



Bright Funds

Campaign Toolkit

Resources to run giving and volunteering campaigns year-round





Introduction

Toolkit overview

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Run giving and volunteering campaigns year-round to encourage employee engagement with your giving back programs throughout the year. This toolkit will provide you with ideas, resources and templates to help you create a successful campaign.



Bright Funds Communications Calendar

Communications Calendar

Download the annual giving and volunteering Communications Calendar

Featured Funds

Browse Bright Funds curated Funds

Best Practices for Launch and Engagement

Best practices for employee engagement

Bright Funds curates an annual Communications Calendar to highlight key dates that make great philanthropic initiatives. Organizing campaigns over the course of the year gives your employees many opportunities to participate in your giving back program.

Use this calendar to plan ahead for the year's giving and volunteering campaigns.

The Communications Calendar provides **curated Funds** for many key dates, all of which can be found on the Calendar and in the Featured Funds section. Use these Funds to organize campaigns at your company.

Share the Bright Funds curated Fund, or use the Fund content as a template to create a custom Fund or campaign at your company.

Use the communication templates in this toolkit to announce your campaign to employees.

1. Pick the events from the Communications Calendar that most resonate and put them on your calendar to organize over the course of the year
2. Plan ahead for each date - decide if you will organize a campaign, a volunteer event, or any other engagement ideas provided in this Toolkit and in our resource for Best Practices for Launch and Engagement
3. In advance of the key date, set up the campaign, Fund, volunteer activity, or other event.
4. In advance of the key date, drum up excitement for the event
5. On the key date, send out a special communication about the event and any activities employees can participate in during your campaign

Engagement Ideas

When planning your campaigns for the year, consider some creative engagement ideas!

- ❑ Create a volunteer event or a collection of volunteer events for your employees.
- ❑ Create a custom company Fund to highlight multiple nonprofits within a cause area
- ❑ Create a custom company Campaign to run a fundraiser over a defined time period to a particular group of nonprofits.

For even greater impact, offer special matching for Campaigns, such as a 2:1 match or a special matching gift budget.

- ❑ Campaign takeover –banners, hashtags, video call backgrounds, email signatures, t-shirts, instant-messaging channel. (Digital and print posters available in the Bright Funds welcome package)



- ❑ Leverage influencers in your communications to help get the word out – executive leadership, ERGs, ambassador networks, nonprofit partners.
- ❑ Activation/launch communications and learning events – lunch and learns, webinars, in-person events halls with influencers and nonprofits. For remote employees, consider a virtual happy hour to kick-off the campaign
- ❑ Integrate giving back into activities your employees already love. Think: competitions, raffles, rewards, events, host nonprofits on-site, off-sites, etc.
- ❑ Check out the Bright Funds Admin Resource Center for more engagement ideas and best practices (for Bright Funds clients only).



Templates

Communication templates for your campaigns

Sending frequent communication and reminders to your employees about your giving and volunteering programs is a great way to build a culture of giving back. Think about including the following as part of your plan:

- ❑ Audiences: Employees, employee resource groups, giving and volunteering champions, volunteer ambassadors, local leaders, nonprofit partners.
- ❑ Channels: Email, newsletters, forums and collaboration spaces, social media, intranet.

Here are a few templates to help you get started.

Intranet message for employees (copy and paste)

We are excited to announce that [Event] is coming up on [Date]! This is an opportunity to support nonprofit organizations working to [about the cause area].

Join us in recognizing this important day by participating in [Campaign name] (*include link*) [and/or] joining a volunteer event (*include link*).

Template 1: Email to employees (copy and paste)

Subject: Join the [Campaign name]

Body:

[Event] is coming up on [Date]! This is an opportunity to support nonprofit organizations working to [about the cause area].

Join us in recognizing this important day by making a charitable donation to [Campaign name] (*include link*) [and/or] participating in a volunteer opportunity (*include link*).

[(If your company offers matching) As a reminder, [Company name] matches all of your donations up to \$[Employee match limit] per year, and [Campaign name] is a great opportunity to double your impact!

Join the Campaign today! (*include link*)

Template 2: Email to employees (copy and paste)

Subject: Join the [Campaign name]

Body:

[Event] is coming up and is a great opportunity to highlight some of the initiatives that are important to us at [Company name]. *(Include a brief description on why this day aligns with your company's initiatives.)*

(Insert brief description of the date or event. You can also include links to the event website or utilize campaign resources that the event's website provides.)

[Company name] has put together a [Campaign, Fund, or Volunteer Activity] for this day coming up. Join us by making a donation to the campaign or joining an upcoming event.

["Sign up for an event here." OR "Donate to a Fund or Campaign here."]



Participation Metrics

Measure and report on the success of your campaign

After the end of your campaign, measure the success of your initiatives and follow up with your employees.

- Use Bright Funds' real-time reporting tools to report on metrics, including: participation rate, organizations or Funds supported, total amount donated or matched, total donors, total hours volunteered, total volunteers.
- Thank everyone who has played a role in your campaign, whether they have donated money, goods, time or talent.
- Compare participation across multiple years. For example, 56% of employees participated in the Giving Tuesday campaign, up from 32% last year.
- Evaluate your qualitative impact, such as employee survey feedback, events held (e.g. lunch and learns), external participation by non-employees, experience and impact stories from participants and nonprofits.
- Share results with your stakeholders via internal and external channels and consider including them in an annual corporate social responsibility (CSR) report or press-release to illustrate or company's impact.





Additional

Resources

Tips and tools to help you plan or expand employee engagement in your program:

- [Virtual Volunteering Toolkit](#)
- [CSR Program Budget Guide and Calculator](#)
- [Small Business Giving Guide](#)
- [HR Policy Guide and Template](#)
- [Bright Funds Get Started Package](#) (includes Communication Calendar, Templates and more)
- [Bright Funds Featured Funds for Awareness Days](#)
- [Bright Funds United Nations Sustainable Development Goals \(UN SDGs\) Funds](#)

Resources to learn more about engagement incentives, best practices and new ideas:

- [Dollars for Doers](#)
- [Matching Gifts 101](#)
- [Workplace Giving Stats](#)
- [5 Elements for Successful Workplace Giving](#)
- [Purpose Chat](#) – a Slack community to discuss, share and learn about HR and CSR topics
- Admin Resource Center (for Bright Funds clients only)