

# CORPORATE GIVING MADE EASY

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Tips for Companies Starting to Give

# TIPS FOR COMPANIES STARTING TO GIVE

No matter if you are just starting out on your corporate giving journey, companies of all sizes can make a difference through the giving of time, talent and treasure. Knowing how to start can feel a little daunting, but just remember that even those companies with advanced corporate giving programmes started somewhere! Here are some tips to get you started – it's as easy as 1-2-3.

## 1. Plan Ahead

- Work out what you want to achieve.
- Identify any business goals you would like to meet.
- Try and integrate your giving with your business interests or business functions.
- Focus your efforts on a particular cause and identify a NPO organisation to adopt.
- Develop a structure for your giving programme i.e. work out the best way for you to give.
- Set aside an operational and/or donation budget.
- Form an organising committee.
- Start small, learn and develop over time.

## 2. Engage your Employees

- Survey your employees to find out their interests.
- Harness ground-up employee initiatives as well as organise company-wide activities.
- Get senior management on your side.
- Encourage employees to participate - payroll giving can be an easy start.
- Include your giving programme in new-hire welcome packs.
- Incentivise your staff's involvement (e.g. paid time off, match employee fundraising efforts).
- Recognise dedicated volunteers.
- Always make giving fun and easy, and offer a choice of activities.

### 3. Measure your Impact

- Plan in advance what you want to measure and how.
- Don't try and measure everything – focus on what is important and start simply.
- Talk to your non profit partner about measuring your community impact.
- Don't forget to look at the impact on your business e.g. employee retention and morale.
- Use results to refine and develop your giving over time.
- Tell stakeholders about your giving achievements and success stories.
- Communicate milestones regularly to maintain momentum and interest
- Use volunteer and beneficiary stories to bring a project alive.

## **ACKNOWLEDGEMENT**

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## **ABOUT COMPANY OF GOOD**

*Launched by the National Volunteer & Philanthropy Centre and in partnership with the Singapore Business Federation Foundation, the Company of Good is a programme designed to help businesses give better. The Company of Good Framework comprises 4 "Is" to guide companies on giving better and holistically. "Investment" defines how extensively and strategically a company gives. "Integration" depicts how giving is integrated with the business functions and interests of a company. "Institutionalisation" outlines how giving is supported by its policies, systems and incentives. "Impact" is assessed by the mechanisms put in place to measure the outcomes of the company's giving efforts.*

*Through the Company of Good portal, companies can take a quiz to understand their profile of giving, access a useful pool of resources and toolkits to build their knowledge and capabilities to give better, and join the Company of Good Network to partner other companies to champion corporate giving in Singapore. As part of the Company of Good Network, companies can represent and advocate corporate giving in Singapore and be allowed to use the Company of Good badge as part of their corporate identity.*

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