CAF GIVE AS YOU EARN®

Your annual content calendar designed to promote payroll giving and improve employee engagement
Did you know doing good can boost both mental and physical wellbeing in the workplace when you encourage employees to make a difference, be it donating through payroll giving or running for charity?

Our annual employee engagement content calendar is designed to help you:

- Keep track of noteworthy national and global events
- Plan and execute your internal communications
- Increase uptake of your payroll giving scheme and improve employee engagement

Encouraging employees to donate through their payroll giving scheme or raise money for causes they care about will see the business reap the rewards too. An increasing number of employees want to work for a responsible business that do more than treat social impact as a tick box exercise, with 75% of millennials willing to take a pay cut to work for a responsible company, and 83% declaring that they would be more loyal to a business that enables them to contribute to solving social and environmental problems*.

You can use our content calendar to show your employees that you actively embed your values into the very core of your organisation, starting with your people, who in turn will demonstrate the same to your stakeholders, customers and future business investors.

For more information, visit [www.cafonline.org/giveasyouearn](http://www.cafonline.org/giveasyouearn)
Cure the holiday blues with a much needed, healthy dose of positivity! Use our toolkit to engage and encourage employees to make the most of their Give As You Earn scheme and support their favourite charities.
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02 FEBRUARY

CAF toolkits: Share the love

It’s Valentine’s Day season! And a prime time to tell your employees who may have just been paid their bonuses, or are about to, that now’s a good time to be sharing the love with a one-off lump sum or regular donations.

Dear...
International Women’s Day falls on 8th March every year. Inspire your employees who are passionate about gender equality and female empowerment by using this official toolkit, and encourage them to donate to female-focused charities and foundations through their Give As You Earn scheme.
Many employees will already be involved with or donate to charities outside of work. But do they know about the benefits they get from using their tax-effective Give As You Earn scheme, which makes their pound go that little bit further? Every little helps!
Mental Health Awareness Week

You can emphasise the importance of talking about and looking after your employees’ mental wellbeing. Many mental health charities rely on regular donors, such as yours, to receive sustainable sources of income that allow them to support those that are the most vulnerable and break down stigmas.
World Environment Day

This global event falls on the 5th June and this year’s theme is “Beat Plastic Pollution”. The official World Environment Day website is full of information and useful tips that you can send your employees to make them more environmentally aware and collectively act as a responsible and sustainable business, as well as donating to causes that focus on saving the environment.
When disasters hit, many employees can feel emotionally affected by its impact but don’t necessarily know how to help. The workplace can offer them a platform to do good and feel good about donating towards disaster relief charities when they really need it the most. Our toolkit can help to you to communicate when such unfortunate events occur.
Increase your employees' engagement by involving them in achieving a high Payroll Giving Quality Mark (PGQM) award level. This government backed accreditation awards companies with Bronze, Silver, Gold, Platinum or Diamond based on the number of employees donating through their Give As You Earn scheme. You can start to influence what level you will be awarded at any time by using our toolkit to increase the number of Give As You Earn donors. Not sure what your current award level is? Contact us to find out!
5th September, on the international day of charity, is a great opportunity to engage your employees in fundraising activities. Highlight the importance of giving back and encourage them to sign up to your Give As You Earn scheme. The UN foundation lists helpful ways to get involved with everyone in the organisation.
Animal lovers and carers can unite on 4th October – an event that sets out to make the world a better place for animals and improve their welfare. The official World Animal Day website has suggested some fun activities of what you could do in the workplace to both engage and educate your employees. Consider asking them to pay an affordable participation cost which can go towards animal-focused charities.
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11 NOVEMBER

CAF toolkits: #givingtuesday

Join the global movement to do good stuff! #givingtuesday launches on 27th November. It’s a great way to rally up your employees and collectively do something good for your chosen charities and causes, or actively do something for your local communities.
We all try to be a little nicer at Christmas time and think about those in need. Encouraging employees to give back at this time of year can increase engagement and reflects your company’s ethos that you care about people.