RAISE YOUR COMPANY PAYROLL GIVING QUALITY MARK WITH YOUR EMPLOYEES

To help you communicate messages to employees to encourage them to sign up and therefore increase levels of Payroll Giving within your company, please use the text below. Simply copy and paste from this PDF.

The messages can be used whether your scheme is currently paper-based or if you have already switched over to CAF Give As You Earn online.

Sample text

Please adapt the sample text for your own needs and specific internal communication channels. It can be used for emails, letters, intranet pages or even payslip messages.

- [Insert company name] currently offer employees the opportunity to make regular donations to charities close to their heart through our CAF Give As You Earn Payroll Giving scheme.

- Because [insert company name] offer this scheme to employees, we are recognised with a Payroll Giving Quality Mark (PGQM). The PGQM is a government-supported accreditation which recognises and rewards organisations of all sizes for making Payroll Giving available to their employees.

- We’re encouraging you to help us improve our social impact as an organisation whilst also helping the charities that you care about get the support they need.

- Our current PGQM level awarded is [*retain your current level and delete the remaining levels* Standard any employee participation, Bronze 1% employee participation achieved, Silver 5%, Gold 10%, and Platinum 20%].

- We are aiming to achieve [*retain your target level and delete the remaining levels* Bronze 1% employee participation, Silver 5% employee participation, Gold 10%, Platinum 20% employee participation achieved, and **NEW for 2018** A brand new Diamond category has been introduced to honour 30 years of Payroll Giving in 2017. Any companies achieving 30% employee participation will be recognised with a Diamond Quality Mark].

- In addition to making a difference to charities, your donation will also reduce the tax you pay. Charitable donations made through CAF Give As You Earn are taken from your pre-income tax salary, providing you with a tax saving whilst also maximising the amount the charity will receive.

- You don’t need to commit to a large regular donation, just whatever you would like to donate each pay day.

- You can donate to any UK charity or charitable organisation of your choice.

- It’s easy to make a donation.

- To sign up, simply complete the donation form located [Insert where the employee can access the form].

- For more information, please contact [Insert company internal team/individual and contact details].