



Program Launch – News Article Template

To help you promote the launch of your corporate purpose program, we've included examples that you can use as News Articles. Use the options you want, and tailor them to the specific needs of your program.

Create a News Article that tells *your story*

News articles are a great way to promote new initiatives to your people — starting with announcing the launch of your program and encouraging everyone to get started! They can also help you show the good work you're doing together as a company and the impact you're making in the community. Make sure to keep everyone informed with follow-up articles about the positive outcomes that their donations have created for the causes they support.

Link your Launch News Article to your dashboard cover story button. News articles can also be navigated to from the Community tab on the top of the dashboard.



Find and use your own images, or use the templated images provided [here](#).

Want more details on *publishing content*? You'll find it [here](#).

Make sure you're logged in to Spark to access articles on the B-Hive.

Title

We recommend using the same title chosen for the dashboard cover story.

Body

(Select the options that apply to your program):

<Intro>

At [\[Company name\]](#), we're proud to support our communities and [\[company pillars X, Y and Z\]](#), and we're making it easier for you to support these [\[nonprofits/initiatives\]](#) — as well as the causes you care about personally. You're just a click away from doing some good on your own terms!

<Program options>

There are so many things you can do with our new corporate purpose program! You can

- **Donate** to a vetted nonprofit and get a tax receipt
- **Double your impact** with an automatic company match on donations to [\[X\]](#) eligible nonprofits
- **Volunteer** and earn volunteer rewards you can donate to eligible nonprofits
- **Connect and learn** about causes and ways to take action in your community
- **Create** your own fundraising and volunteering events
- **Set up** one-time or recurring donations to be deducted from your paycheck or credit card
- **Take action** with Missions activities, which are small, everyday actions that make a big impact
- **Give charitable gift cards** to your friends and family
- **Get mobile** and use the Benevity app to donate, log volunteer hours and track positive actions

<Giving options>

Support the causes you care about

[Program name] makes it simple to set up and manage your donations. We've added money to your personal Giving Account, which you can use to make your first donation. But don't wait — the funds will expire by [date]! You can

- **Donate to** vetted nonprofits and get a tax receipt
- **Double your impact** with an automatic company match on donations to [X] eligible nonprofits
- **Create** your own fundraising events
- **Set up** one-time or recurring donations to be deducted from your paycheck or credit card

<Volunteering options>

Connect with communities through volunteering

[Program name] makes it easy for you to find volunteer opportunities and donate your time. It feels good to give your time to a meaningful cause, and you can

- **Volunteer** and earn volunteer rewards that you can donate to eligible nonprofits
- **Connect and learn** about causes and ways to take action in your community
- **Create** your own fundraising and volunteering events

<Recurring donations>

Payroll is the easiest way to give

Give as you earn — payroll donations are the easiest way to give, and the best way for nonprofits to receive. There's no need to enter credit card information, and no credit card fee deducted. With payroll giving, you can

- **Set up** one-time or recurring donations to be deducted from your paycheck
- **Plan** your contributions over the year and save money to donate to future giving opportunities, such as natural disaster relief
- **Donate to** vetted nonprofits and get a tax receipt
- **Double your impact** with an automatic company match on donations to [X] eligible nonprofits

Find your favourite cause and click 'Donate Now' to set up a recurring payroll donation.

<Missions>

Small actions drive big change

Did you know that you can take action on issues that matter to you with easy-to-do activities and learning opportunities through Missions? You can

- **Take action** with Missions activities, which are small, everyday actions that make a big impact
- **Track your personal impact** and help us achieve big impact together as a company
- **Learn more about important issues** such as [sustainability / environmental stewardship / racial justice and equity / diversity, inclusion and belonging / civic engagement]

<Call to Action>

We invite you to get started on your journey:

- 1) Search now for your favorite cause to support
- 2) We've added [\$XX] to your personal Giving Account - use it to make your first donation to your chosen cause (But don't wait, the funds will expire by [date]!)