

Supporting Your Payroll Giving Activity

Payroll Giving Training Programme For Corporate And Regional Fundraisers

Payroll giving fundraising is traditionally out-sourced by charities to PFO's. However, charities are finding it increasingly difficult to maximise income without the skills and knowledge to train their own fundraisers to raise payroll giving income from their corporate supporters.

Our comprehensive training course will provide fundraisers with the tools and support mechanisms to start developing and promoting payroll giving
Programme Outline – all modules are optional

Day 1

Payroll Giving – the Mechanics

The history of the sector, the market players, the role of the payroll giving agencies, the role of PFO's, the donation flow from donor to charity, data protection application

Payroll Giving – Business Development

Government grants for SME's, marketing locally – the options, corporate events, local media, existing supporter and suppliers, overcoming objections-finance-HR

Day 2

Payroll Giving – The Promotion

Setting up a promotion – the different options, how to staff the promotion – pros and cons, best materials to use, promotional giveaways, the ask-approaching staff, asking employees to give to your hospice and closing, after sales care for the donor and the company, referrals, PR and processing the donor mandates

Payroll Giving – Donor/Corporate Care and Development

Monitoring and tracking donors, regular communications – what works best, getting to know your donors, regular communication with your company – additional asks, upgrading donations – when and how, lapsed donors – how to recover them, donor get donor campaigns – can they work?

If you would like more information about our services and fees, please contact:

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