



Employer Directed Campaigns

Employers often provide fun, engaging events that promote giving throughout the year. Greater participation can be expected when the funds raised support organizations or causes that resonate with the employee. Employers should also evaluate the potential impact made by the cause or organization, and how that aligns with corporate values.

Employers may set a policy for how funds are to be allocated between multiple causes or organizations. When promoting fundraising events, the causes benefiting from the proceeds should be included. In an instance when a fundraising campaign will benefit a cause not outlined in the policy (for example, a fundraiser for disaster relief), the benefiting organization should be clearly communicated to employees.