

# Workplace Giving

Strategic Choice Employee Giving Campaigns

## Workplace Solutions

From the American Cancer Society

### What is a workplace giving program with strategic choice?

A workplace giving campaign is an important way to offer employees the ability to support charities that are meaningful to them, their communities, and the company. Strategic choice employee giving campaigns offer the opportunity to align causes consistent with employee interests to the company's overall philanthropic strategy and/or business goals. Offering strategic choices that reflect employee interests in a workplace giving campaign not only encourages greater giving, but also increases participation rates.

### The American Cancer Society in the Fight against Cancer

Together with our millions of supporters, the American Cancer Society saves lives and creates a world with less cancer and more birthdays by helping people stay well and get well, by finding cures, and by fighting back against cancer.

- We are helping people stay well by taking steps to prevent cancer or detect it at its earliest, most treatable stage.
- We are helping people get well by being in their corner around the clock to help them through every step of their cancer experience.
- We are finding cures by funding research that helps us understand cancer's causes, determine how best to prevent it, and discover new ways to cure it.
- We are fighting back by working with lawmakers to help pass laws that defeat cancer and by rallying communities worldwide to join the fight.



### Your Company's Role

By deciding to offer a workplace giving campaign with strategic choices, you are taking the first important step toward creating greater philanthropy at the workplace and involving more employees in the campaign. The American Cancer Society can help your company determine charitable choices that reflect your employees' interests and help align corporate and employee engagement goals. In addition, the Society can help design an overall marketing plan for the campaign, including messaging and more.

### Benefits to Your Company

**Enhance your brand image.** The American Cancer Society is the largest voluntary health organization in the world, with 96 percent brand name recognition. Leveraging the American Cancer Society brand with your own provides significant opportunities to influence consumer behavior and employee loyalty. Health – and specifically cancer – is a leading concern for employees and is consistently asked for as a choice in workplace giving campaigns.

**Boost employee morale.** People appreciate the actions of a caring employer that respects employee interests. Allowing employees to choose and support the American Cancer Society and other causes they care about through payroll deductions can improve job satisfaction and increase loyalty to your company. By giving employees the opportunity to support the Society, your company will meet the interests of employees while helping save lives from cancer.

*Including strategic choices in a campaign can help the company meet its goals to be a leading citizen and philanthropic contributor, as well as engage more employees in the process.*



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

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