



Upwardly Global **EMPLOYEE GIVING TOOLKIT**

UPWARDLY GLOBAL EMPLOYEE GIVING TOOLKIT

WHAT IS EMPLOYEE GIVING

An employee giving campaign is an employer-sponsored program that offers staff members the opportunity to make a charitable contribution to nonprofit organizations and become involved in causes they care about. By partnering with a nonprofit through an employee giving campaign, corporations are able to support the altruistic intentions of their employees and catalyze impact in their communities, while simultaneously promoting a workplace culture of giving back.

WHY SUPPORT UPWARDLY GLOBAL

Today in the U.S., more than two million work-authorized immigrants, refugees, and asylees with professional experience are unemployed or underemployed, working survival-wage jobs that leave them and their families struggling to make ends meet. For more than 20 years, Upwardly Global has worked to dismantle employment barriers for immigrants, refugees, and asylees while advancing the inclusion of their skills into the U.S. economy.

Upwardly Global unleashes the potential of immigrants to secure skill-aligned careers by supporting them and the organizations that serve them with industry-specific coaching and digital training, engages employers in inclusive hiring practices and opening opportunities, and advances policies and narratives that create prosperity for all.

In 2022 we:

- Supported over **7,000** job seeker participants through Upwardly Global's Career Coaching Program and other online resources.
- Placed more than **1,000** immigrant and refugee job seekers into thriving-wage jobs with an average starting salary of more than **\$66,000**.
- Engaged **950+** volunteers in more than **6,000** hours of service.
- Partnered with **300** corporations to recruit, hire, and train job seekers and co-create solutions to reduce barriers for immigrants and refugee professionals.

To date, with Upwardly Global's support, **10,000** immigrants are in thriving-wage jobs that contribute more than **\$74 million annually** to the U.S. economy. Our goal is to reach 25,000 immigrants, refugees, and asylees with our resources and services by 2026.

Upwardly Global's community of supporters, who volunteer and provide financial support, enable us to build a more equitable, welcoming country where everyone — including immigrants, refugees, and asylees — can fully contribute and thrive.

UPWARDLY GLOBAL EMPLOYEE GIVING TOOLKIT

PLANNING TOOLS

From a comprehensive timeline and checklist to helpful tips for driving employee participation, you can get everything you need to plan a successful campaign here!

WHEN TO HAVE AN EMPLOYEE GIVING CAMPAIGN

Employee giving campaigns can happen any time of the year that is best suited for your company, especially in conjunction with an end-of-year holiday giving campaign or a “Corporate Cares Day,” or with annual benefit enrollment.

We also recommend organizing events around global awareness or fundraising days, including:

- **#GivingTuesday:** A global generosity movement unleashing the power of people and organizations to transform their communities and the world; it is held on the Tuesday after Thanksgiving in the U.S.

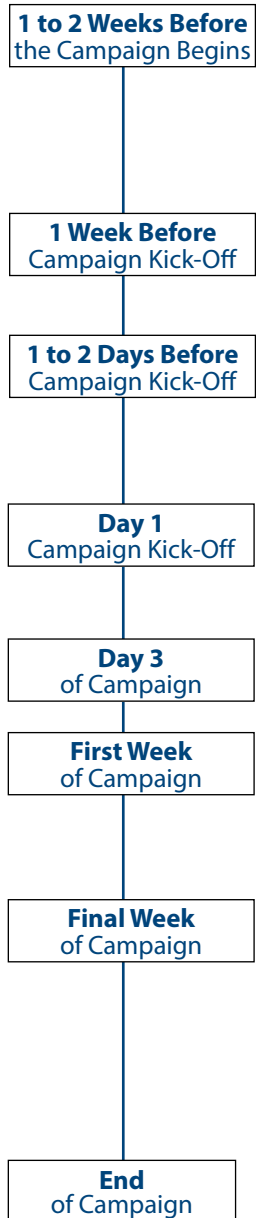
*****In order to launch a successful campaign, we recommend that you allot for a one to two-month planning timeline and at least a one- to two-week official launch period.*****

This will allow you to have the greatest opportunity for success in socializing the campaign, engaging your busy colleagues, and raising both awareness and funds! Be sure to emphasize that employees can give via payroll deduction, online payments, Donor Advised Funds (DAFs), stock transfers, or check!

The following steps are critical in the planning phase:

- If your company does not have an employee giving program, reach out to your leadership to discuss the benefit of starting one.
- Form a small committee of key staff members (HR, Corporate Social Responsibility, community affairs, marketing, etc.) to help you implement and promote the campaign.
- Get leadership involved in endorsing the campaign.
- Schedule a meeting with Upwardly Global staff to discuss your campaign.
 - When you [contact us](#), we can provide any necessary collateral that could be useful for your outreach (i.e. images, videos, testimonials, etc.).
- Secure a corporate matching gift (studies show employees are twice as likely to donate when their companies offer donation matching).
 - Corporate Matching — This is a common program where employers amplify an employee’s generosity to a social cause by matching any donation that is made to that cause, sometimes doubling or tripling the original donation!

UPWARDLY GLOBAL EMPLOYEE GIVING TOOLKIT



- Confirm leadership involvement with the campaign.
 - [Send an email](#) announcing the kick-off date and time to the entire workforce, including the internal campaign schedule.
 - Test payroll, donation sign-up, and matching gift request forms.
 - [Send email reminders](#) for the kick-off date and time to all employees, including the internal campaign schedule.
 - [Send a final email reminder](#) for kick-off.
 - Share Upwardly Global campaign materials with employees, such as [our impact numbers](#) and job seeker [videos](#) and [stories](#).
 - [Announce the campaign via email](#) and encourage participation. Offer matching donations and rewards as an incentive to encourage employee participation.
 - Send reminders to give or participate to those who haven't yet.
 - Send additional reminders to those who haven't participated yet.
 - Update your point of contact at Upwardly Global regarding your giving totals and employee participation.
- Send at least three reminder emails throughout the week. These emails can include reminders about:
- Matching donation opportunities
 - Reward opportunities, if offering
 - The final date of the campaign
- [Send a thank you email](#) to leadership and employees with the total amount raised, including matching donations.
 - If rewards were offered, announce winners and send out prizes.
 - Update your Upwardly Global point of contact about campaign performance, including amount raised and employee participation.
 - Schedule a debrief call with Upwardly Global point of contact about the campaign.

UPWARDLY GLOBAL EMPLOYEE GIVING TOOLKIT

COMMUNICATION TOOLS

From email templates for leadership and employees to Upwardly Global's impact and alumni stories, we have everything you need to spread the news about your campaign and maximize campaign results.

Email Templates

- [Company leadership email](#)
- [Kick-Off email](#)
- [Thank you email](#)

Sample Social Media Posts

- #GivingTuesday
- General call to give
- Job seeker story

Publications

- [Annual Report](#)
- [AI For Impact: How to Thoughtfully Leverage Technology to Deliver on Mission](#)
- [Impact Report: Building an Inclusive Healthcare Workforce](#)
- [Impact Report: Crisis Response and Serving Afghan Refugees](#)
- [Unlocking Potential: Enhancing Community College Services for Immigrant and Refugee Students](#)
- [Month In Review Newsletter](#)
- [Other news and publications](#)

Job Seeker Videos, Stories, and Pictures

- Vanessa — [story](#) and video
- Shahpur — [story](#) and video
- Lyubava — story and video
- Saiful — [video](#)
- Sofia — [story](#) and [video](#)
- Ihor — [story](#)
- [Additional job seeker stories](#)
- [Additional job seeker videos](#)