etc.
4. Supply the material as requested!

### MAKING THE MOST OF THE RELATIONSHIP

- Share goals of what you hope to achieve through the partnership over the coming year and put some targets against it e.g. "By increasing your WPG participation by 15%, your organisation could fund a new kitchen in our soup van."
- Provide information on how they can further support your charity, such as upcoming volunteering opportunities or events.
- For your major partners, offer to attend a staff event and deliver the impact report in person. Sharing true and emotionally engaging stories tailored to their program can be particularly effective.