

1 in 3

footwear families are likely to need emergency financial assistance from Two Ten.



## THANK YOU FOR BEING A TWO TEN CHAMPION

By implementing a Two Ten Employee Giving Program at your company, you are ensuring Two Ten is able to provide assistance to footwear employees and their immediate families who are facing difficult times.

We've put together information on best practices, tips and advice for launching your company's Employee Giving Program. And, of course, we're here to answer your questions and available to be on site to help you kick off your campaign.



*Birkenstock Two Ten Day*



*Wolverine Worldwide Pancake Breakfast*



*Deer Stags Game Night*

Contact Two Ten Footwear Foundation with questions.

P 781.736.1528 | [development@twoten.org](mailto:development@twoten.org) | [www.twoten.org/employee-giving](http://www.twoten.org/employee-giving)

# TYPES OF EMPLOYEE GIVING PROGRAMS

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## PAYROLL DEDUCTIONS

Usually a set amount of money is deducted from an employee's paycheck each pay period for automatic donation to the employee's designated organization. We will work with your company's human resources team to make Two Ten an option for payroll deduction beneficiary.

## CORPORATE MATCHING

Employees are more encouraged to contribute when their companies match their charitable giving because they feel like they have a bigger impact, so consider this option to support the causes and organizations their employees care about.

## COMPANY EVENTS

Office or company-wide events are a fun way to encourage team building while giving back to the community. Events can range from low-key board game days, to competitive fitness challenges.

## CAMPAIGN

A more robust multi-event campaign may be an appropriate option for larger organizations with multiple teams and/or locations. Two Ten can help you create a campaign specifically for your company.

# 5 BEST PRACTICES FOR EMPLOYEE GIVING PROGRAMS

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## 1. RECRUIT 3-5 PEOPLE TO BE ON A COMMITTEE TO CHAMPION THE PROGRAM

Gather committee members from different departments of your company to reach the most people. Also, make sure you have representation from employees at all levels of your organization.

## 2. PLAN EARLY AND SET GOALS

It's important to give yourself enough time to plan a successful event. Depending on the size of the event, you may need anywhere from one to six months to prepare. Whether it's number of people participating, amount of money raised, or fastest ball pitched - set goals for your team!

## 3. SAY THANK YOU

Let employees know about the effect of their generosity and thank them in multiple ways: emails, web or company intranet postings, newsletters, hand-written notes, or give them a certificate.

## 4. INVOLVE LEADERSHIP

The support of senior management and their personal endorsement paves the way for all employees to participate.

## 5. HOLD A KICK-OFF EVENT AND EDUCATE

# EMPLOYEE GIVING QUICK STEPS TO START YOUR EGP CAMPAIGN

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## PLAN AND BRAND

- ❑ **Assemble a workplace giving campaign committee.** This core group will help develop, implement and support the campaign from start to finish.
- ❑ **Select a campaign leader.** This individual will be responsible for overall campaign management.
- ❑ **Enlist members of your leadership team** to support the campaign. This will build excitement and let employees know that your company is dedicated to improving the lives and careers of footwear employees and their families.
- ❑ **Brand your campaign.** Use a catchy title or theme to identify the campaign and unite employees.

## PUBLICIZE & ASK

- ❑ **Launch your campaign.** Hold a kickoff event to spread awareness of your campaign and educate employees about Two Ten. Some companies use All-Team meetings or Town Halls to ensure a broad audience.
- ❑ **Promote the campaign.** Use resources from our media toolkit to promote the campaign to your employees and remind them of the work they are enabling through Two Ten.
- ❑ **Offer incentives** to your employees for their participation - anything from a free breakfast to a raffle prize drawing.

## FOLLOW UP & PARTY

- ❑ **Say thank you and communicate results.** Communicate campaign impacts to your employees.
- ❑ **Host a celebration.** Schedule a thank you event to convey your gratitude.
- ❑ **Provide donor information** to Two Ten so they can be properly thanked and credited.



*Birkenstock EGP Two Ten Fundraiser*



*Wolverine Worldwide EGP Fundraiser*



*ALDO Race Across America for Two Ten*

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