WORKPLACE GIVING CAMPAIGN TOOL KIT

An Employee Engagement Guide for Corporate Social Responsibility & Sustainability Managers

THANK YOU FOR YOUR LEADERSHIP IN ENGAGING YOUR EMPLOYEES WITH THE ENVIRONMENT & SUPPORTING EARTHSHARE GEORGIA’S MEMBER ORGANIZATIONS.

OUR MISSION

EarthShare Georgia connects people to trusted non-profits (our member organizations) dedicated to conserving and protecting our air, land and water. These connections provide ways to learn, volunteer and donate to environmental causes as we work towards creating a more sustainable Georgia for generations to come.

WHAT IS A WORKPLACE GIVING CAMPAIGN?

A workplace giving campaign provides an easy way for your employees to make payroll, one-time and recurring credit card donations to support EarthShare Georgia’s annually reviewed member organizations. These critical funds help address issues of clean and plentiful water and air, thriving farms and forests, healthy and accessible food for all, wildlife diversity, and so much more that support strong communities.

NOW MORE THAN EVER, YOUR COMMITMENT TO THE ENVIRONMENT CAN BOOST MORALE AND HELP EMPLOYEES FEEL CONNECTED.

List of Member Organizations

www.earthsharega.org @EarthShareGA
RUNNING A SUCCESSFUL CAMPAIGN

4 STEPS TO PLAN YOUR CAMPAIGN:
1. Develop a strategy.
2. Set goals.
3. Plan a kick-off event.
4. Motivate coworkers.

STEP 1: DEVELOP A STRATEGY

- **SET CAMPAIGN DATES AND TIMELINE.**
  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 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.**

- **CONSIDER ORGANIZING A VOLUNTEER PROJECT THROUGH EARTHSHERE GEORGIA AND/OR CAMPAIGN KICK-OFF EVENT.**

WAYS TO CONNECT

TIP: Our member organizations offer virtual learning and socially distanced volunteer opportunities. LEARN MORE—CONTACT US.

A CAMPAIGN TEAM CAN HELP YOU RUN THE CAMPAIGN AND MOTIVATE OTHERS TO PARTICIPATE:

- **CEO & SENIOR MANAGEMENT CAN SHOW THEIR SUPPORT IN MANY WAYS:**
  - 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 Georgia’s member group organizations.
  - Sending a letter to each employee to encourage a donation.
  - Placing a memo to the employees on the intranet or send a broadcast email.
  - Writing a note in the company’s newsletter.
  - 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.

- **AMBASSADORS HELP SUPPORT THE CAMPAIGN** and help promote participation for a wider audience. They can raise awareness with virtual group presentations—introduce the campaign and speakers from EarthShare Georgia—or host virtual “lunch and learn” sessions about environmental issues. Our member organizations have a wealth of knowledge and resources.
**STEP 2: SET GOALS**

- ENCOURAGE CONTRIBUTIONS TO ALL OF THE NONPROFITS REPRESENTED AND CONSIDER INCENTIVES FOR THOSE WHO DONATE TO ALL. There may be other nonprofit participating in your campaign. TIP: Employee satisfaction increases when individuals are given a choice to support the organizations that are most important to them.

- CONSIDER THE CULTURE, PLANS AND CONSTRAINTS WITHIN YOUR WORKPLACE. Take into consideration restructuring, mergers, and acquisitions.

- 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.

- PUBLICIZING THE GOALS — let employees know!

**HOW DO WE SET A CAMPAIGN GOAL?**

EarthShare Georgia 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.

**STEP 3: PLAN A KICK-OFF EVENT**

- SET A DATE with adequate lead time for employees to attend.

- COORDINATE WITH EARTHSHARE GEORGIA STAFF to present compelling information on how contributions make an impact.

- ASK FOR VOLUNTEERS TO HELP COORDINATE THE KICK-OFF.

- HAVE FUN CREATING A THEME FOR THE KICK-OFF.

- ENCOURAGE EMPLOYEES TO MAKE THEIR PLEDGES AT THE KICK-OFF.

- HAVE THE LINKS FOR ONLINE PLEDGES AND GIVING AVAILABLE.

- PROMOTE THROUGH EMPLOYEE INTRANET.

TIP: Your company’s core values can boost employee morale. Use this campaign to help them feel like they’re a part of something bigger—a greener future.

Our member organizations offer remote events and webinars, like Georgia Audubon’s Beginner Birding 101.
STEP 4: MOTIVATE & ENCOURAGE COWORKERS

- **LET YOUR COWORKERS HEAR DIRECTLY FROM WHOM THEY’LL SUPPORT.**
  EarthShare Georgia staff can arrange speakers from local member groups (the nonprofit organizations we support) to participate in your events.

- **PROVIDE REFRESHMENTS** to draw employees to a meeting or 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 PARTICIPATE IN 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 Georgia if they have access to tickets and passes from their member groups.

**BUILD EXCITEMENT WITH PRIZES**

- **TICKETS AND PASSES** -- contact EarthShare 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.**

**TIP:** Your company’s core values can boost employee morale. Use this campaign to help them feel like they’re a part of something bigger—a greener future.

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

**YOUR PERSONAL IMPACT** What a Dollar Can Do

- **$1 per pay period**
  can purchase a long leaf pine seedling to restore forests in and across the South.

- **$2 per pay period**
  can pay for home energy conservation materials for three low-income families.

- **$5 per pay period**
  can give a Georgia farmer access to one-on-one technical consulting for their farm business.

- **$10 per pay period**
  can provide a Learning About Birds education program to a group of budding young conservationists.

- **$15 per pay period**
  can empower communities with tools to access and implement clean energy solutions.
FREQUENTLY ASKED QUESTIONS

WHAT IS EARTHSHELL GEORGIA?
EarthShare Georgia connects people to trusted nonprofit organizations dedicated to conserving and protecting our air, land and water.
EarthShare Georgia raises funds primarily through workplace-giving partnerships with dozens of employers that help support more than 70 environmental and conservation organizations.

WHAT MATERIALS DO YOU HAVE FOR EMPLOYEES?
We have an EarthShare 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, and wildflower seed packets. For a paperless option, try directing people to EarthShare Georgia’s website for more information and to sign up for our e-newsletter or post our information on your company’s intranet.

HOW MUCH OF THE MONEY ACTUALLY GOES TO THE GROUPS?
EarthShare Georgia is proud of its continued commitment to running a lean organization with low operating expenses, under 25%. Our work is dedicated to raising funds for our member groups, promoting their work to our stakeholders, and connecting the business community to environmental opportunities statewide.

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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 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 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 Georgia will honor all designated contributions to specific member groups. General contributions are shared among Georgia organizations (60%) and national organizations (40%).

To request materials, contact EarthShare Georgia: info@earthsharega.org

EarthShare Georgia is the only statewide organization connecting environmental organizations with employees through workplace-giving campaigns.

STAY INFORMED – SIGN-UP FOR OUR NEWSLETTER HERE.
WHO WE SUPPORT

LOCAL
Atlanta Bicycle Coalition
Captain Planet Foundation
Chattahoochee Nature Center
Chattahoochee Riverkeeper
Elachee Nature Science Center
Flint Riverkeeper
Friends of Georgia State Parks & Historic Sites
FRIENDS of the State Botanical Garden of Georgia
Georgia Audubon Society
The Georgia Conservancy
Georgia ForestWatch
Georgia Organics
Georgia Ornithological Society
Georgia River Network
Georgia Wildlife Federation
Keep Georgia Beautiful Foundation
Macon Museum of Arts and Sciences
The Nature Conservancy, Georgia Chapter
The Orianne Society
Oxbow Meadows Environmental Learning Center
Park Pride
Reynolds Nature Preserve
Savannah Riverkeeper
Sierra Club Foundation – Georgia Chapter
Southern Alliance for Clean Energy
The Southern Conservation Trust
Southface Energy Institute
Trees Atlanta
Trout Unlimited, Georgia Council
The Trust for Public Land, Georgia
West Atlanta Watershed Alliance, Inc (WAWA)
Wilderness Southeast

NATIONAL
African Wildlife Foundation
Alaska Conservation Foundation
Alliance to Save Energy
American Bird Conservancy
American Farmland Trust
American Forests
American Rivers
Bat Conservation International
Beyond Pesticides
Born Free USA Carbonfund.org Foundation
CERES, Inc.
Children’s Environmental Health Network
Clean Water Fund
Conservation International
Defenders of Wildlife
Earth Island Institute
EARTH University Foundation
Earthjustice
Earthworks
Environmental Defense Fund
Environmental and Energy Study Institute
Environmental Law Alliance Worldwide
Environmental Law Institute
Food & Water Watch
Forest Stewardship Council – US
Friends of the Earth
Friends of the National Zoo
Green Corps, Inc.
HawkWatch International
Izaak Walton League of America
The Jane Goodall Institute for Wildlife Research, Education and Conservation
Land Trust Alliance
Leave No Trace Center for Outdoor Ethics
National Aquarium
National Audubon Society

Our member organizations are working hard every day for a more sustainable future.

VIEW their ANNUAL ACCOMPLISHMENTS.
GREEN LOOKS GOOD ON YOU.
ECO-TIPS FOR THE HOME & OFFICE

SUSTAINABLE WORKPLACE

Make bikes welcome at work.
Provide a place to store and somewhere for commuters to clean up and change.
Donate left-over food from catering or start a composting bin.
Rather than plasticware, use compostable cutlery like those made of bamboo or compressed plant starch.
Use power strips.
Plug all electronics into power strips and turn off power strips when they are not in use.
Go to sleep or hibernate.
Set all computers to sleep or hibernate mode instead of using a screen saver – this will use less electricity during periods of inactivity.

UNPLUG APPLIANCES INSTEAD OF JUST TURNING THEM OFF. Energy used by “standby” electricity loss because it’s so often associated with electronics in standby or idle mode.

WALK MORE. DRIVE LESS

CLOSE THE TAP WHILE BRUSHING TEETH.

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.

Reduce paper towels. Invest in reusable cloths for kitchen cleaning tasks.

Use rain barrels to collect rainwater for use in your lawn and garden.

RECYCLE

Reduces the amount of waste sent to landfills and incinerators. Conserves natural resources such as timber, water and minerals. Prevents pollution by reducing the need to collect new raw materials. Saves energy. Helps create jobs in the recycling and manufacturing industries in the United States (source: EPA)

DISCOVER COMPOSTING.

Save the waste that goes to the landfill and add nutrients to your soil.

DIY Non-toxic Cleaner
Mix one part white vinegar with one part water in a bottle. Add lemon rind and rosemary sprigs. Shake and infuse for one week.

Food for thought. In the United States alone, it is estimated that at least 30% OF FOOD IS WASTED. Through practicing mindfulness, educating ourselves and those around us, starting compost bins in our own communities, and donating to food banks, we will be creating a better and cleaner environment for all of us to live in.

Plastics can end up in our oceans harming wildlife and impacting the human food chain and our overall health.

Consider re-using plastic sandwich bags. Return plastic bags to the grocery store for recycling. Say no to the straw.

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