

HOW WE'LL SUPPORT YOU

"Our Senior Management team were highly supportive of **City Giving Day** from the outset and many of them were directly involved with the various activities both on the day and leading up to it."

Mark Smith, HR Manager – Human Resources. Gulf International Bank (UK) Limited

Top Tips

PLAN IT

- Decide what you want to achieve
- Speak to your charity partners about joining forces to celebrate with you
- Internal communication is key – put together a plan on how to engage staff
- Set up a rota of volunteers
- Maximise staff participation through identifying 'champions' in each department
- Think of activities that are fun and engaging – brainstorm ideas with colleagues
- Engage your employees with an activity they enjoy and tie in your charity work

PROMOTE IT

- Send a message from the top of your organisation about why the company is supporting **City Giving Day** and what it means to give back
- Ask your charity partner(s) to promote your work and **City Giving Day** through social media, their own newsletters, etc
- Start early – use all available communications channels to engage as many volunteers as possible

DO IT!

- Take lots of photos
- Use social media to promote what you're doing
- Don't forget to Gift Aid any donations – your chosen charity will receive 25p extra for every £1 given.
- Have fun!

FOR MORE INFORMATION

020 7332 3177
cgd@thelordmayorsappeal.org
@LMAppeal #CGD #GoRed
REGISTER YOUR ORGANISATION
lordmayorsappeal.org/cgd

Resources

Once you've registered to take part in City Giving Day, you will be able to benefit from a range of resources and support.

- Regular newsletters – key dates, top tips and sharing what others are doing
- Invites to a series of information breakfasts hosted by the Lord Mayor
- A dedicated support line and email address
- Website with top tips and downloadable materials
- Opportunity to link up with other companies for collaboration or advice

TEMPLATES

- An internal communications template that can be used on your intranet, emails or newsletters
- A downloadable **City Giving Day** poster to help raise awareness in your office
- A downloadable template for submitting your stories for PR
- Our downloadable **City Giving Day** logo and artwork that can be used for your own personal branding
- Downloadable "Proud to...." posters

MATERIALS PACK

All companies that register for **City Giving Day** will receive a participants' materials pack which includes:

- 25 x branded balloons
- 1 x proud to support certificate

Companies willing to cover costs can also order pop up banners, t-shirts and selfie frames.



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Share your story

City Giving Day is all about celebrating and promoting charity and community work in the City.

Starting with the launch on Thursday 7 February and running through to **City Giving Day** itself, City A.M. will cover some of the best stories of City philanthropy and volunteering, sharing the great activities that companies are planning.

We will also share your stories on our website, through The Lord Mayor's Appeal social media channels and seek out opportunities across the media.

To tell your company's story, go to our website - lordmayorsappeal.org.uk/cgd, register for **City Giving Day** and download our **City Giving Day** stories template.

Through your stories we can show the world that together, we are making a difference.



IN PARTNERSHIP WITH
CITYA.M.

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[#LMAppeal](https://twitter.com/LMAppeal) [#CGD](https://twitter.com/CGD) [#GoRed](https://twitter.com/GoRed)

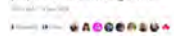
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Lord Mayor's Appeal
A record number of organisations, over 300 taking part this year. A huge thank you! I can't get them in one shot! #CityGivingDay #CGD #GoRed



UK Youth
This #CityGivingDay our corporate partners @PwC_UK @AllimLtd are hosting an employability workshop for young people in our network. They will have the opportunity to recognise and develop their skills to support chosen career paths and help them prepare for the working world.



Schroders
We too are active #CityGivingDay here at Schroders yesterday as colleagues volunteered with @goovigyn, who inspired us to get fit by doing good, to help clear a local park in central London. #GoRed #CGD #LMAppeal



Brynmallon
In case you missed it, our EMEA Chairman, Michael Cole-Fontaine, helped ring the opening bell of the London Stock Exchange today in aid of #CityGivingDay #LMAppeal #Invested #BNYMellorUK vendspain



ptpartnerships
It's #citygivingday so HP Inc hosted our young people for their Get Started with Games Design reunion day! Everyone had a blast - thank you! #youthcambot #gamesdesign



northerntrustcompany
Employees in our London office are wearing RED today to support local charities #CityGivingDay we're proud to support local charities



northerntrustcompany
Great day on Tuesday marking

M&P Security
As part of our activities for this year's #CityGivingDay, our UK teams have all dressed in red, and are pretty excited as the teams for the 2018 bike-off have just entered the kitchen. #LMAppeal #CGD



Pinetree
We're doing amazing support on #CityGivingDay from our partners GATE, EMEA, who cycled the Tour de City - a solo bike challenge - for #Pinetree. Thanks everyone! #CGD #GoRed



Don't forget to tag:

@LMAppeal

#CGD #GoRed

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