



15 IDEAS FOR YOUR BUSINESS

GIVING TUESDAY

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1. Get matching

Why not agree to match any donations raised by a charity on the day? That way you'll be helping them do twice as good!

2. Get your employees volunteering

Whether it's for an hour or a day, they can do something good for others by sharing their skills. Find some amazing volunteering opportunities at [Do-it.org](https://www.do-it.org).

3. Talk about payroll giving

Did you know your staff can give to their favourite charity straight from their pay? Have a look at the **Geared for Giving** campaign for ideas on how to talk about it.

4. It's good to share

Turn your social media channels over to a charity or a cause you care about for the day and let your customers know you care!

5. Celebrate the charity work that you already do

We know you already do loads of good things, so spend the day giving yourselves a pat on the back.

6. Get active!

If you're feeling fit why don't you organise a company sports challenge, or get your staff signed up for a challenge? Our pals at **Threshold Sports** are the experts in setting up charity challenges for companies. Go on, get your shorts on.

7. Buy something

Why don't you deck out your building ready for Christmas? But the twist is you're only allowed to do your shopping at a charity shop. That way you're making the place look good, and doing good at the same time!

8. Donate something

It's winter so why not encourage your staff to bring an old coat, a pair of gloves, hat, scarves, socks whatever you can think of, and donate it to a local shelter?

9. Share your skills with a charity

Why not invite a charity in to your office for a day, and use your skills to solve some key problems that they've been wrestling with.

10. Buy everyone a drink

No, really. When you're planning your Christmas party this year why not think about buying drinks that benefit charities – like **Brewgooder**, the craft beer that donates 100% of its profits to clean water projects. Beer never tasted so good!

11. 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?

12. Grow some facial hair

It's November, which means it's **Movember**, which means you've got an excuse to stop shaving, and you've got a reason to donate to charity.

13. Find a new partner

Get out and commit to working with a new charity partner for the day. Help them come up with a new campaign for the day and then get talking about it. If you've already got charity partners, ask them what you can do for them!

14. Empty your cupboards

Get your office on a food drive and encourage people to bring in those tins, and then donate them to a local food bank. Find local food bank on the **Trussell Trust** website.

15. Sign up to be a Giving Tuesday partner!

Join the movement and let's show the world why it's great to get involved.

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Charities Aid Foundation

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