We’re glad that your company decided to join the Giving Tuesday movement! All you need to do now is figure out what you’re going to do.

**How can you make a world of difference on Giving Tuesday?**

The answer is anything that involves doing good stuff! Our advice is: challenge any preconceived notions, and look beyond the boundaries of traditional thinking. Donating doesn't have to be monetary, it could be donating time or services to causes close to your organisation or your employees’ hearts. Be as creative as you want, and involve as many of your stakeholders and customers as you wish.

However, if you’re in need of some suggestions, here are 10 things your company can do:

1. **Find a new charity partner.** Help a new charity partner come up with a campaign and then get talking about it. Their campaign could take over your social media channels to show your customers you care. If you’ve already got charity partners, ask them what you can do for them! CAF’s Corporate Advisory Team is happy to support you to find a new charity partner.

2. **Lead by example and get matching.** Why not agree to match any donations raised by a charity on the day? Or match the donations your employees raise through their fundraising on Giving Tuesday? That way you’ll be helping them do twice as good! If you need support setting up a matching scheme, contact CAF’s Corporate Client Team.

3. **Give back what you’re good at.** Actively encourage your employees to do good stuff for others by volunteering their skills for a charity or cause that would benefit from them. Plan and schedule it whether it's for a few hours or a day. Find some amazing volunteering opportunities at Do-it.org. Alternatively, why not invite a charity in to your office for a day, and use your skills to solve any key problems that they’ve been wrestling with?

4. **Use what you’ve already got.** Get Payroll Giving! If you didn’t already know, your staff can give to their favourite charity straight from their pay. Request our Giving Tuesday Payroll Giving toolkit, or please use any ideas from our other digital toolkits available.

5. **Get active!** If you’re feeling fit why don’t you organise a company sports activity, or get your staff signed up for a challenge? Our friends at Threshold Sports are experts in setting up charity challenges for companies. Go on, get your shorts on.
6. **Hold a contest.**
You can support your community while also encouraging your employees to have fun by holding a contest. Each employee chooses a local charity and instead of prizes, money goes to the charities chosen by the winners.

7. **Donate good stuff.**
It’s winter so why not encourage your staff to bring an old coat, a pair of gloves, hat, scarves, socks or whatever you can think of, and donate it to a local shelter?

8. **Challenge someone to a good-off.**
You know that business across the road, why don’t you challenge them to a Giving Tuesday competition to see who can raise the most money on one single day?

9. **Empty your cupboards.**
Get your office on a food drive and encourage colleagues to bring in unopened canned and boxed foods that can be donated to local food banks. This is a fantastic way to help your community, and you’ll only have to set aside some time just before Christmas to transport the items; find your local food bank on the Trussell Trust website.

10. **Give good stuff in different ways.**
Think creatively and raise awareness of how employees and customers can give in different ways. For example, you could support doing good stuff that includes giving blood, registering as an organ donor, or learning a new skill such as lip reading or Sign Language.

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**GOOD LUCK**

There are no right or wrong answers when it comes to doing good stuff this Giving Tuesday. Your support in motivating and involving your employees in this global movement can bring benefits to your company such as creating positive publicity and fulfilling your community and social responsibilities.

Remember to:
- Make it easy for employees to participate
- Keep it fun
- Get customers involved
- Tell CAF, so that we can tweet about what you do on the day

Contact the Corporate Client team on 03000 123 207 or email corporate@cafonline.org to find out more.