

# MAKE YOUR WORKPLACE THRIVE

## How to Start a Charitable Campaign



COMMUNITY  
SHARES

MINNESOTA

### ALIGN YOUR CORPORATE VALUES TO EMPLOYEES

7 in 10 of the employees said they want to work for employers who have missions and values that align with their own personal values.

(America's Charities 2018)



### BUILD A CULTURE THAT SUPPORTS GIVING

Socially minded employees are looking for companies that embed giving in their culture — and that offer them meaningful opportunities to make a difference

(America's Charities 2018)



### ENGAGE LEADERSHIP & MAKE IT SOCIAL

Nearly 6 in 10 workplace donors want to work for companies where the culture supports giving and volunteering

(America's Charities 2018)



### SHOW YOUR IMPACT THROUGH OUR NONPROFITS:

- Reach all 87 counties in MN
- Serve over 432,000 Minnesotans
- Serve nearly 9000 animals in MN

(CSM Annual Member Review 2017)



FOR MORE INFORMATION CONTACT  
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Learn more at  
[www.communitysharesmn.org](http://www.communitysharesmn.org)

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## The Benefits of a Charitable Campaign



### WHAT IF MY WORKPLACE ALREADY HAS A CAMPAIGN?

In a survey of companies who switched away from the traditional United Way-only campaign to an expanded model with more charity choice, more than 79% of companies reported increased donor participation rates and 73% raised more money.

(LBG Research Institute, 2010)



### GIVING THAT MAKES SENSE



- Nonprofits receive 85 cents per dollar of donations designated to them
- Payroll contributions are spread out over the year, making it easier for employees to give
- Employees who donate feel more connected to their community and workplace
- Businesses receive public recognition for their support of CSM.

### COMMUNITY SHARES OF MN REPRESENTS NEARLY 50 NONPROFITS

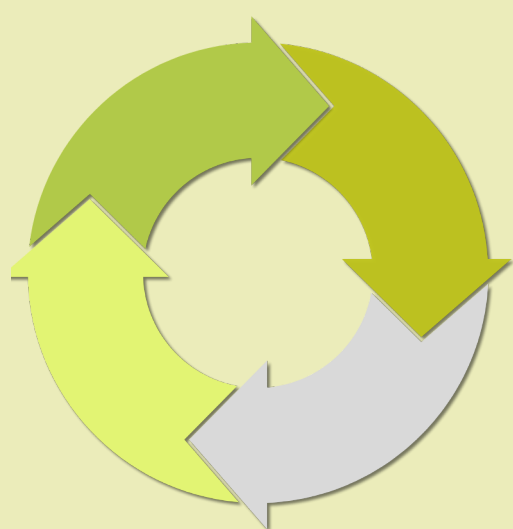
To see a list of our social-justice based MN nonprofits please visit:

[www.communitysharesmn.org/our-impact/our-members/](http://www.communitysharesmn.org/our-impact/our-members/)



### CHARITY IS GOOD, CHANGE IS BETTER

Our nonprofits passionately work towards creating a fair, just and equitable MN by ending poverty, providing healthcare, reducing violence, fighting discrimination, and supporting arts-and-justice groups in the community.



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