



Ecclesiastical

Ecclesiastical joined forces with The Children's Society to re-launch its Payroll Giving scheme. A new commitment from senior management to match staff contributions, and a well-executed campaign, has achieved a 427 % increase in participation.

Based around a 'magic' theme, Ecclesiastical's promotional campaign, focused on engaging its workforce and making giving easy. A professional magician provided entertainment and encouraged interest, whilst a draw to win an iPod was also launched as an incentive for those who signed up.

Payroll Giving is forecast to raise £24,000 annually for charity with an estimated £3,000 of this amount in support of the Children's Society.