

Hello, Campaign Manager!



This is Your Tool Kit.

Yes, this kit's for you!
Thank you for agreeing to manage the employee-giving campaign at your workplace.

Your campaign should be fun and a way to bolster employee morale – all while providing critical funding for charities working year-round to protect and conserve our air, land and water. This kit provides tips and four steps to help you run a successful giving campaign:

1. Develop a strategy.
2. Set goals.
3. Plan a kick-off event.
4. Motivate coworkers.

Let's get started!

EarthShare of Georgia: your one-stop shop for environmental giving...

“ Workplace-giving is the vehicle for individuals to connect to charities in a tactile way and for employers to empower their employees to change the world. For many, an EarthShare of Georgia campaign is also an introduction to the charitable sector and community service, offering a convenient path for individuals to learn and connect to their environment. ”

Madelin L. Reedy
Executive Director

The #1 reason people don't give is that they were never asked!



1. Develop a Strategy

- Set campaign dates and a timetable.

Tip: Fall is the traditional time for giving and usually the best time to run your campaign. A campaign typically lasts 2-6 weeks.

- Get others involved to help you run the campaign.
- Make it personal with a campaign theme. *Tip: consider current trends & company's history/culture/interests.*
- Decide on campaign activities and events.
- Design the structure of your employee campaign team based on the number of employees in your workplace (see right).



Campaign Team:

CEO & Senior Management can show their support in many ways, including:

- Becoming a “Leadership Giver” early in the campaign to show their endorsement. Leadership Givers are donors that contribute \$1,000 or more, and receive countless benefits such as free and discounted tickets and free passes to events through EarthShare of Georgia’s member charities.
- Sending a letter to each employee either in their pay envelopes or separately.
- Placing a memo to the employees on the Intranet or send a broadcast email.
- Writing a note in the company’s newsletter.
- Attending the initial campaign meeting.
- Choosing chairpersons in branch locations to lead those campaigns.
- Filming a lead-in to the campaign video.
- Attending the campaign kickoff.
- Allowing employees to attend events.
- Encouraging employee involvement in the campaign.

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It's not possible to have all of our employees come to a presentation. What else can I do?

There are other ways to communicate with employees. Work with EarthShare of Georgia for resources that will ensure everyone gets the information.

Some ideas could include lunch-and-learn sessions, posting flyers or posters, providing success stories on your company intranet, sending emails or intra-office memos and downloading videos for viewing in the break room.

Ambassadors help support the work of the campaign manager and help promote participation for a wider audience. They can raise awareness with group presentations to introduce the campaign and speakers from EarthShare of Georgia, or “lunch and learn” sessions about environmental issues, supplemented by flyers, posters and regular communications with employees in your group.



2. Set Goals

- There may be other charities participating in your campaign. Encourage contributions to all charities represented and consider incentives for those who donate to all. *Tip: Employee satisfaction increases when individuals are given choice to give to support the organizations are most important to them.*
- Consider the culture, plans and constraints within your workplace. Take into consideration developments like restructuring, mergers and acquisitions. *Tip: A campaign during a rough time can be a great way for coworkers to come together for a good cause.*
- Set achievable and measurable goals that are challenging. They could be set on overall dollars, dollars by department, participation rate, average gift and/ or per capita gift.
- Let employees know what they are aiming for by publicizing the goals.

How do we set a campaign goal?

Our Campaign Manager can help you set a goal that will be achievable, substantial enough for employees to feel they have made a difference and worth your time investment in the campaign.



3. Plan a Kick-off Event

- Set a date with adequate lead time for employees to attend.
- Coordinate with EarthShare of Georgia staff to present compelling information for the employees on how their contributions make an impact.
- Ask for volunteers to help coordinate the kick-off.
- Have fun creating a theme for the kick-off. Ask your campaign team for ideas, like an ice cream social, a barbeque or picnic.
- Encourage employees to make their pledges at the kick-off.
- Have paper pledge forms and/or laptops for online giving, if available.
- Promote through employee intranet.



4. Motivate & Encourage Coworkers

- Let your coworkers hear directly from whom they'll support. EarthShare of Georgia staff can arrange speakers from their member groups (the non-profit charities we support) to attend your events.
- Provide refreshments to draw coworkers to a meeting or information table.
- Ask the CEO or other senior management to help create a buzz by publicly endorsing the campaign with letter or by other means.
- Encourage senior management to attend the kick-off event and to set an example by making their pledges at that time.
- Emphasize that it is a voluntary giving program when asking coworkers for participation.
- Use incentives such as raffles for prizes.
Tip: Businesses, like restaurants and spas, will often donate items to support your efforts. And, don't forget to ask EarthShare of Georgia if they have access to tickets and passes from their member groups.



Other team-building event ideas:

- A company volunteer day with one of ESGA's member groups.
- Contests, such as golf putting or trivia.
- "Lunch & Learn" presentations by representatives of member groups.

Your workplace-giving campaign is the most convenient, cost-effective and environmentally-friendly way to give back.



PRIZES

to build excitement!

- Tickets and passes -- contact EarthShare of Georgia to see what they have available.
- Preferred parking space for a week/month/year.
- Prizes for 1st 100 pledges received.
 - Gift certificates.
 - Extra vacation days.



Frequently Asked Questions

What is EarthShare of Georgia?

Vision: EarthShare of Georgia is working for the day when our air, land and water are clean, abundant and healthy.

Mission: EarthShare of Georgia provides opportunities to support and volunteer with leading environmental organizations dedicated to conserving and protecting our air, land and water through employee-giving programs and annual Earth Day events.

Since the first campaign season in 1993, Georgians have generously donated more than \$5 million dollars to protect our precious natural resources.

What materials do you have for employees?

We have an EarthShare of Georgia brochure with information on the campaign and a complete list of our member organizations, as well as posters that you can put in break rooms, restrooms or anywhere employees spend time. Additionally, we will routinely send brochures, wildflower seed packets. For a paperless option, try directing people to EarthShare of Georgia's website for more information and to sign up for our e-newsletter or post our information on your company's intranet. To request materials, please contact EarthShare of Georgia at 404-873-3173.



What are your overhead costs? How much of the money actually goes to the groups?

EarthShare of Georgia is proud of its continued commitment to running a lean organization with low operating expenses. Overall, EarthShare of Georgia's overhead costs are less than 10%.

What organizations does EarthShare of Georgia support?

Employee contributions support 70 leading environmental organizations working locally, nationally and internationally to care for our air, land, water, wildlife, and public health. Thirty of these organizations are based in Georgia. These organizations are also working on issues of alternative energy and energy-efficiency, elimination of toxic pesticides, environmental justice and sprawl.

What if an employee has an issue with supporting one of our member organizations?

We allow employees to designate their gifts to specific organizations. If a question or concern about a specific member organization arises, we encourage and facilitate research about the group. All EarthShare of Georgia organizations have strict guidelines they must adhere to regarding their policies and practices. We can provide additional information.



How is the money distributed to the member organizations?

Employees have the unique option of making one gift to EarthShare of Georgia (to be shared among all member organizations) or designating a pledge to one or more organizations of their choice. Many employees like to designate their gift, thus EarthShare of Georgia will honor all designated contributions to specific member groups. General contributions are shared among Georgia organizations (60%) and national organizations (40%).



★ A sample of promotional items are pictured on this page.



YOU are Part of Environmental Success Stories

A sample of 2013 local member group accomplishments:



Atlanta Bicycle Coalition helped secure **\$2.5 million** in city funding for high priority bike projects, which will connect more of the city making it safer and more appealing by bike.

GreenLaw successfully advocated for **525 megawatts** of solar energy added to Georgia's energy portfolio. ★



Atlanta Audubon Society certified 20 properties as Backyard Wildlife Sanctuaries. ★



Park Pride engaged nearly 5,500 volunteers last year for a total of 17,000 volunteer hours with an estimated value of over \$360,000.



Captain Planet's Learning Garden program is now in over 120 elementary and middle schools in Metro Atlanta, Ventura, CA, NY, and DC. ★

Georgia Organics partnered with the University of Georgia Small Business Development Center to lead a unique and innovative workshop to train small farmers on financial literacy and business operations. ★



Savannah Riverkeeper and countless volunteers cleaned up tons of trash and over 400 tires in the Savannah River and its tributaries. Much of the trash and all the tires were recycled. ★



Elachee Nature Science Center opened the first Nature Preschool program in the Southeast where 3-5 year olds spend at least 50% of their day learning about nature. ★

★ The Conservation Fund protected 93,000 acres of land in Georgia, 230,000 nationwide with a total of more than 7 million acres since 1985.

Friends of Georgia State Parks & Historic Sites chapters have completed over \$1 million worth of maintenance and repair projects to help improve the visitor experience at Georgia state parks and historic sites.



Trees Atlanta planted their **100,000th** tree in the City of Atlanta.





Green Tips to Share with Coworkers

Posting at the office and sharing weekly tips help motivate:



Basics are a great way to start with kids to protect our environment:

- Remind kids to turn off the lights in the bathroom or any unoccupied room at home and at school.
- Encourage them to throw away any trash they find on the school playground.
- Tell them to use both sides of their paper.
- Suggest that they save unused chalk and art supplies to use another time.



Spread the word! Encourage your children to spread their environmental consciousness. They can suggest that their friends pack lunches too so that they can trade items or have a cool reusable lunch bag as well.

Plastics can end up in our oceans

harming wildlife. Consider re-using plastic sandwich bags. Return plastic bags to the grocery store for recycling. Say no to the straw at a restaurant.

*When using plastic, look for BPA-free products to avoid potential health risks.



How green are you at the office?

Turn off lights, computers and other equipment when you leave your office for long periods of time.

Use email and electronic faxes rather than paper and the postal system whenever possible.

Opt for a reusable mug. Choose reusable over throwaways as much as possible.

Support Company programs to save energy. Participate in company carpools, waste paper recycling programs and environmentally friendly landscape strategies. Tele-commute if possible.



Consider installing a programmable thermostat.

And, dial it down. Moving your thermostat down just 2 degrees in winter and up 2 degrees in summer could save about 2,000 pounds of carbon dioxide per year.

RECYCLE

Buying food and other products in reusable or recyclable packaging can reduce CO2 emissions by 230 pounds per year, while recycling all of your home's waste newsprint, cardboard, glass and metal can reduce emissions by an additional 850 pounds per year.

Did you know? If each commuter car carried just one more passenger once a week, we would cut America's gasoline consumption by about 7.7 million gallons.

Food for thought.

In North America, food travels an average of 1,500 miles before reaching your plate. Buying fresh, local food eliminates long distances traveled and preserves flavor and nutrients.

