

Christmas Gift of Giving campaign

We're delighted that you have decided to co-promote our Christmas campaign. It's a great opportunity to work together to make a difference.

It gives:

- **companies** - a new way to celebrate the festive season with their staff
- **individuals** - a way to support their favourite causes without putting their hand in their wallet, and
- **charities** - access to funding after what has been a terrible financial year for most.

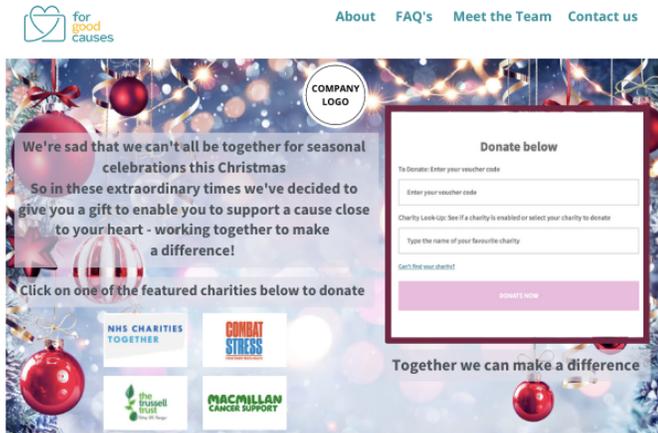
Christmas is NOT cancelled, even if Christmas parties have to be.

How does the campaign work?

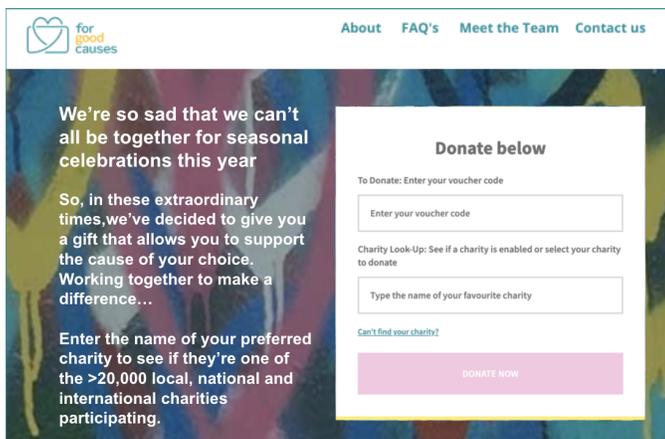
- 1) Employers decide to use some or all of their Christmas 2020 budget to give each of their employees a For Good Causes digital gift card, and the denomination of the gift cards.
- 2) We send the Employer a file of 'one time use' digital gift cards.



- 4) The Employer emails the gift cards to their staff with redemption instructions.
- 5a) For Employers who require bespoke 'branded' redemption pages, we create the redemption page that employees will visit and either choose to donate to the employer's partner charities or else choose from any of the >20,000 charities available on their platform. (Illustrative example below).



- 5b) Where bespoke 'branded' redemption pages, aren't required, employees visit our central redemption page where they can choose from any of the >20,000 charities available on their platform. (Illustrative example below).



- 6) Any unredeemed tokens are donated to the pre-agreed charity of the Employer's choice on 1st February 2021.
- 7) We provide employers with MI re the amount given to individual charities at the end of the campaign (31 January 2021)

What does it cost?

- We charge employers a 5% service charge on the total value of gift cards issued. Digital gift cards are issued immediately upon settlement of the invoice. (*)
- We don't charge charities set up or participation fees.
- Where employers require a bespoke 'branded' redemption page we charge a flat fee of £2,000 per page. (*)

(*) subject to VAT at standard rate.

Promoting the campaign - what would we like from you?

The more companies that join the campaign, the more difference we can collectively make, and the more businesses that will get the employee engagement benefits.

So we're very grateful for your agreement to help us get the message out to your membership.

Promotional options include:

- Scheduled member communications
- Social media
- Your website
- Direct solus communications to your members
- And, of course, any other promotional ideas that you may have

In your promotional activities, please reference For Good Causes, and direct people to our advert at: <https://www.forgoodcauses.org/celebrate-christmas-with-your-team-help-them-support-their-favourite-charity/>

Christmas is just around the corner

Think back to your 'typical' company Christmas celebration. Festive fun, plenty of team spirit and probably a few drinks and Christmas jumpers thrown in for good measure.

This year will certainly be different.

So, how will you keep the spirit of Christmas cheer and giving alive?

We've got you covered.....



Give your people a chance to support a cause they care about the most, without them having to put their hand in their wallet, using the For Good Causes universal charity gift card.

Local, national or even international. Social or environmental. With over 20,000 charities live on our platform, there's plenty for people to choose from.

We call it giving **the Gift of Giving** and it shows your people that **you** care about what **they** care about.

It's:

- **Easy** – for your business to do.
- **Positive** – for your brand.
- **Brilliant** – for engaging your people.
- **Digital** – you don't need to step into an office (or bar....) to make it happen.

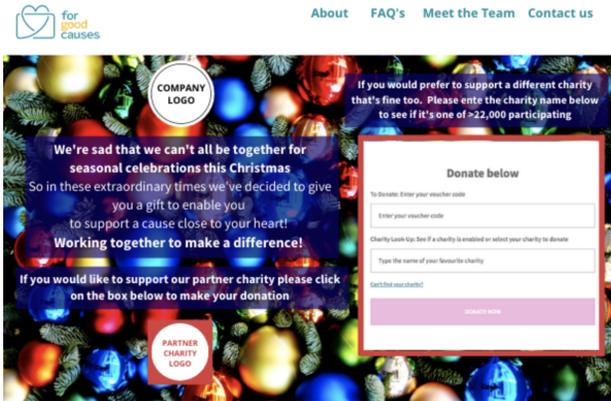
Corporate branding options are available. Below are some illustrative examples.

Want to learn more?

Email steve.wilks@forgoodcauses.org and lets get your party started.....

Give the Gift of Giving with For Good Causes

#makingadifference #empoweringgenerosity #forgoodcauses



Promotional messaging examples

We've included below some examples of LI promotions that may help you in wording your promotional communications.

1 For Good Causes LI post

A LinkedIn post from 'For Good Causes' (1,292 followers, 1w • Edited • 🌱). The post text reads: 'This Christmas give your people a chance to support a cause they care about without having to put their hand in their wallet, with the For Good Causes universal charity gift card. Find out more here <https://lnkd.in/eWwvWUU> #charity #fundraising #donation #empoweringgenerosity #CSR #people'. Below the text is a promotional image with a Christmas tree branch on the left and the text: 'Celebrate Christmas with your team! Help them support their favourite charity!'. The 'for good causes' logo is in the bottom right corner of the image.

2 Steve Wilks LI post 2



Steve Wilks

Social entrepreneur, Founder, NED, Mentor.

1w • 



What to do about Christmas 2020?

No Christmas parties I guess, so what to do instead?

A bunch of our clients are showing their team they care by giving their people the Gift of Giving - with our universal charity gift card so they can support their favourite cause without having to put their hands in their pocket.

Such a great idea at the end of a unique year. Love love love it!!

DM me or email me at steve.wilks@forgoodcauses.org and we'll get you set up in a matter of minutes.

Christmas 2020 - plan B. Better than ever, no dodgy Christmas jumpers required. Give the Gift of Giving.

[#empoweringgenerosity](#)

[#forgoodcauses](#)

[#makingadifference](#)

<https://lnkd.in/ddgFM33>

3) Tony Craddock (Director General of the EPA) LI post



Tony Craddock • 1st

Director General of Emerging Payments Association, Co-Editor of the Pay...
5d • 🌐

Christmas is NOT cancelled, even if Christmas Parties have to be.

But if you can't have a team or company Christmas Party, then build team spirit by giving your people the Gift of Giving with [Emerging Payments Association](#) ScaleUp member For Good Causes.

The idea is described more fully on their company's website:
<https://lnkd.in/dAPz7Mk>

Our team is supporting this through the [Emerging Payments Awards](#). Are you able to support good causes too?

[Steve Wilks](#) [Andrea Dunlop](#) [David Craig](#) [Fintech Finance](#) [Payments Hub](#)
[#fintech](#) [#payments](#) [#paytech](#) [#fintechstartups](#)



Celebrate Christmas with your team - help them support their favourite charity

forgoodcauses.org • 1 min read

Thank you!

Together, we can make a real difference, helping raise funds for the UK charity sector at the end of this most unusual of years. And at the same time we can show that, as socially responsible organisations we care about those around us. I'm very grateful for your support.

Steve Wilks
Founding Director



www.forgoodcauses.org