

7. Finding and getting money

7.10.2 Payroll fundraising



Introduction

Payroll fundraising involves building relationships with the private and public sector, with the aim to promote the charity's work and recruit committed donors.

Fundraising

Making connections and building relationships with local employers takes time and effort. This responsibility should be delegated to a member of staff, experienced and trained volunteer or a professional fundraiser. In either case, a reasonable budget should be allocated to cover these costs.

The snowball effect

Payroll gifts are continuous; building weekly, monthly and annually, year after year. The average monthly gift is £8.00 per donor and once begun, is likely to continue until the employee leaves the employer or cancels the instruction.

Example: The table illustrates the potential income which can be generated based on a target of ten new Payroll giving donors per month, over a period of three years, each giving a consistent monthly gift of £5.00.

	Month	Number of donors (£5.00 per month)	Value per month
Year 1	1	10	£50.00
	6	60	£300.00
	12	120	£600.00
Year 2	1	130	£650.00
	6	180	£900.00
	12	240	£1,200.00
Year 3	1	250	£1,250.00
	6	300	£1,500.00
	12	360	£1,800.00

Creating your fundraising strategy

Payroll giving can complement 'core' funding and provide substantial benefits when combined with other fundraising techniques.

The following tips may be useful when planning your campaign:

Exploit your network of contacts

Consider which employers are likely to be most receptive to your approach. Begin with the charities 'friends', membership, donors, suppliers (printers, bankers, stationary suppliers etc) and beneficiaries. Gain the support of your trustees and extract potential business contacts from them, your colleagues and friends.

Start simply

Approach small companies (less than 50 employees) where there is likely to be less competition from national charities, these will generally be easier to work with and mistakes will not be disastrous as they may prove to be with larger employers.

Who to approach?

Ask these questions when considering the most appropriate local business opportunities:

- What sectors of industry are available locally and which are most likely to respond to the cause?
- How high is the level of staff turnover?
- What are the earning levels?
- Will a specific aspect of the cause be more attractive to certain employers?
- Will the firm benefit from association with the cause in local press coverage?
- Is community/ charitable involvement important for the firms image/ brand?

Bear in mind that higher rate tax payers (earning over £34,600 annually) receive considerable tax relief on their gifts; a £10.00 gift only costs them £6.00 from their net wage.

Make contact

Create a list of 100 employers and write to each decision maker within the organisation to meet and discuss your cause. Follow up with a phone call to make an exploratory meeting to discuss the scheme; the benefits to the employer, the donors and the charity. It may be worth providing a promotional plan which can be agreed by the management so that the fundraiser can create a strategy with specific dates to

continue ongoing promotion within the organisation.

Promoting Payroll giving

Charities that benefit from Payroll giving are those who promote it across a variety of communication channels.

The most effective fundraising method, as with any form of fundraising, is via face-to-face promotions. This involves gaining an employer's permission to approach employees at their place of work.

Once access has been approved, this provides the fundraiser with an excellent opportunity to ask the employer to become the charity's 'corporate friend'.

Do not forget the smaller employers! The best way to recruit new donors is to talk to them personally; smaller organisations with less staff often allow the fundraiser to build a stronger rapport with staff.

The company should be visited regularly to promote the charity to new employees, to thank existing supporters and to provide updates on the service offered by the cause. Employers easily forget about the scheme as the process is continuous without maintenance, it is therefore important that charities remind employers to refresh the internal promotion of the scheme, every 18 months or so.

Payroll fundraising is about long term relationships and long term support, when maintained effectively, these relationships can lead to:

- Ongoing support and loyalty.

- ‘Corporate friend’ scheme Further contacts from companies or other branches.
- Support for other fundraising activities.
- Contributions to raffle prizes, stalls at annual events etc.

Approaching employees

When approaching employers for support, permission needs to be granted to promote the cause to the company’s employees. There are many options for promoting the scheme internally and a variety of planned methods should be used, here are some examples though this list is by no means exhaustive:

Desk to desk promotion

The fundraiser (or trained volunteer) walks around the offices promoting the cause, thanking donors and updating them with information about the ongoing work.

Distributing forms

Charities can produce fliers and sign up forms which may be distributed throughout the organisation with employee pay slips on pay days.

Cause specific articles

In company bulletins, magazines or on the intranet.

Promotional emails

Sent from an internal ambassador or member of management.

Stalls in public places

Weekly or monthly stalls. eg car park or canteen presence to attract donors.

Presentations

To small or large groups of employees during pre-arranged or suitable times

Posters/ flyers

Promotional materials displayed on notice boards, reception or staff rooms.

Further information

WCVA Giving Wales
Baltic House,
Mount Stuart Square,
Cardiff, CF10 5FH
Tel: 0800 2888 329
givingwales@wcva.org.uk
www.wcva.org.uk/givingwales

Institute of Fundraising Cymru
14 – 16 Merthyr Road,
Whitchurch,
Cardiff, CF14 1DG
Tel: 02920 521 272
Fax: 02920 521 250
cymru@institute-of-fundraising.org.uk
www.institute-of-fundraising.org.uk
www.payrollgivingcentre.org.uk

HM Revenue & Customs/ Charities
St John's House,
Merton Road,
Bootle,
Merseyside, L69 9BB
Tel: 0845 302 0203
www.hmrc.gov.uk/charities

Disclaimer

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For further information contact

Interlink

Maritime Offices, Woodland Terrace, Maesycoed, Pontypridd, Rhondda Cynon Taff, CF37 1DZ

Registered Charity 1069044

Tel: 01443 485337

info@interlinkrct.org.uk

Fax: 01443 486107

www.interlinkrct.org.uk



Tel: 0800 2888 329

www.wcva.org.uk

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