

Easy Guide to Presenting the 2022 Campaign to Your Team

Our employee charitable giving campaign will again be conducted online to make it easier to administer and for your team to respond. Thank you for your personal giving and for your leadership of your team!

- **Review the materials.** Please familiarize yourself with campaign materials at www.beaumont.org/spirit-of-giving. This is also where you can refer those who have campaign questions.
- **Lead by making your own gift.** Managers and above are asked to lead by example and donate during the first week of the campaign. Manager giving exceeds 90% systemwide. Please help us to reach 100% giving this year.
- **Determine the best way to present the campaign to your team.** Dedicate time at huddles and staff meetings to promote the campaign. Forwarding campaign emails is an easy way to remind team members. If you use Yammer, use it to encourage giving and responding. If staff is working remotely, try to reach all of them early in the campaign. **Please remember to ask every team member to make a gift.**
- **Be sensitive.** Both personally and professionally, this is a very challenging time for many of us. While we always respect our colleagues and are empathetic, be especially sensitive as you encourage giving and follow-up with your team to respond online.
- **To support your messaging,** all employees will receive a campaign postcard at their home, and an email with information about the campaign and directions on how to go online to respond. We will also work with hospital and division leadership to conduct an Impact Week to highlight the campaign at your site and encourage responses and giving. Internal communications will regularly share campaign updates.

KEY MESSAGES

Every team member is being asked to consider making a gift to support charitable funds through the Beaumont Health Foundation:

- **Contribute** to a fund(s) of their choice.
- **100% response** with every team member responding online.
- **Encourage first-time gifts of any amount** (payroll deduction makes giving easy).
- **Promote recurring gifts** by payroll deduction, which stay in effect until the donor makes a change.
- **Share that all gifts to nursing funds** at our hospitals or systemwide will be matched by the Foundation.
- **Confidentiality.** The Beaumont Health Foundation keeps all responses strictly confidential. The only information shared is whether or not a response has been received.

MANAGING YOUR TEAM'S RESPONSES

- To ensure that your team members respond by Nov. 30 – whether they choose to make a gift or not – you can access a real-time report in PeopleSoft HR Manager Self-Service. Instructions are on the campaign web page.

QUESTIONS? Contact Don Cohen, director of Employee Giving, at 947-522-0081 or spiritofgiving@beaumont.org.