

Best Practice Guides

Colleague comms

Sharing news with colleagues helps to increase donation levels and makes people feel good.

With simple, regular updates to staff, reminding them what Pennies is, how it works and how their charities are benefiting, you can help them feel part of the fundraising effort.

It also helps colleagues to feel confident about answering customer questions and reporting any technical issues to the right people, helping stop drop-off in donations over time.



email info@pennies.org.uk | call 020 7600 9286
visit pennies.org.uk | follow [pennies_organuk](https://www.facebook.com/pennies_organuk)

Pennies is a registered charity in England and Wales (charity no. 1122489) and the Republic of Ireland (charity no. 20106331).

Case study: Topps Tiles

In 2016, Topps Tiles began work on a suite of activity to help engage their colleagues around Pennies and their primary charity partner, Macmillan Cancer Support – from the shop floor to head office.

Videos

Videos are multi-use, engaging customers, colleagues, supporters and potential partners. Pennies worked with Topps Tiles to create a short, 3-minute video, where both CEO and members of store staff shared their Pennies journey on camera. They explain how well customers have embraced Pennies and the incredible impact donations have for Macmillan.

The video was shared internally on the company's staff intranet, publically on the Topps YouTube channel, and is regularly used for conferences, presentations and staff training purposes. It can even be re-cut for use on social media in future.



Natalia
Service Specialist
Topps Tiles Shoreditch

“The best thing about Pennies... is that it's simple and affordable. Penny by penny we're collecting the big sums of money to help people cope with difficult times, and not just people who are sick with cancer, but their family and friends.”

Natalia, Service Specialist,
Topps Tiles Shoreditch

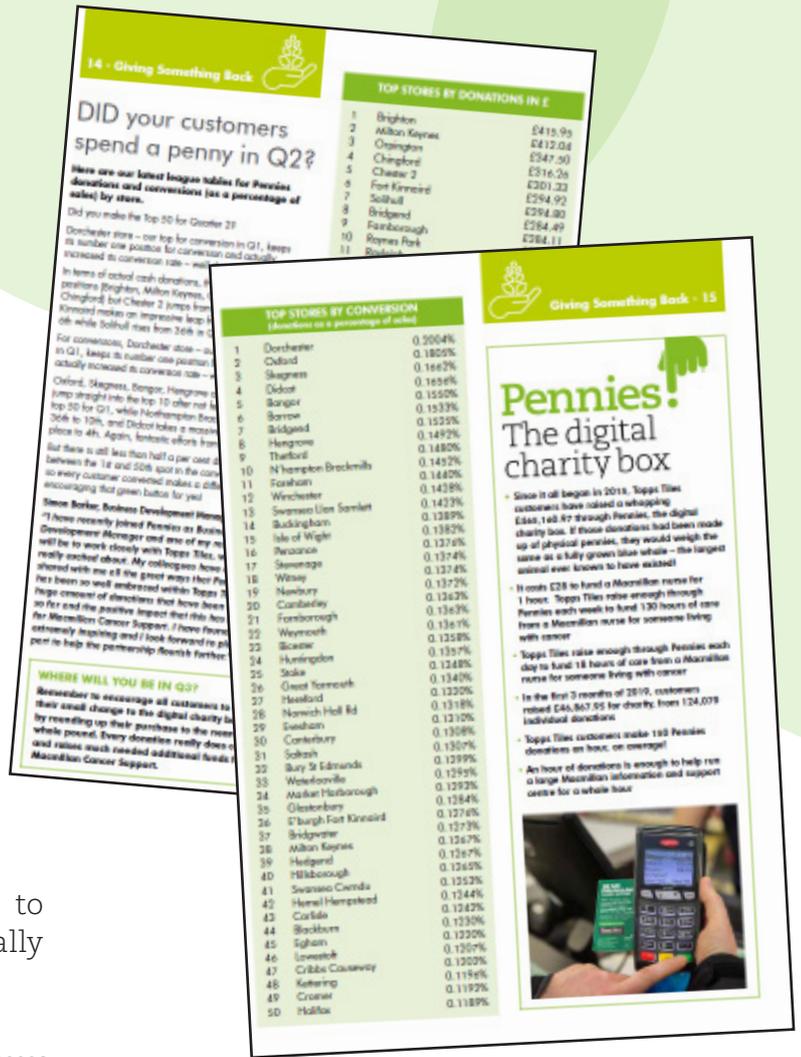
Emails and magazines

Internal publications aimed at staff – from glossy magazines to weekly emails – are an ideal place to ensure colleagues are regularly reminded of the company’s charitable initiatives.

At Topps Tiles, leadership staff receive weekly emails with details of the latest Pennies donations across each region, and how it’s helping to contribute to company-wide fundraising goals for Macmillan.

Topps Tiles also include regular updates on Pennies and Macmillan in their quarterly staff magazine, Quartile. Here they can share the latest stats, milestones and impact, and reminders on how to keep Pennies running smoothly.

Topps even include a league table to show which stores are raising the most, and which have the highest conversion rates (donations as a percentage of sales) to help colleagues across the business feel equally involved.



Why it works

Topps Tiles began improving staff comms in 2017. Combined with a push to share thank you messages on social media, highlight Pennies at their annual conference, and improve systems for reporting payments terminal issues, this activity helped increase donations by 194% year-on-year in 2017.

This trend continued in 2018 and Topps Tiles have maintained steady donation rates ever since.

Staff feel a sense of pride being involved with Pennies. Store Managers have shared their stories and best practice tips in Quartile Magazine, and senior staff have confirmed that Pennies has become part of the fabric of Topps Tiles.

“We display our running total from the Charity League [in-store], and take real pride in aiming to lead our area and region on Pennies donations. The donation will never be more than 99p, and we believe if people were paying cash, nine times out of ten they would pop small change into a donation pot, so this tool on the PDQ is no different.”

Chris, Store Manager, Topps Tiles Cambridge



194%
year-on-year increase in donations in 2017