

Public Sector Campaigns: Updates and Offerings

Workplace giving is an opportunity to unite your employees and give them the chance to make a difference in their community and in communities around the globe. Within an ever-changing work climate, Global Impact makes it easy to engage your employees regardless of their location or schedule. Our team of employee giving and engagement experts is available to help design a virtual workplace giving campaign that meets the needs of your unique workforce.

In addition to the role of serving our Charity Alliance members and promoting them in your campaign, Global Impact offers up to 10 hours of complimentary support as an added benefit to your organization. These hours are to help you inspire greater giving, which is core to our work at Global Impact.

Virtual Campaign Strategy

Global Impact's team can help motivate your employees for social good with effective employee giving and engagement resources. As you are revamping your campaign plan, schedule time with a Global Impact team member to reflect on your strategy and discuss:

- Communication tools
- Virtual event planning and support
- Virtual volunteerism
- Campaign volunteer toolkit refresh

Campaign Assessment

This offering results in a benchmark and assessment on your employee engagement and giving program. Recommendations will include a roadmap on how to maximize your campaign and increase impact, such as:

- Benchmarking to peer campaigns
- Level of engagement and program offerings
- Communications and awareness with target audiences



Virtual Training Modules

Global Impact can help prepare campaign leadership, volunteers and staff for your upcoming campaign through our virtual training modules and coaching calls co-hosted with our skilled facilitators. Training can be customized for the unique needs of your organization and includes:

- Building a campaign committee
- Creating a campaign plan
- Leading an effective workplace giving campaign
- Promoting the campaign
- Asking colleagues to give
- Planning events strategically
- Incorporating best practices

Virtual Charity Fair – *NEW OFFERING*

As you develop your virtual campaign and engagement plan, consider investing in necessary supporting technology. Global Impact's Virtual Charity Fair tool offers an easy way to collect content from participating charities for a virtual charity fair that can be hosted on your website. Particularly in the public sector, access, security restrictions and compliance requirements for web content can cause difficulties in the ability to offer promotion to all participating charities. Our Virtual Charity Fair tool is a great solution because it:

- Offers a portal for charities to submit videos, stories and/or photos.
- Offers review of content to meet requirements set by campaign (e.g., video time limit, removal of charity name, captioning, etc.).
- Provides a plug-in to integrate with your campaign website. Content can be automatically updated and added per an established schedule.
- Gives users the capability to filter based on criteria you identify like service category, keyword search, location, charity type, etc.

Pricing for the Virtual Charity Fair tool ranges from \$2,500-\$5,000 depending on submission form length, level of review (e.g., general screening for legitimate content, 508 accessibility compliance), website configuration and technical requirements.

Reach out to us at engage@charity.org to discuss how we can work together to design and execute a virtual campaign that meets your workplace's unique needs.

