

In an effort to give employees an update on Goodwill's progress toward its strategic goals for the company and the community, President Steven Preston will address the organization. Preston will reach employees through a three-pronged approach: an email, a video from the president and a newly launched internal podcast, "Do Good with Preston." Using these three formats ensures he can control the message and reach employees in whatever way they prefer. With Goodwill's many locations and employees, the communications team felt this was the best way to reach everyone.

Message:

"Goodwill is dedicated to strengthening its community impact and employee commitment to provide opportunities and better lives."

Media Formats:

- Internal email communication from President Steven Preston
- Internal video from President Steven Preston
- Internal monthly podcast, "Do Good," with Steven Preston and other executives, providing updates on company goals and the Consolidated Giving fund

Elements of Persuasion/Rhetoric Used:

Ethos

- All three media formats feature President Steven Preston delivering the message, making it credible and genuine.
- His presence reinforces trust and shows that giving is endorsed at the highest level.
- Mentioning past achievements, milestones and goals further adds to the campaign's credibility.

Pathos

- Storytelling is important in nonprofit and student stories featured in the podcast, as well as in the community impact highlighted in emails and video.
- Acknowledging employees' hard work and contributions shows that they are appreciated.
- Visuals in the video help create an emotional connection with viewers.

Logos

- The campaign uses clear statistics, showing how much money was raised, how many projects were funded, and what this year's goal is.
- Each format includes step by step instructions on how to donate, making participation logical and easy.
- The email, video and podcast also highlight measurable goals and outcomes to show the impact of giving.

Media Format #1 – Internal Email

How this meets the needs of the audience:

An email meets employees' needs because it is quick, accessible, and can be read at their convenience. It also provides clear, step-by-step instructions for signing up and highlights company goals and achievements to capture attention and encourage participation.

Email text:

Goodwill employees,

Good morning, everyone. Thank you for everything you have done to strengthen our community impact. We are hitting all of our milestones in success measures and goals. We are halfway to our \$10 million campaign goal, our employee engagement and development programs are making an impact, and our advancement with Helms College and our expansion efforts in Lake Oconee are on track. We could not do any of this without you, so thank you.

Goodwill is committed not only to doing good within the communities we serve directly, but also to supporting broader communities through the Consolidated Giving fund. Last year, employees raised \$200,000 for more than 50 community projects outside Goodwill. This year, we want to aim even higher, with a goal of \$250,000. We are confident that we can do it with your continued support.

The process for employee giving is quick and easy. Sign up for a monthly payroll deduction using the card that will be dropped by your desk. There is also a digital option: a form submitted via email or the intranet to authorize monthly deductions. Each department has a goal to reach, which can be viewed on our company intranet or Slack channels.

A big part of giving back is knowing what happens with the funds. I want to make sure we all understand the impact of our efforts, both within the Goodwill

community and the community as a whole through the Consolidated Giving fund. Next month, I will launch our internal podcast, “Do Good.” You can tune in to hear interviews with nonprofits that have benefited from your gifts. We will hear about the impact firsthand, which will be moving for all of us. If you have any questions about the fund or the podcast, please don’t hesitate to reach out.

Thank you again for your hard work and support. With the Consolidated Giving fund, we can see that we are better when we work together.

Best regards,
Steven

Media Format #2 – Internal Video

How this meets the needs of the audience:

A video meets employees’ needs because it is personal, coming directly from the president, and it clearly explains the payroll deduction process using images and screenshots. It also builds credibility by showing company leaders personally endorsing the Consolidated Giving fund.

Video script:

“Hello, Goodwill team,

Thank you for everything you do to strengthen our community impact. We’re meeting all our milestones, halfway to our \$10 million campaign goal, and our employee engagement and development programs are making a real difference. Our work with Helms College and the Lake Oconee expansion is on track. We could not do any of this without you, so thank you.

Today, I want to talk about giving back through the Consolidated Giving fund. Last year, employees raised over \$200,000 to support more than 50 community projects outside Goodwill. This year, our goal is \$250,000 – and we can reach it with your support.

Contributing is simple. [Cut to screenshot: payroll deduction setup.] You can set up a monthly payroll deduction using the card dropped by your desk, or use our digital option, a form submitted via email or the intranet to authorize monthly deductions.

[Cut to screenshot: digital sign-up page.] Each department has a goal, which you can view on our company intranet or Slack channels.

A big part of giving back is seeing the impact of your contributions. Next month, we'll launch our internal podcast, "Do Good," where you'll hear firsthand from nonprofits that have benefited from your gifts. [Cut to screenshot: podcast interface.] These stories show the difference we make together.

Thank you again for your dedication and support. With the Consolidated Giving fund, we are stronger and more impactful when we work together."

Media Format #3 – Do Good Podcast

How this meets the needs of the audience:

A podcast meets employees' needs because it lets donors hear real-life stories about how their contributions have been used. It is also a flexible platform that they can listen to at any time.

Episode 1 Outline – "Empowering Local Schools"

1. Introduction
 - Welcome to the first episode of "Do Good."
 - Explain the purpose of the podcast: highlighting the impact of the Consolidated Giving fund.
 - Share last year's results: \$200,000 raised, 50+ projects funded.
 - Announce this year's goal: \$250,000.
2. Guest Interview (7 minutes)
 - Guest: Principal of a local school.
 - Discuss how the Consolidated Giving fund helped create a robotics program.
 - Share student success stories and program impact.
3. Employee Segment (3 minutes)
 - Short stories from employees who donated.
 - Share why they contribute and what they gain from participating.
4. Call to Action (2 minutes)
 - Remind employees how to donate: payroll deduction or digital form option.
 - Highlight department goals to encourage participation.
 - Encourage listeners to share stories for future episodes.
5. Closing
 - Thank guests and listeners.

- Preview the next episode and upcoming stories.
- Reinforce the overall message: “Together, we make a difference in our communities.”