



Why getting your staff to fundraise is good for you

## Companies: Good for business

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### WHY ENCOURAGE YOUR EMPLOYEES TO VOLUNTEER FUNDRAISE?

Volunteer-fundraising is recognised as the most popular form of volunteering in recent government research. While a donor gives money to a cause a volunteer-fundraiser generates that money as a result of their activities.

Benefits of employee volunteering include:

- better workplace moral
- staff retention
- improved leadership, decision making and communication skills
- team building

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### WILL VOLUNTEER-FUNDRAISING BRING OUR STAFF THE SAME BENEFITS AS OTHER FORMS OF VOLUNTEERING?

- Anyone who has organised (for example) an auction or golf day, will tell you that it requires strong organisational and leadership skills.
- Successful volunteer-fundraising events require effective communication skills for both internal and external audiences; many fundraising events need a crowd.
- The lone volunteer-fundraiser - preparing to run a marathon, for example - will develop in areas of personal time management, self motivation and problem solving.
- Volunteer-fundraisers tell as many people as they can to support their activity and are likely to take a very public pride in your company's support.
- Volunteer-fundraisers' impact in the community is every bit as important as that of volunteers who give time and skills; every volunteer minibas driver needs funds to maintain the bus.
- Volunteer fundraising is very flexible; staff can be involved with a charity over a week, month or year and still perfectly match the needs of the charity beneficiaries.

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### WHY USE HOW2FUNDRAISE.ORG?

We very much hope that you will see this website as part of your strategy to encourage and support volunteering in your workplace.

For companies that wish to promote their own internal volunteer-fundraising programmes such as match-funding or charity of the year, we can offer a [co-branded site](#) with banner text and the option to select which pages are co-branded.

While tailored services carry a charge, [signposting the site](#) through your intranet and printed materials is completely free.

Value your staff volunteers - the benefit to you and to charity could be worth millions!

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