

How Workplace Giving Can Benefit Your Organization


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Double the Donation is the leading provider of tools to nonprofits and educational institutions to help them raise more money from corporate matching gift and volunteer grant programs.

Today's Presenter



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Proud Partners



Today's Agenda



**Workplace Giving
Overview**



**How to Leverage
Workplace Giving**



**The Benefits
For Your Team**



Workplace Giving Overview



Workplace Giving Defined

Workplace giving is a company-sponsored program that provides its employees with the opportunity to financially support nonprofit organizations.



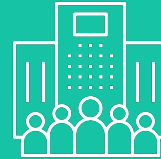
Workplace Giving: A Win-Win-Win



**For
Donors**



**For
Nonprofits**



**For
Companies**



Workplace Giving Vs. Corporate Philanthropy

Workplace giving is a **type of corporate philanthropy**.

Workplace giving specifically is **employee-activated** and **employee-initiated**.



Types of Workplace Giving

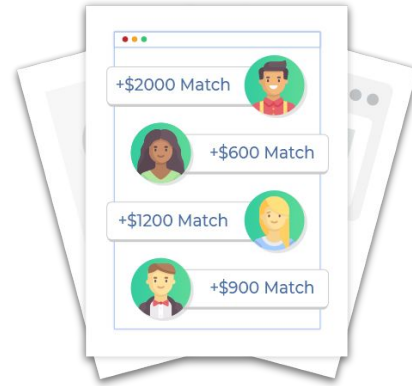
Workplace giving is an umbrella term and can encompass the following programs:

Matching Gifts ★

Volunteer Grants ★

Payroll Deductions

Annual Giving



VOLUNTEER GRANTS



Workplace Giving Insights



The top 10 corporations donate **over \$2 billion** annually in cash to nonprofits.



11% of cash contributions to nonprofits are made through matching gift programs.



65% of Fortune 500 companies offer matching gift programs.



40% of Fortune 500 companies offer volunteer grant programs.



Trends to Consider

1

Increased monthly giving



2

Increased match ratios and maximums



3

Improved employee participation



4

Increased consumer influence



Workplace Giving Best Practices

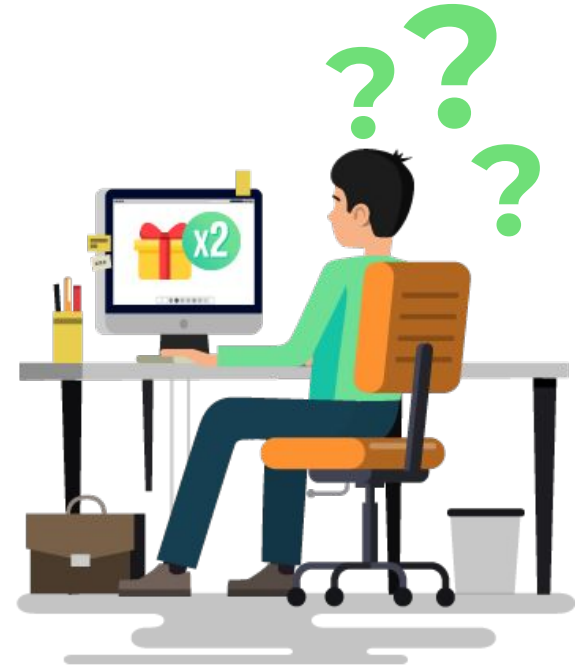


Educate Donors

Many donors might be unaware their company offers these workplace giving programs.

Helping donors understand workplace giving opportunities can also demonstrate your responsibility and increase their satisfaction.

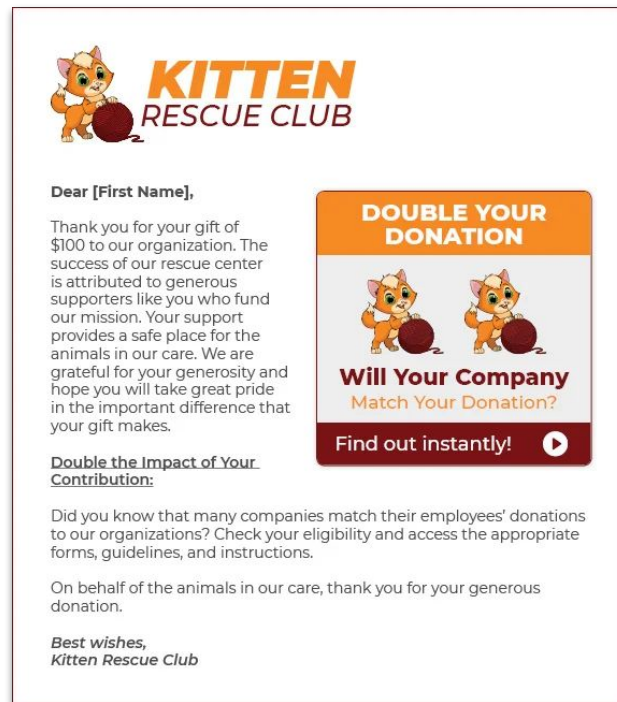
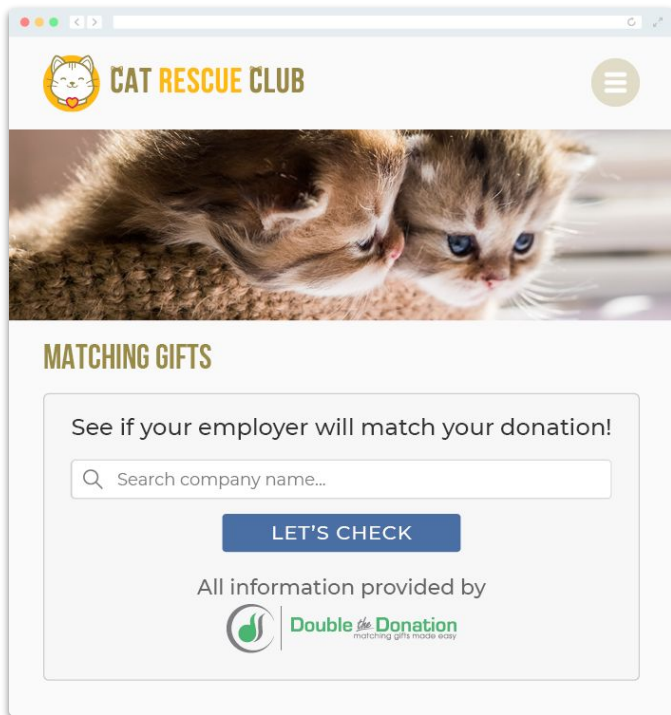
Remember: Make these appeals across multiple channels!



78% of match eligible donors have no idea whether their employer offers a matching gift program.



Multichannel Communications



Demonstrate the Value of Workplace Giving

Make it clear **why** participating in workplace giving is impactful.

Explain all of the extra progress workplace giving enables and the greater impact the donor can have.



Capture Employment Data

Once you collect your supporters employment information, you can determine their eligibility.

From there, you can notify these individuals of their own eligibility.

Tip: Add an employer field on your donation forms and volunteer sign-up forms.



Outline The Request Process

Make sure supporters understand how to take advantage of their workplace giving program.

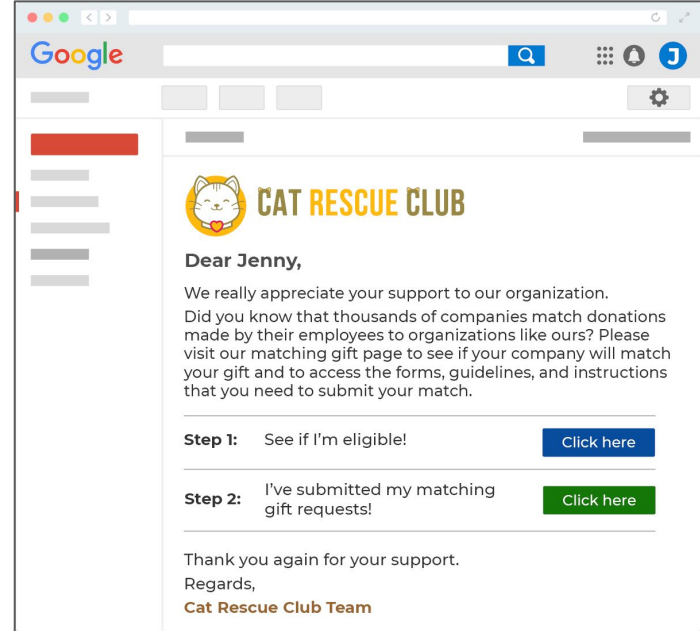
Particularly, highlight matching gift next steps and assist supporters with logging their volunteer hours for grants.



Regularly Follow Up with Donors

Remind donors of their next steps to increase their chances of follow-through.

With matching gifts and volunteer grants, help donors take advantage of their eligibility before it expires!



Help Donors Maximize Their Participation

Help donors ensure their gifts fall within their company's minimum and maximum guidelines.

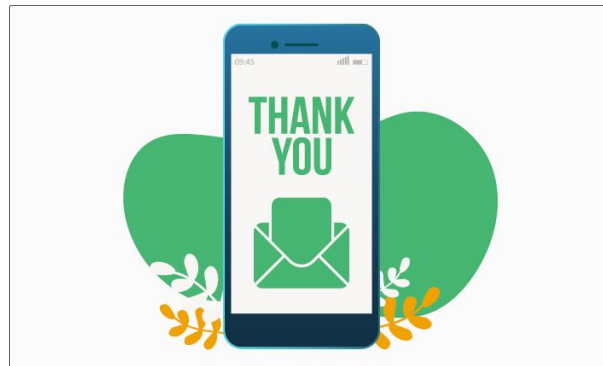
Help volunteers reach their hour threshold for grants and provide ample volunteer opportunities!



Recognize Your Supporters for their Contributions

As you promote these multiple ways to give back and encourage individuals to get involved, be sure to express appreciation and gratitude.

These supporters took an extra step, and you want to retain them year over year.



Communicate Results

As you benefit from workplace giving, communicate the impact these programs have on your mission.

Regular reporting can motivate donors and corporate partners.



Stay Up to Date on Program Changes

Remember: Programs change frequently! Stay on top of recent workplace giving program changes.

Use a matching gift and volunteer grant database to help.



How Your Team Benefits



Using Workplace Giving to Strengthen Relationships

Workplace giving builds stronger relationships between your organization, companies, and their employees.

When donors give through workplace giving programs, this can be empowering and satisfying.



Using Workplace Giving to Gain More Corporate Support

When companies see their employees leveraging workplace giving to contribute to your organization, this can be the perfect segway for increased support.

Make the business case to deepen engagement and nurture the relationship.



Using Workplace Giving to Improve Fundraising ROI

Promoting workplace giving can help you improve your fundraising effectiveness.

The more you earn from workplace giving, the more you might be able to improve your fundraising metrics.

Having diversified funding sources is important.





**THANK
YOU**



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