



TNT Post UK had 780 staff spread across 12 locations with a mixture of depot, field and office-based staff.

With targets of informing all staff of the benefits of giving through their payroll over other methods of giving and achieving 10% sign up at launch, TNT with partners Charities Trust and Hands On Helping launched an innovative eye catching campaign. Every staff member received a 'dynamite stick' containing an information leaflet with the strapline: Payroll Giving can really ignite a charity. Will you be the spark? and a 'sherbert fountain' with TNT branding.

This entry was chosen as runner-up for the "Best Overall" Campaign as the judges thought it was an excellent example of making Payroll Giving both fun and effective. TNT's "dynamite stick" gimmick was both clever and engaging, giving the campaign a special feel. Many employers planning a launch or a re-launch could emulate these ideas to great effect.