Hello, Campaign Manager!

THIS IS YOUR TOOL KIT.

Yes, this kit is for you!
Thank you for managing your company’s workplace-giving campaign.

Your campaign should be a fun way to bolster employee morale – all while providing critical funding for nonprofits working year-round to conserve and protect our air, land and water.

This kit provides tips and four steps to help you run a successful workplace giving campaign:

1. Develop a strategy.
2. Set goals.
3. Plan a kick-off event.
4. Motivate coworkers.

Let’s get started!

EarthShare of Georgia: your one-stop shop for environmental giving...

“Workplace-giving is a great way to engage employees. For many, an EarthShare of Georgia campaign is also an introduction to the nonprofit sector and community service, offering a path for individuals to learn and connect to volunteer and learning opportunities.”

Madeline L. Reamy
Executive Director

The #1 reason people don’t give is that they were never asked!
1. DEVELOP A STRATEGY

Set campaign dates and timeline.
TIP: Fall is the traditional time for giving and usually the best time to run your campaign. A campaign typically lasts 2-6 weeks.

Get others involved to help run the campaign.

Make it personal with a campaign theme.
TIP: Consider current trends & company’s history/culture/interests.

Decide on campaign activities and events.

Design the structure of your employee campaign team based on the number of employees in your workplace.
TIP: See Sidebar at right.

Consider organizing a volunteer project through EarthShare of Georgia and/or campaign kick-off event.
TIP: See following pages for event ideas.

It’s not possible to have all of our employees come to a presentation. What else can I do?

There are other ways to communicate with employees. Work with EarthShare of Georgia for resources that will ensure everyone gets the information.

Some ideas include lunch-and-learn sessions, posting flyers or posters, providing success stories on your company intranet, sending emails or intra-office memos and downloading videos for viewing in the break room.

CAMPAIGN TEAM

This group can help you run the campaign and motivate others to participate:

CEO & Senior Management can show their support in many ways, including:
- Becoming a “Leadership Giver” early in the campaign to show their endorsement. Leadership Givers are donors that contribute $1,000 or more, and receive countless benefits such as free and discounted tickets and free passes to events through EarthShare of Georgia’s member group organizations.
- Sending a letter to each employee either in their pay envelopes or separately.
- Placing a memo to the employees on the intranet or send a broadcast email.
- Writing a note in the company’s newsletter.
- Attending the initial campaign meeting.
- Choosing chairpersons in branch locations to lead those campaigns.
- Filming a lead-in to the campaign video.
- Attending the campaign kickoff.
- Allowing employees to attend events.
- Encouraging employee involvement in the campaign.

Ambassadors help support the work of the campaign manager and help promote participation for a wider audience. They can raise awareness with group presentations to introduce the campaign and speakers from EarthShare of Georgia, or “lunch and learn” sessions about environmental issues, supplemented by flyers, posters and regular communications with employees in your group.
2. SET GOALS

There may be other nonprofit participating in your campaign. Encourage contributions to all of the nonprofits represented and consider incentives for those who donate to all.

**TIP:** Employee satisfaction increases when individuals are given a choice to support the organizations that are most important to them.

Consider the culture, plans and constraints within your workplace. Take into consideration developments like restructuring, mergers, and acquisitions.

**TIP:** A campaign during a rough time can be a great way for coworkers to come together for a good cause.

Set achievable and measurable goals that are challenging. They could be set on overall dollars, dollars by department, participation rate, average gift and/or per capita gift.

Let employees know what they are aiming for by publicizing the goals.

**How do we set a campaign goal?**

EarthShare of Georgia can help you set a goal that will be achievable, substantial enough for employees to feel they have made a difference and worth your time investment in the campaign.

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3. PLAN A KICK-OFF EVENT

Set a date with adequate lead time for employees to attend.

Coordinate with EarthShare of Georgia staff to present compelling information on how contributions make an impact.

Ask for volunteers to help coordinate the kick-off.

Have fun creating a theme for the kick-off. Ask your campaign team for ideas, like an ice cream social, a barbecue or picnic.

Encourage employees to make their pledges at the kick-off.

Have paper pledge forms and/or laptops for online giving, if available.

Promote through employee intranet.

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EarthShare of Georgia is the only statewide organization connecting environmental groups with employees through workplace-giving campaigns.

(above) EarthShare of Georgia with promotional materials at a campaign event.

(left) Cox Enterprises’ superhero theme.

#TeamUptoGreenUp (see page 7) Share or post GREEN TIPS at the office.
4. MOTIVATE & ENCOURAGE COWORKERS

Let your coworkers hear directly from whom they’ll support. EarthShare of Georgia staff can arrange speakers from local member groups (the nonprofit organizations we support) to attend your events.

Provide refreshments to draw employees to a meeting or information table.

Ask the CEO or other senior management to help create a buzz by publicly endorsing the campaign with letter or by other means.

Encourage senior management to attend the kick-off event and to set an example by making their pledges at that time.

Emphasize that it is a voluntary giving program when asking coworkers for participation.

Use incentives such as raffles for prizes.

**TIP:** Businesses, like restaurants and spas, will often donate items to support your efforts. And, don’t forget to ask EarthShare of Georgia if they have access to tickets and passes from their member groups.

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**PRIZES**

**BUILD EXCITEMENT!**

- Tickets and passes -- contact EarthShare of Georgia to see what they have available.
- Preferred parking space for a week/month/year.
  - Prizes for 1st 100 pledges received.
    - Gift certificates.
    - Extra vacation days.

**MORE TEAM-BUILDING IDEAS:**

- A company volunteer day with one of ESGA’s member groups.
- Contests, such as golf putting or trivia.
- “Lunch & Learn” presentations by member group representatives.

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**TAG @EarthShareGA ON SOCIAL MEDIA!**

#TeamUptoGreenUp

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(above) A display table provided by Park Pride.
What is EarthShare of Georgia?
EarthShare of Georgia connects people to trusted nonprofit organizations dedicated to conserving and protecting our air, land and water.

EarthShare of Georgia raises funds primarily through workplace-giving partnerships with dozens of employers that help support more than 70 environmental and conservation organizations.

What materials do you have for employees?
We have an EarthShare of Georgia brochure with information on the campaign and a complete list of our member organizations, as well as posters that you can put in break rooms, restrooms or anywhere employees spend time. Additionally, we will routinely send brochures, and wildflower seed packets. For a paperless option, try directing people to EarthShare of Georgia’s website for more information and to sign up for our e-newsletter or post our information on your company’s intranet.

To request materials, contact EarthShare of Georgia at 404-873-3173.

What organizations does EarthShare of Georgia support?
EarthShare of Georgia funds more than 60 trusted non-profit organizations working locally, nationally and internationally on air, land and water issues that affect our health and well-being and the sustainability of our planet.

How is the money distributed to the member organizations?
Employees have the unique option of making one gift to EarthShare of Georgia (to be shared among all member organizations) or designating a pledge to one or more organizations of their choice. Many employees like to designate their gift, thus EarthShare of Georgia will honor all designated contributions to specific member groups. General contributions are shared among Georgia organizations (60%) and national organizations (40%).

What if an employee has an issue with supporting one of our member organizations?
We allow employees to designate their gifts to specific organizations. If a question or concern about a specific member organization arises, we encourage and facilitate research about the group. All EarthShare of Georgia organizations have strict guidelines they must adhere to regarding their policies and practices. We can provide additional information.

A sample of promotional items are pictured on this page.
YOU are Part of Environmental Success Stories

A sample of 2017 local member group accomplishments:

Georgia ForestWatch surveyed more than 250,000 acres of unprotected wildlands in the Chattahoochee National Forest.

Atlanta Bicycle Coalition advocated for $133.7 million worth of bike projects and 65.5 miles of bicycle infrastructure in the latest T-SPLOST.

Friends of Georgia State Parks and Historic Places contributed approximately $3 million in total value to Georgia's state parks and historic sites.

Friends of the State Botanical Garden of Georgia planted 10,000 native wild flower and grass plugs in a piedmont prairie restoration project.

Chattahoochee Riverkeeper removed 23.4 tons of trash, recycled 2.5 tons, and hosted 1,004 volunteers through events, outings, and trash clean ups.

Georgia Conservancy’s Stewardship Trips and Service Program hosted nearly 3,000 individuals on 50 hiking, biking, paddling and service trips across the state.

Captain Planet Foundation added 68 new schools to the Project Learning Garden (PLG) Program.

Southern Alliance for Clean Energy successfully advocated for the largest increase in renewable energy commitments to date by Georgia Power.

Atlanta Audubon Society led more than 125 FREE bird walks around the metro-Atlanta area, attended by more than 1,000 participants.

Through Georgia Wildlife Federation’s Hunters for the Hungry, more than 1,496,000 meals of venison have been donated to Georgians in need with the help of hunters, processors and food banks.

The Nature Conservancy permanently protected 18,000 acres in the Altamaha River watershed, securing critical longleaf pine habitat and solidifying the 50+ miles lower Altamaha River conservation corridor.

Georgia ForestWatch surveyed more than 250,000 acres of unprotected wildlands in the Chattahoochee National Forest.

Chattahoochee Riverkeeper removed 23.4 tons of trash, recycled 2.5 tons, and hosted 1,004 volunteers through events, outings, and trash clean ups.

Trees Atlanta planted over 6,700 trees and seedlings with over 30,000 volunteer hours in more than 70 neighborhoods in the metro Atlanta area.

Trout Unlimited hosted “Casting for Recovery,” a women’s breast cancer survivor group that uses fly fishing as mental and physical therapy.

Every dollar makes a difference.
OFFICE TIPS

Replace light bulbs.
Replace inefficient incandescent light bulbs with efficient CFLs or LEDs. These bulbs use 25-80% less electricity and last three to 25 times longer than traditional bulbs.

Install low-flush toilets.
Low-flush toilets save 2 liters of water with each flush.

Eliminate single-use items.
Encourage the use of reusable tupperware and mugs and limit items such as plastic forks and knives.

Use power strips.
Plug all electronics into power strips and turn off power strips when they are not in use.

Go to sleep or hibernate.
Set all computers to sleep or hibernate mode instead of using a screen saver – this will use less electricity during periods of inactivity.

Remember before you leave, turn off lights, computers, and other equipment when you leave your office for long periods of time.

EASY TO BE GREEN

Reducing your shower time by 4 minutes per day may save 3650 gallons annually if you shower once a day.

Moving your thermostat down just 2 degrees in winter and up 2 degrees in summer could save about 2,000 pounds of carbon dioxide per year.

Save energy and stay warmer at night with curtains and blinds closed to keep cold air out. During the day, open them to let the sun warm the room.

Plastics can end up in our oceans harming wildlife and impacting the human food chain and our overall health.

Consider re-using plastic sandwich bags. Return plastic bags to the grocery store for recycling. Say no to the straw.

*When using plastic, look for BPA-free products to avoid potential health risks.

Did you know? If each commuter car carried just one more passenger once a week, we would cut America’s gasoline consumption by about 7.7 million gallons.

Food for thought.
In North America, food travels an average of 1,500 miles before reaching your plate. Buying fresh, local food eliminates long distances traveled and preserves flavor and nutrients.

RECYCLE

Buying food and other products in reusable or recyclable packaging can reduce CO2 emissions by 230 pounds per year, while recycling all of your home’s waste newsprint, cardboard, glass and metal can reduce emissions by an additional 850 pounds per year.

DIY Non-toxic Cleaner
Mix one part white vinegar with one part water in a bottle. Add lemon rind and rosemary sprigs. Shake and infuse for one week.

www.EarthShareGA.org
@EarthShareGA