

## Employers

If you are an employer interested in setting up a scheme for your employees, please visit the Charitable Giving information pages where you can read and download everything you need to know about Payroll Giving, from setting up and administering the scheme to promoting it within your organisation.

### The Quality Mark Award

The Payroll Giving Quality Mark recognises and rewards organisations of all sizes for making Payroll Giving available to their staff. The Quality Mark comprises Bronze, Silver and Gold awards dependant on staff participation levels and employer support.

Once you set up a Payroll Giving scheme, you will receive a certificate as well as a logo for use on your corporate stationary, website and other literature, demonstrating internally and externally that you are committed to the good causes that your employees care about.

### Bronze Award

Awarded to employers that achieve 1% employee participation

### Silver Award

Awarded to employers that achieve 5% employee participation

### Gold Award

Awarded to employers that achieve 10% employee participation and who either pay the administration charge, match donations, or demonstrate that they have carried out an active promotion of Payroll Giving during the past 12 months.

More information can be found at The Payroll Giving Centre's website.

## How can we help you?

To help companies get involved in Payroll Giving for us, we have designed the 'I Love to Give' campaign. This type of approach has won an award for being very successful in the numbers of people it attracted to sign up to the scheme.

The approach centres around four teaser emails sent over two weeks. The first three emails should leave people unsure (but intrigued) as to what the actual subject matter is. With the final email it becomes clear that the subject is Payroll Giving and also mentions that we will be giving a talk about this at a particular event or will be available to discuss it at a specific time and place in the building.

At the time of the last email, we place a packet of Love Heart sweets on the chair of everyone attending and/or on the desk of all those not able to make it so that everyone gets a packet.

For more information please contact the Corporate Fundraising team on:

Tel: 01582 707957

Email: [corporate@keech.org.uk](mailto:corporate@keech.org.uk)

## Related Links

- [Charitable Giving website](#)
- [Payroll Giving Centre website](#)