

2022 Corporate Challenge Employer Guide

Enhance Your Employee Giving and Engagement

Every company – big and small – has a group of people who love giving back to their community by volunteering or donating without pause. But how do you inspire other employees to give to a Colorado organization who might not regularly do so? This guide can help your company's journey to successfully inspire employees to give on Colorado Gives Day or any day of the year!

Get your business involved:

<https://www.coloradogives.org/p/corporatechallenge>

- Involve your leaders early and often
 - Have a plan of action for leadership to follow before bringing the rest of the team along. This shows the organization believes in the program and efforts are important.
- Search ColoradoGives.org and find a group of nonprofits that match with your values, priorities, or interests. Sometimes employees just don't know where to give because they haven't done it before. You can guide them by choosing organizations to showcase that match your company's values and interests and encourage them to search for a cause on their own. We recommend no more than five.
- Promote early!
 - See the internal presentation template for more ideas.
- Provide a match to incentivize and motivate
 - Providing a match incentive might be just what your employees need in order to donate. Donors love knowing their gift is boosted. Seeing their \$25 turning into \$50 may inspire them to give.
- Post on social media
 - Posting on social media is beneficial in many ways, and not just for your company. Creating posts about Colorado Gives Day and promoting it to your followers and audiences might educate them on this amazing cause, while also teaching your audience about what your company values. This also inspires them to donate, too!
- When a donor gives, provide a special CGD/company branded Zoom background to use and the Colorado Gives Day badges for social media and your company intranet. You can use the Zoom backgrounds below to show you're participating in the 2022 Colorado Gives Day Corporate Challenge:





- Highlight the Colorado nonprofits your leaders and employees support
 - Use your internal channels and social media outlets and encourage your employees to tell the story of why they give to the organizations they love.
 - Create short videos like the examples below to highlight different organizations and promote community amongst employees. Here are some examples from Delta Dental.
 - [Helen Drexler](#), CEO of Delta Dental of Colorado
 - [Mark Thompson](#), Chief Growth Officer of Delta Dental of Colorado
 - You can also use [this link](#) to make your own and Community First Foundation / Colorado Gives 365 will send it your way to share with your network.



- Create a fun and festive environment on Colorado Gives Day - December 6, 2022
 - Decorate your main meeting areas, such as kitchens, breakrooms, conference rooms, or other high traffic office spaces with your company colors or the orange and green colors of Colorado Gives Day.
 - Communicate milestones and goal benchmarks throughout the day on your intranet (or team communication channel) or on a poster in a kitchen or breakroom.
 - Provide snacks and/or lunch. Food is a big motivator!
 - If you have Virtual team members, engage them over email and lean on your intranet site if you have one. Employees like to share their personal stories. Use the video link above to capture and then share their stories.
 - Provide incentives for giving by hosting drawings throughout the day.
 - i. Awards Program – Employees that give Colorado Gives Day platform using the company site can be entered to win prizes throughout the day. Conduct your drawings several times throughout the day, culminating in a grand prize that all donors are entered to win. Here’s an example of what Delta Dental of Colorado provided in 2021:
 1. 10am – \$100 Grange Hall gift card
 2. 1pm – \$100 Pindustry gift card
 3. 3pm - \$100 King Soopers gift card
 4. 4 pm - Grand prize drawing