

Peer Matching

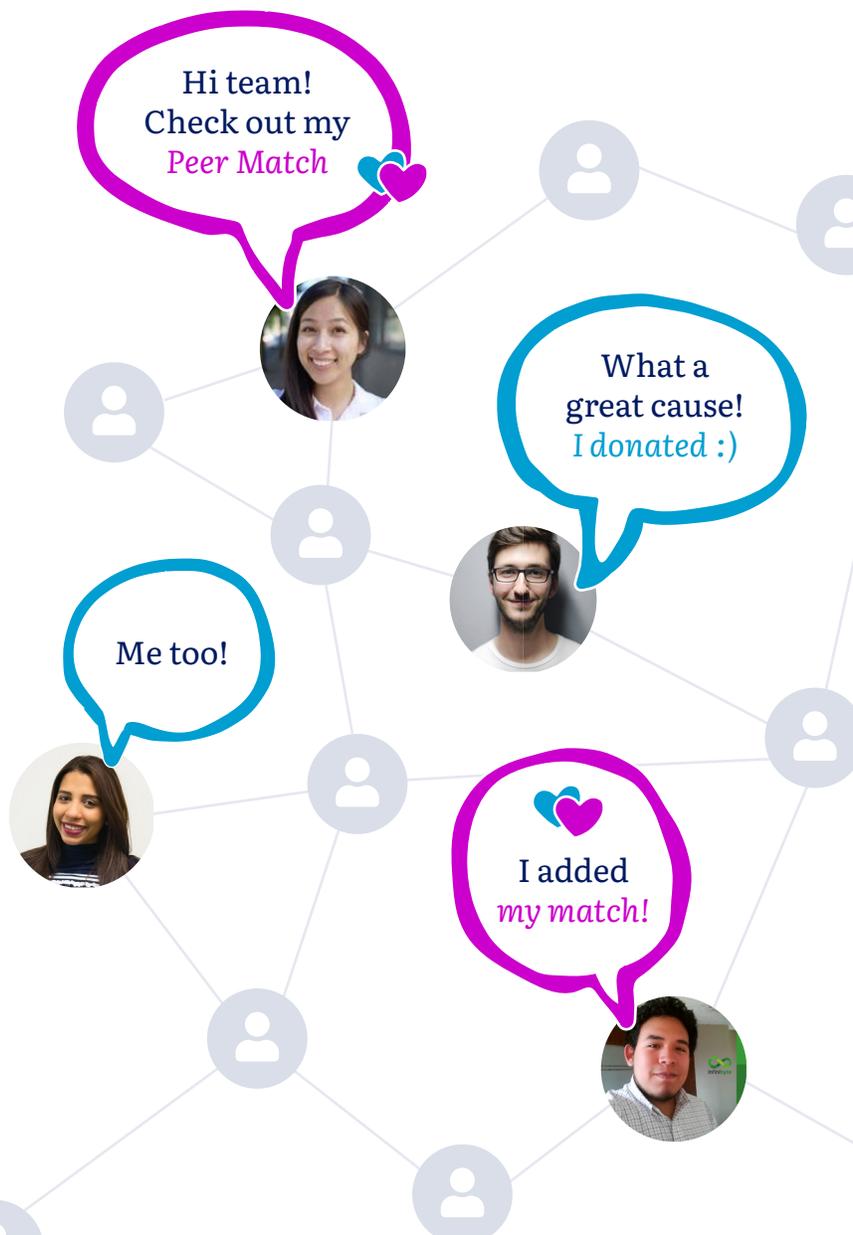
Turn a moment into a movement

Your people want to take action on the issues that matter to them, and share their passion with their peers. They also want to support their teammates' passions to show them that they care and to be a part of something bigger than themselves. Peer Matching helps them do that — without any additional budget from you.

It's a fun and engaging way to turn individual passion into collective action by enabling your employees to:

- ✓ **Create** a giving opportunity for a cause they care about and then add a match from their own funds — for any amount, big or small
- ✓ **Support** their coworkers by joining the match pool to increase the overall match amount
- ✓ **Donate** and receive a match from the pool
- ✓ **Amplify** their impact even further when combined with corporate matching for a 2x match

When you empower and amplify your people's passions and purpose, not only will you drive more participation in your program, but you'll help your people gain a sense of purpose and connection as they see the collective impact they're making together.



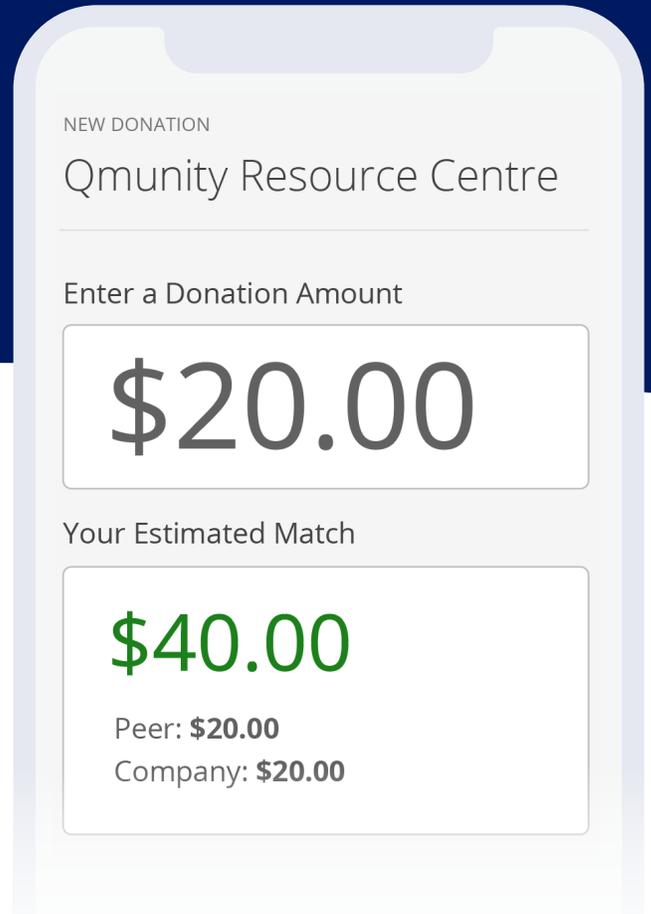
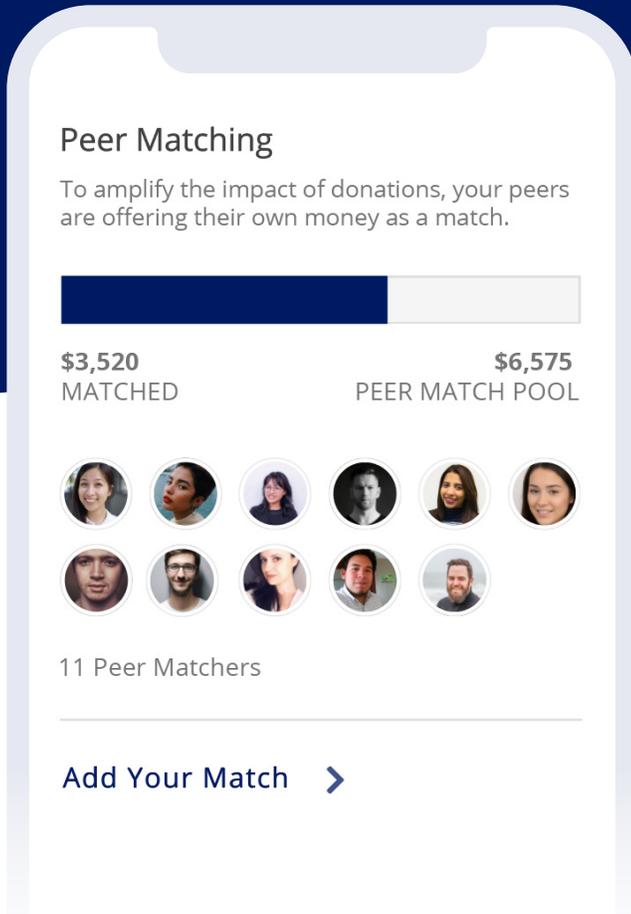
People are...

50%

more likely to give if
asked by a friend or colleague

80%

more likely to give when
a match is offered

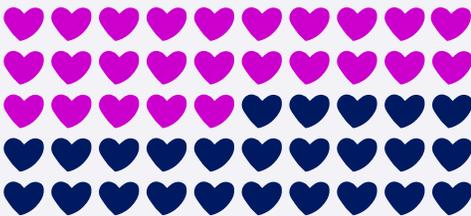


Peer matching does both!

Peer Matching is a powerful lever that feeds *a purpose-driven culture.*

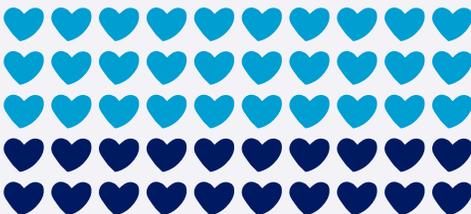
97%

more employees donate
during 2x match offers



60%

are new donors!



With Peer Matching you can ...

- ✓ **Foster employee choice**
Any employee can create a peer match, join a peer match pool, or donate to receive a match — the choice is theirs!
- ✓ **Deepen relationships**
Employees can show their support for their coworkers, driving even more participation, connection and impact!
- ✓ **Incentivize employees without increasing your budget**
Employees incentivize each other with their personal match, driving more engagement without necessarily needing a bigger corporate matching budget.
- ✓ **Create a 2x match offer**
If you have a matching budget, combining a peer match with a company match provides double the incentive, helping drive greater participation and impact.
- ✓ **Engage your leaders in your program**
Leaders in your company can use giving and volunteering data to see what your people care about and then create their own peer match to rally employees around those causes.
- ✓ **Track your impact**
Easily track the progress and results of Peer Matching campaigns through Benevity Reporting so you can tell your impact story.



Benevity, Inc., a certified B Corporation, is the global leader in corporate social responsibility and employee engagement software, including online giving, matching, volunteering, community investment and purpose-driven actions. Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate "Goodness" programs that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them. With software that is available in 20 languages, to a client community of 18 million people around the world, Benevity has processed more than \$5 billion in donations and 32 million hours of volunteering time and awarded over one million grants to 251,000 nonprofits worldwide.