

FREQUENTLY ASKED QUESTIONS



ABOUT ASSOCIATE CAMPAIGNS

- What are associate campaigns?
- Are there benefits of running an associate campaign at my workplace?
- How long should the campaign last?
- How can leadership encourage employee participation?

CAMPAIGN COMMUNICATIONS

- Who can I contact at Community Shelter Board if I have questions or need help?
- What is the Campaign Toolkit?
- What does the Campaign Toolkit include?
- How do I promote the campaign on social media?

MAKING A DONATION

- How do I donate to the campaign?
- Are contributions tax-deductible? How will I receive a tax receipt?
- I want to make a gift to Community Shelter Board, but I'd prefer to pay in installments. Is this possible?

MORE WAYS TO GET INVOLVED

- Are there other ways to get involved in addition to making a donation?
- How do I volunteer at Community Shelter Board?
- I want to donate basic-needs items for those facing homelessness. What items are most needed and how do I get them to a shelter or housing program?

ABOUT ASSOCIATE CAMPAIGNS

- **What are associate campaigns?**
Associate campaigns are group-endorsed giving opportunities in which a specific organization and/or organizations receive contributions through an employee-led and employee-coordinated effort.

- **Are there benefits of running an associate campaign at my workplace?**
Yes, there are – and the research thus far shows that they benefit all involved in the effort!

[According to recent research by Josh Bersin](#), a corporate learning advisor at Deloitte, companies considered by their employees and customers to be philanthropic have much higher levels of engagement, retention, and long-term profitability.

Employees don't simply want their company to be philanthropic – they also want their company to provide them with opportunities to make a positive impact through the workplace. [A 2016 study](#) found that 74% of employees find their job more fulfilling when their workplace provides opportunities to give back to the community. In addition, [a 2017 study](#) found that participation in workplace campaigns reduces employee turnover by 57%.

While [this research](#) is true for all employees, it is especially relevant for Millennials, with 83% (compared to the U.S. average of 70%) stating that they are more likely to be loyal to a company who provides them with opportunities to make a positive impact through philanthropy. Retaining Millennial loyalty is especially important when considering that 90% of Millennials state they expect to stay at the same workplace for less than three years.

- **How long should the campaign last?**
Campaigns can run for as short or as long of a time as you desire – whether it be a week, a quarter, a month, or a year. However, we do recommend that you allow enough time for employees to get fully involved and engaged with Community Shelter Board's mission in order to achieve the best results.
- **How can leadership encourage employee participation?**
Employees always enjoy a workplace perk as appreciation for their contribution. Some ideas include: casual Fridays, special parking, paid time off, a gift card, or a group lunch.

CAMPAIGN COMMUNICATIONS

- **Who can I contact at Community Shelter Board if I have questions or need help?**
You can reach out to Amber Scott-Mandelbaum, Relationship Coordinator, before, during, or after the campaign at asmandelbaum@csb.org or 614-715-2540.
- **What is the Campaign Toolkit?**
The purpose of the Campaign Toolkit is to make running the campaign as simple and easy as possible, while also allowing room for creativity and customization. You are welcome to use any, all, or none of the materials in the toolkit – it is completely up to you and what works best for your company.

○ **What does the Campaign Toolkit include?**

- Drafted campaign communications
- Promotional graphics
- Educational content
- Social media guide

○ **How do I promote the campaign on social media?**

Start by following Community Shelter Board on our social media platforms ([Facebook](#), [LinkedIn](#), [Instagram](#), and [Twitter](#)). Create posts of your own about the campaign, incorporating any of the items in the campaign toolkit – whether it be images, campaign logos, or statistics. You can also share, like, and/or comment on your company’s campaign posts, other colleagues’ campaign posts, or CSB’s posts.

If you have a birthday or special event coming up during the campaign, you can enlist the help of your network of peers through a birthday/anniversary fundraiser on Facebook benefiting CSB. Just let us know about the fundraiser, and we’ll count the money raised toward your company’s total dollars contributed!

To view our social media handles, hashtags, and other tips and tricks, view our Social Media Guide, located in the campaign toolkit.

MAKING A DONATION

○ **How do I donate to the campaign?**

Employees can give by:

- Going to the campaign page on Community Shelter Board’s website – csb.org/donate/xitout/
- Texting “xitout” to 41444, followed by your donation amount and your name. (for example, “xitout \$100 Jane Smith”)
- Mailing a check to Community Shelter Board, located at 355 E Campus View Blvd, Suite 250, Columbus, OH 43235.
- Giving cash or a check directly to your workplace’s campaign lead, who can then give the money directly to CSB or write a conglomerate check to CSB at the end of the campaign.
- Lastly, we recommend putting a secured donation jar in a common workplace area to provide a variety of giving opportunities. CSB is happy to provide you with our DipJar – an electronic jar that allows users to “dip” their credit card for a specified dollar amount. Gifts are automatically transferred to CSB’s bank account.

○ **Are contributions tax-deductible? How will I receive a tax receipt?**

All gifts are 100% tax-deductible, and all who donate will receive a tax receipt from Community Shelter Board. However, it is important to note that employees who want a tax receipt when making a cash donation should ensure their name and contact information is documented with their gift.

○ **I want to make a gift to Community Shelter Board, but I'd prefer to pay in installments. Is this possible?**

Yes! If you choose to make a pledge, you can arrange to pay the entire amount of the pledge at a later time, or pay a certain amount towards your pledge monthly, quarterly, or biannually. Pledges can be fulfilled by check or credit card. To set up a pledge, go to csb.org/donate/xitout/

Those wanting to give ongoing gifts to Community Shelter Board can also join our monthly donor program. Simply set up a monthly gift online and select the amount you'd like to donate each month and the credit or debit card you'd like to be charged. Your donation will automatically run on your card each month and you'll automatically receive an emailed tax receipt. Your gift can be stopped or paused at any time. To become a monthly donor, go to csb.org/donate/xitout/

MORE WAYS TO GET INVOLVED

- **Are there other ways to get involved in addition to making a donation?**

Yes! While monetary donations have the greatest impact, we understand that not everyone is able to donate and that others may want to get involved in additional ways alongside their monetary donation. Additional ways to get involved include [promoting the campaign on social media](#), [volunteering at one of Community Shelter Board's partner agencies](#), and organizing a collection drive of most-needed items for those experiencing homelessness.

- **How do I volunteer at Community Shelter Board?**

One of the best ways to see the impact of your gift first-hand is to volunteer at one of Community Shelter Board's partner agencies. CSB has a variety of partners who do a variety of work – whether it be prevention services for families ([Gladden Community House](#)), transitional housing for teens ([Huckleberry House](#)), emergency shelter for families and single adults ([YMCA](#)), permanent supportive housing for veterans ([National Church Residences](#)), and much, much more. Employees can volunteer before, during, or after the workplace campaign individually, with their families/friends, or as a workplace. If desired, workplace volunteer events can be coordinated prior to the launch of the campaign and advertised during the campaign kick-off as prearranged opportunities to get involved. To sign up for a volunteer opportunity, go to csb.org/volunteers/

- **I want to donate basic-needs items for those facing homelessness. What items are most needed and how do I get them to a shelter or housing program?**

Collect items individually or as a workplace, and Community Shelter Board will work with you to pick up the items and distribute them to the CSB partner agencies with the greatest needs. Most-needed items include: socks/undergarments, baby wipes/pull-up diapers, deodorant, razors/shaving cream, toothbrushes/toothpaste, combs/brushes, shampoo/conditioner (for a variety of hair types), twin sized sheets, and bath towels/wash cloths. **Please donate only new/unused items.**