

# Business Partnership Programme

## Internal Guide



### **The Strategy:**

Following our leadership meeting in January, two key strategic targets have been identified for the next 12 months.

1. Increase awareness of the platform
2. Increase monthly subscription income

User numbers have steadily increased at a rate of 2 – 5 per month. With targets of increasing monthly revenue to £200 + per month, we need to embark on an ambitious strategy to dramatically increase the amount of monthly subscriptions.

Why pursue the business model?

Adopting a B2B model will enable us to increase monthly revenue and build awareness of the Givto platform. Although this approach may not increase exact number of users on the system. Company employees will all be aware of the platform and will spread awareness amongst friends, families and colleagues.

With Givto volunteer availability somewhat sporadic we need to find a way to increase revenue as quickly as possible. The simplest way to achieve this will be to seek higher individual subscriptions.

An average monthly user subscription of £17.50. In comparison, just one company subscription at monthly value of £500, will represent the same value as approximately 28 users for one company.

### **The Corporate Giving Model**

Companies will sign up to a single monthly amount over a pre determined period. Once registered on the platform they will be given a private area in which their employees can register for access and vote for which charity the company will donate to that month.

Required technical changes:

- Increase monthly donation options eg. £100/£500/£1000 per month
- Landing page on website which presents the model and encourages sign ups
- Company profile areas which allows employees to cast their vote

### **Company Profile areas:**

Each company will have a private subdomain eg. Givto.org/company1

The benefit to Givto will be increase site traffic and increase awareness of the platform as multiple employees will be accessing the site across each company.

The profile area will be secure and accessed by a unique login for each company

With a similar appearance to the 'Next Month's Charities' page. Each month the page will show the charity choices and allow employees to choose their charity. It will also show how the company is voting as a percentage.

### **Building Corporate Partnerships:**

The business Partnership programme should be core to our marketing activity over the next 12 months. With this in mind we must seek an individual to manage the process and build relationships which can be converted into corporate supporters.

### **Recruitment**

We need to seek a volunteer ideally based in the Leeds area who can act as our corporate engagement specialist. It will be their responsibility to seek opportunities with businesses. Possible routes for engagement could be:

Networking – Face to face local B2B networking events. Engaging with local companies.

Direct Contact – Reaching out to local contacts. Directors level and HR managers

LinkedIn advertising – paid and organic adverts placed on LinkedIn

Local government and Council contacts – Seek introductions and opportunities within the Yorkshire area.

Social Media advertising – FB and Instagram adverts

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## External Guide



### Business Partnership Proposal

A recent survey carried out by the Charities Aid Foundation found that 57% of employees feel that giving to charity will help with morale.

*"This research shows that supporting charities is a great way to improve morale in the workplace. Not only does it help businesses and organisations to retain their existing workforce, but showing support for charities helps employers attract new talent."*

Susan Pinkney, Head of Research - CAF

### Why Givto:

Givto can provide companies with the opportunity to help a vast array of charities in their local area. From local organisations to international operations, Givto provides users with the luxury of choice. Our intuitive, industry changing platform gives users 3 different choice each month of which charity to support.

In a recent study The Charities Aid Foundation found that 51% of British adults are more likely to buy a product or use a service if a company donated to charitable causes. The same applies to employee engagement.

### 7 Key reasons for signing your company up to Givto:

#### 1. Reach More People

Imagine being able to help multiple charities, in turn presenting your business as a giver to the masses rather than a closed organisation. Our Model will create a greater reach than just supporting one charity.

#### 2. Build Audience Engagement

Corporate philanthropy is also a rich source of audience engagement. Each month you will have the opportunity to reach a new audience as you can talk to your own audience about the new charity. Use your own marketing channels along with all the charities you are supporting to spread the word about your company's generosity.

#### 3. Simple, effective Giving

Payroll giving can be complicated and expensive to manage. Our simple monthly donation means your donation is easy to track and still tax efficient. Beyond the figures though, the real value is in the community spirit it will bring to your organisation.

#### 4. Choice Brings Change

In most medium to large companies the established format is to select a single charity for the whole year. Although some companies ask their employees who that charity will be, inevitably some will feel disengaged if the charity is not one that resonates with them. With Givto, each month employees will have a new choice of who to support. The monthly choice will generate a new source of conversation amongst team members leading to better engagement and development in staff relationships.

#### 5. Helping the Leeds community

The beauty of Givto is that we are specifically targeting charities in your local areas. Your donations will go directly to the local causes that your employees care about, and you are more likely to get greater engagement from your workforce. On a wider scale you will be engaging with your current or prospective customers, creating additional opportunities for your business to grow and strengthen your customer base.

#### 6. Team morale & Wellbeing

It's a simple fact – when you do good at work, you feel good. And when you feel good at work, you are more likely to have a positive mindset towards your role and company.

Your employees will feel proud to be part of a team that is making a real difference to the lives of those in need and are more likely to view the company in a good light as a result.

#### 7. Create a positive brand story

Corporate giving provides a positive story for your business. Giving is a great way to raise the profile of your organisation and improve your reputation amongst your audience. Charitable giving will improve your brand's reputation and awareness.