A man with a beard and glasses, wearing a blue shirt, is sitting at a desk and writing on a piece of paper with a pen. A woman with curly hair, wearing a brown turtleneck, is sitting next to him, smiling and pointing at a laptop screen. They are in a modern office setting with a concrete wall in the background. A coffee cup is on the desk next to the laptop.

Your guide to employee engagement with purpose



In this guide you will find practical tips to help you use your payroll giving scheme as part of your wider employee engagement programmes, and enable you to talk to your employees about its benefits.



31%

of our clients who took part in a survey* agreed that a payroll giving scheme is an essential part of the culture at their organisation and helps them enhance their employee engagement.

* The APGO Payroll Giving Survey 2018



How to boost employee engagement



1. Make it easy

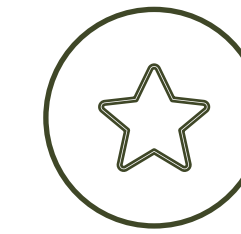
WHY?

The easier you make it, the more likely people are to give.

HOW?

There are simple things you can do to promote your payroll giving scheme.

- Make signing up for CAF Give As You Earn™ simple and communicate it as clearly and as often as possible.
- Invite us to an employee benefits fair or ask us about running a webinar for your employees.



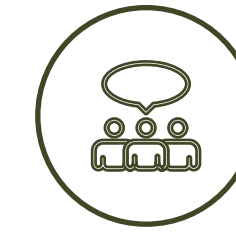
2. Attract attention

WHY?

- Using different rewards is a great way to encourage employees to engage. There are various ways to attract attention – the easiest approach is to try a few different tactics with the resources you already have available.

HOW?

- Here are some easy tips for attracting employee attention:
- Use personalised messages and address employees by name on the communications you send out. Research consistently shows that personal messages are more effective than generic ones.
- Keep your employees excited about the impact of your scheme by sharing regular updates. Show them how much money has been donated and consider setting a target for them to work towards. Reward efforts with something tangible like a bigger donation amount to a good cause.



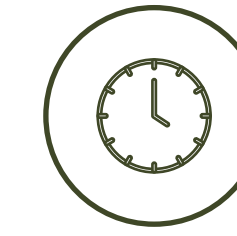
3. Focus on the social

WHY?

- We are influenced by the people around us — more so by the people we spend a lot of time with, like our colleagues. People are more likely to give to charity if it is seen as a part of everyday life.

HOW?

- The easiest way is to use prominent individuals to send strong social signals. Pick a high profile leader or employee and ask them to sign your communications to encourage other colleagues.
- Offer employees the opportunity to volunteer for causes they care about and encourage making donations to those causes through CAF Give As You Earn. If you're interested in combining payroll giving with skills-based volunteering, get in touch with us by email on corporate@cafonline.org for more information.



4. Timing matters

WHY?

- Timing is everything — if you get it right you can significantly increase engagement. Employees are more likely to engage with giving at certain points in their employment and around certain events.

HOW?

- Introduce the scheme at the start of their employment. Position it as part of your culture of giving back and include information on the scheme in your offer of employment pack. Also make sure there is opportunity for employees who are not desk-based to sign up at their induction day.
- Remind employees they can donate to one-off campaigns (such as disaster relief) through their payroll giving as and when it happens.
- Use worldwide giving campaigns like **Giving Tuesday** as a hook to engage employees and remind them about the scheme.
- Keep the scheme on people's radar. Send messages about the benefits and the way it works on a monthly basis. See our 'Give As You Earn toolkit' for helpful tips and templates to communicate payroll giving to your employees.



What to say

We recognise the challenges in communicating the benefits of payroll giving due to the daily economic changes. Equally, we see others who have the scope to give in tougher times. The section below will help you talk about your scheme to both sets of staff — from the copy on your intranet or benefits platform to how to talk about different aspects of the scheme.

USING YOUR BENEFITS PLATFORM OR INTRANET

Your benefits platform or a dedicated page on your intranet can be used to provide more practical information. It can also be used to focus on the impact of employee donations and showcase what they've achieved. CAF Give As You Earn is the most tax-effective way for employees to donate to charity. By showing employees its impact, you are demonstrating that no donation is too small.



Useful tip

Remember to include in the copy if you match donations or pay the administration fee — it's just another way of showing your employees that you really care about supporting them and the causes that matter to them.

You can use the copy below to help you write to your employees on whichever medium you see fit:

At *[COMPANY NAME]* we strive to be a force for positive social impact by *[ENTER TEXT about your social responsibility activities]*, and your own environmental and social goals matter just as much to us.

We're proud to have people who champion our values; whether you're passionate about animal welfare, helping others in need or the environment, we want to support you to make a difference at work.

One of the ways we do this is by offering you payroll giving as a benefit, also known as CAF Give As You Earn; it's a tax-effective and easy way to donate any charity in the UK. It's also preferred by many charities to receive donations through CAF Give As You Earn, since it saves them the extra time it takes to claim Gift Aid, allowing them to wholly focus on fulfilling their mission.

To learn more about the tax benefits you would receive, have a look at this **payroll giving calculator**.

Email the HR or payroll department for information on how to sign up.



Results from a recent **YouGov** survey*, highlight how the majority of employees feel that companies should have a purpose beyond profit. Of the survey respondents:

47%

agreed that they would be more inclined to work for a business if it donated to charitable causes

70%

agreed businesses should be more open and transparent about their charitable giving

69%

agreed that businesses have an obligation to support the local communities in which they operate

*UK Giving Survey, December 2022



Messaging tips

Keep it simple — a concise message goes a long way to remind your employees about how it works.

The following messages can be used in an email or as features on your intranet. The messaging can be a simple ‘Did you know?’ or longer articles. It’s up to you how frequently you wish to communicate; you may choose to run them weekly or monthly. It’s crucial to include the sign up link or relevant contact person in all communications to make it easy for employees to take action.

Message 1

Involve your leadership team

This message can help to position payroll giving as a part of the culture at your organisation and demonstrate why it’s important.

If an influential senior member of staff writes a personal note, this will help employees to emotionally connect and engage with CAF Give As You Earn, and increase its impact.

“As an organisation, we care about you and your wellbeing . Giving back to the communities we work and operate in is an important part of who we are.

To support you and the causes you feel passionate about, we offer CAF Give As You Earn as a simple and tax effective way of helping you make your giving go further.

To sign up, follow these steps (INCLUDE SPECIFIC STEPS TO SIGN UP FOR YOUR ORGANISATION)”

John Smith

Head of Human Resources

Message 2

Focus on the flexibility

Focus the second message on the fact that CAF Give As You Earn gives your employees the flexibility to support any charity or cause of their choice– from big charities in the UK to their local support group or school.

“Did you know you can give to ANY charity in the UK through CAF Give As You Earn?

[Click here for more information and to sign up.”](#)



Message 3

Highlight the tax-efficiency

For the third message, focus on the tax element and what it means for employees. The notification can include the link to the **CAF giving calculator** to help employees see how the tax benefit might enhance the donation they want to make.

“Did you know CAF Give As You Earn is the most tax-effective way of giving to the causes close to your heart? Your donation is taken pre-tax which means giving more actually costs you less. To see how much the tax benefit might be, for the amount you’d like to give, have a look at this simple calculator.

Sign up here.”

Message 4

Demonstrate the impact

Focus the fourth message on the benefits for charities receiving donations through payroll giving.

“Did you know that, because donations through CAF Give As You Earn are tax-effective, charities don’t need to claim Gift Aid? These donations also supply charities with a regular income stream which means that they can plan better for the future.

Sign up here”

Message 5

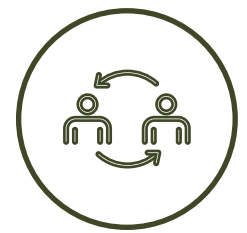
Tell them how easy it is

Message five can be focussed around the flexibility of the scheme.

“Did you know that CAF Give As You Earn gives you the flexibility to amend your donation amount at any time? You are also able to change the charity you donate to or make one-off donations whenever you need.

Sign up here.”

More enhancements



Matching

Matching your employees' donations is a great way to increase employee engagement, by showing support for the charities they care about.

Matching employees' charitable activities can lead to improved staff productivity and loyalty, as well as boosting an employer's public perception.

Whether your employees are fundraising, volunteering or donating via CAF Give As You Earn, our flexible **CAF Matched Giving** service means you can support their achievements.

Matching is an easy way to enhance your employees' donations and show that you care about the causes that are important to them.

We also offer a more bespoke matching service that allows us to tailor your matching to fit your programme beyond payroll giving and your pocket.

For more information on matching, email us at **corporate@cafonline.org**.



Fees

CAF Give As You Earn is free to set up. Paying the fees for employee donations through CAF Give As You Earn is a great way to show employees that you care.

When an employer pays the fees, 100% of the employee's donation goes straight to the charity of their choice.

There are various flexible ways to do this, so we can work with you to find a solution to meet any budget.

To find out more about paying the fees for your scheme, please email us at **corporate@cafonline.org**.



Staff Charity Funds

Bring your employees together and combine their charitable efforts by opening a **CAF Staff Charity Fund**. This fund can be used to pool your employees' CAF Give As You Earn donations in one pot so they can make a more substantial donation to a cause that is relevant to your company.

A CAF Staff Charity Fund is free for you to set up as fees can be taken from the donations paid into the fund. Or you can opt to show your support for your employees' commitment to charity by paying the fees.

Giving through a Staff Charity Fund is a great way to unite your employees across departments, locations and level. By encouraging employees to pool their donations you are promoting team work and helping generate increased funds for charity.

For more information on how a CAF Staff Charity Fund could work for you, find out more here or please email us at **corporate@cafonline.org**.

Engaging employees through third parties



Professional Fundraising Organisations (PFOs)

Professional Fundraising Organisations (PFOs) are independent companies that specialise in onboarding new donors to support the charity of their choice.

They will assist you in a number of ways including:

- Running on-site promotions with your staff in all your office environments
- Testing different types of incentives and promotions
- Reporting back to you on the numbers of new donors, value of new donations and other measures.

This service works well for companies with employees spread across various locations, sites and stores.

For more information on how PFOs work, click [here](#)



Volunteering

Your employees can choose to support the causes that they want to volunteer their time for with monetary donations from their pre-tax salaries.

As an employer, you will have access to quantitative and qualitative reporting by hours, cause type, even by UN Sustainable Development Goals. This helps you to measure and evaluate your volunteering employees' impact and understand what causes are important to your workforce.

Get in touch with us by email on corporate@cafonline.org for more information.



Flexible Benefits Providers

We work with most flexible benefit providers and can provide CAF Give As You Earn through their platforms by offering the individual Charity Account option. That way, your CAF Give As You Earn scheme is showcased alongside your other benefits and the deductions are included in your benefits reporting.

To set up a meeting and have a more strategic discussion about how to get the most out of your scheme, or, if you have any great examples of how you've made your scheme a success that you'd like to share with other employers, we'd love to hear them – email us at corporate@cafonline.org.

We are a leading charity and bank seeking to connect vital organisations, institutions and individuals working to ensure everyone has a stake in the future. We exist to accelerate progress in society towards a fair and sustainable future for all.

For over 95 years, we've acted as a meeting point for companies, private philanthropists, fellow foundations, governments, charities and not-for-profit enterprises. Our independence, expertise and international reach enable hundreds of millions of pounds each year to move across sectors and borders and arrive safely with thousands of charities to make a greater impact.



Registered charity number 268369



CONTACT US

Visit www.cafonline.org to find out more

