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March 30, 2012



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Go Casual for a Cause



It's nice to sport your [favorite comfy jeans](#) at work every now and then.

Even some of the more conservative offices are now letting workers go casual for a cause – they pay to dress down and proceeds go to charity.

"We offer 'Friday Jean Days' about twice a month," says Alyson Austin, manager of media and public relations of

[CoreLogic](#). "The participation rate is very high."

[NMTW Community Credit Union](#) raised \$5,000 through this program in 2011. What made it such a success?

"We send out an email at the beginning of each month stating the cause, charity or



organization, and then reminder emails to all staff," explains Marketing Director and Assistant VP Lauren Robinson.

They also "conducted a company-wide poll which asked employees to vote on causes they would like to support."

Diane E. Wittenberg, partner at [Haskell & White LLP](#), says the program has done wonders for employee morale.

"We total up the amount and send a thank-you email to our employees letting them know how much was raised," she says. "The reminder that they are doing something to benefit people in need adds intrinsic value to the work week."

Charities like St. Jude's offer [tips](#) on how your company can easily implement this program, like encouraging friendly competition among workers by hosting a party or offering a prize for the team that raises the most money.

Bonus PINK Link: Find out how giving back can [get you ahead at work](#).

By Farren Davis

"In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us." Flora Edwards