Communication templates for your end-of-year campaign

1. **Organising events with charities** 
   1. Reaching out to charities
   2. Example volunteer event description
   3. Email to invite colleagues
   4. Email to thank colleagues
2. **Organising a toy appeal with a charity** 
   1. Email to reach out to charities
   2. Example volunteer opportunity description
   3. Email to invite colleagues
   4. Email to thank colleagues
3. **Fundraisers & Events** 
   1. Inviting colleagues to contribute to a fundraising event
   2. Inviting colleagues to a gift-swap market

# Organising events with charities

## Reaching out to charities

**Subject:** [Company name] donation drive for you and your beneficiaries  
**To:** Local charities

Hello [Name],

My name is [First name] and I’m [your title] at [company name].

We’re currently planning our Giving Season campaign and would love to partner with you for a donation drive. Would you be interested in receiving in-kind donations from our employees?

If so, I’d be happy to arrange a quick call to discuss which items would be most useful to your organisation and how we can best present your charity to our teams. We see the greatest engagement when we can arrange a short presentation or meet-and-greet with charity representatives, either in person or virtually.

Please let me know if this would be possible for you or someone in your team. Otherwise, you’re welcome to send us a list of your most requested items and your preferred drop-off location.

I’m available for a call on [add 3 time slots]—please let me know which works best for you. Don’t hesitate to get in touch if you’d like more information.

Best wishes,  
[Name]

## Example volunteer event description

**Title:** Take part in our donation drive for [charity name]

**Description:**This year, [company name] is partnering with [charity name] to [add goal].

[Add a short description of the charity and its mission.]

We’ll be collecting the following items: [add list of requested items].  
To take part, sign up for this volunteer activity, check the list of requested items, and bring your donation to the office.

Collection boxes will be located at [add location in the office]. Donations will be collected until [deadline], after which they’ll be delivered to [charity name].

## Email to invite colleagues

**Subject:** Join our donation drive for [charity name]!

Dear colleagues,

As the year draws to a close, we’re excited to invite you to take part in our donation drive for [charity name].

[Add information about the charity and its mission.]

**How to participate:**

* Sign up for the volunteer opportunity on our Goodness platform [add link]
* Review the list of requested items and bring your contribution to [add collection point]

If you have any questions, please contact us at [insert email address].

Kind regards,  
[Name]

## Email to thank colleagues

**Subject:** Thank you for your contribution!

Dear [Name],

Thank you for taking part in our donation drive for [charity name]!  
Together, we donated [XX] items—well done, everyone!

Here’s a message from [charity name] and a few photos from our contribution: [add message and photos].

Thank you once again for helping make this initiative such a success.  
[If hours aren’t tracked automatically, add:] Don’t forget to log your volunteer hours on our Goodness platform.

Best wishes,  
[Name]

# Organising a toy appeal with a charity

## Email to reach out to charities

**Subject:** Join our Holiday Gifts initiative to bring joy to your beneficiaries  
**To:** Local charities

Hello [Partnerships Manager’s name],

My name is [First name], and I’m [your title] at [company name]. As the end of the year approaches, I’d like to tell you about our *Holiday Gifts Initiative* that we’re organising at [company/office name].

Our goal is to bring joy to children and young people during the festive season, and we’d love to partner with you this year. I’ve shared the concept below and would be happy to discuss it in more detail over a quick call.

The idea is simple: we connect with charities supporting children and teenagers from underserved communities and buy them the gifts they truly wish for.

**How it works:**

* We’ll send you an Excel file (the *Wish List*) for you to complete with each child’s first name, age, and desired gift (up to £XX).
* We’ll then promote the initiative within our company to recruit participants.
* Once confirmed, we’ll share the Wish List with employees, who will have two weeks to buy and send the gifts to you.

I’m available for a call on [add 3 time slots]. Please let me know which suits you best, and how I can reach you. Feel free to get in touch if you’d like more information.

Best wishes,  
[Name]

## Example volunteer opportunity description

**Title:** Spread some joy with our Holiday Gifts campaign

**Description:**This year, [company name] is partnering with [charity name] to make sure more children receive the gifts they’ve been wishing for. [Add information about the charity and its mission.]

**How to participate:**

1. Sign up for this volunteer activity and add your name to our list of holiday helpers [add link].
2. Indicate how many gifts you’d like to purchase (value up to £XX).
3. You’ll receive a letter from one or more children supported by [charity name] with their gift requests.
4. Buy and wrap the gift by [deadline], and bring it to the office. Remote employees can send gifts directly to [charity address].
5. Feel free to wrap your gifts festively and include a personal note if you wish.

We’ll also host an optional *Gift Wrapping Get-Together* at the office on [date and time]—supplies provided!

## Email to invite colleagues

**Subject:** Join our Holiday Gifts initiative!

Dear colleagues,

We’re delighted to invite you to take part in our *Holiday Gifts Initiative*!

The aim of this campaign is to spread some festive cheer and ensure children supported by [charity name] receive the gifts they’ve been wishing for. [Add short description of charity.]

**How to participate:**

* Sign up for the volunteer activity on our Goodness platform [add link] by [deadline].
* Once sign-ups close, you’ll receive a letter from the child assigned to you.
* Purchase and wrap the selected gift (up to £[insert amount]) within two weeks.
* Bring your gift to the office so it can be delivered in time for the celebration!

If you have any questions, please contact us at [insert email address].

Warm regards,  
[Name]

## Email to thank colleagues

**Subject:** Thank you for your contribution!

Dear [Name],

A huge thank you for taking part in our Holiday Gifts campaign!

Together, we brought smiles to [XX] children supported by [charity name].

Here’s a message from the charity and a few photos of the gifts you helped provide: [add message and photos].

Thank you again for helping make this initiative a success.  
 [If hours aren’t tracked automatically, add:] Don’t forget to log your volunteer hours on our Goodness platform.

Best wishes,  
[Name]

# Fundraisers & Events

## Inviting colleagues to contribute to a fundraising event

**Subject:** Join us for our End-of-Year Bake Sale Fundraiser!

Dear Team,

As we approach the end of the year, we’re thrilled to announce a special event to make our fundraising campaign a sweet success—a Bake Sale!

**Date:** [insert date]  
**Time:** [insert time]  
**Location:** [insert location]

We’re inviting all of you to contribute your favourite baked goods—cakes, biscuits, pies, or any other treats.

**How to participate:**

* Sign up by [deadline] via our Giving and Volunteering platform [add link] and let us know what you plan to bring (your contribution counts as volunteering hours).
* Label your baked goods and list key ingredients to help with allergy awareness.
* Bring your goodies to [location] by [time] on the day of the sale.

All funds raised will go towards [insert cause/beneficiary], helping make a positive impact on [insert purpose].

Let’s come together to make this event a sweet success!

Thank you for your generosity and participation.

Best regards,  
[Name]

## Inviting colleagues to a gift-swap market

**Subject:** Join us for a Festive Gift Swap in Support of Our Fundraising Campaign!

Dear Team,

To celebrate the season and support a great cause, we’re hosting a *Festive Gift Swap*—a fun and meaningful way to give back while enjoying some holiday cheer!

**Date:** [insert date]  
**Time:** [insert time]  
**Location:** [insert location]

**How to participate:**

* Make a donation to a charity of your choice as your entry ticket.
* Sign up for the volunteer opportunity [add link] on our platform to confirm your attendance.
* Bring a pre-loved item to swap with a colleague at the event.

We can’t wait to celebrate with you and make a difference together.  
Thank you for helping to spread the festive spirit while supporting those in need.

Best regards,  
[Name]