

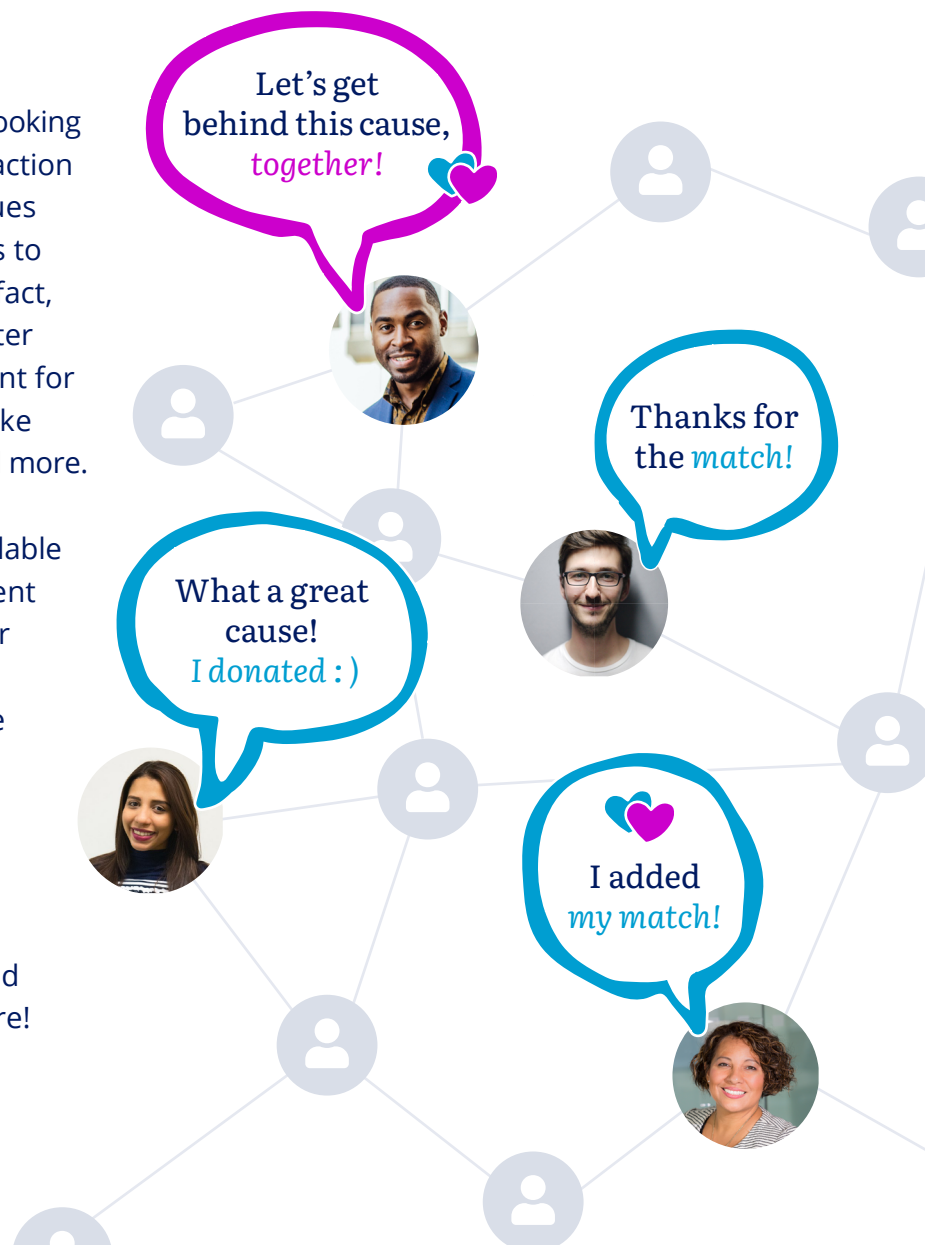


Inspire a Movement in Your Company

An Executive's Guide to Running a Peer Matching Campaign

Employee expectations are evolving — they're looking to their companies to support them in taking action on the social, environmental and political issues they care about. And they expect their leaders to be a voice for change on these issues, too. In fact, according to the 2020 Edelman Trust Barometer Report, 92% of employees believe it's important for their company's CEO to speak out on issues like climate change, diversity, income inequality and more.

Benevity's Peer Matching feature, which is available through your company's employee engagement platform, enables you to engage more of your employees and show them that you (and the company) care about the issues that they care about. It allows you to easily create a giving opportunity for a specific cause, and then add your own funds to match the donations of your employees. It's a simple way to create a powerful experience that fosters employee connection, unifies your people through shared purpose and strengthens your company culture!



Create your first *Peer Matching opportunity*

1 *Choose a cause* that your employees are passionate about

Your peer match could be in response to a specific event, or it could be part of your existing annual campaigns or cause areas that your company supports. Overall, you'll want to ensure you pick a cause that is authentic to your company culture and brand, and one you think will resonate with your employees.

Tip: Have your program leader use Benevity Reporting to see which causes or specific nonprofits your people are already giving to and volunteering with!

2 *Determine your matching amount* and set clear goals for the campaign

Decide how much you would like to budget to match the funds of your employees and how much money you hope to raise in total. To engage more of your employees and build momentum, you can add fun milestones and incentives like:

- Rallying other leaders to add money to the matching pool once you hit a certain donation target (e.g., once you hit \$5,000 in donations, another executive will add \$1,000 to the matching pool).
- Telling your employees that if you reach your goal, you (or another leader) will sing or wear a costume at a company-wide event. It's a simple way to boost everyone's spirits while strengthening your company culture.

Note: You can only add in to matching funds to the pool once and will not be able to add more funds until you have paid your initial peer match pledge.

3 *Create a Peer Matching giving opportunity* through your employee engagement program

Here's how to set up your opportunity:

1. Sign into your account on your employee engagement platform.
2. Hover over **Make a Donation** in the top navigation and select **Create a Giving Opportunity**.
3. Fill in the details of your giving opportunity and attach the nonprofit that you would like to add your peer match funds to.
4. Under the **Peer Matching section**, select **Turn on Peer Matching for this Giving Opportunity**.
5. Enter the maximum donation amount that you would like to match. This amount will display in the peer match pool on the giving opportunity.
6. Select **Submit**.



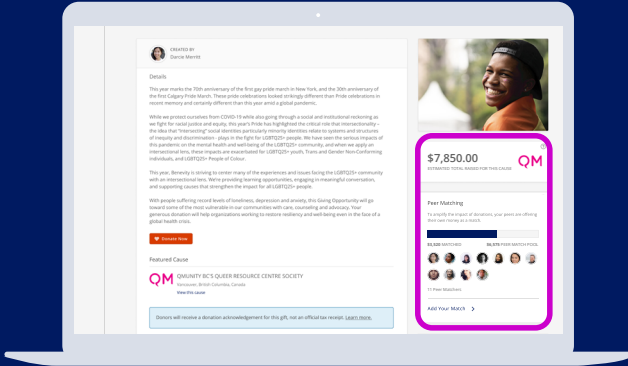
Create Giving Opportunity

Turn on Peer Matching

\$ 2,500.00



9x higher than the average donation amount



\$7,850.00



ESTIMATED TOTAL RAISED FOR THIS CAUSE

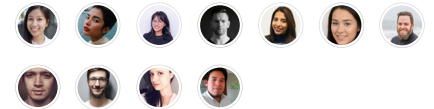
Peer Matching

To amplify the impact of donations, your peers are offering their own money as a match.



\$3,520 MATCHED

\$6,575 PEER MATCH POOL



11 Peer Matchers

Add Your Match >

4 Make an announcement to your employees

Your announcement is a key opportunity to get your people on board and excited to participate. It's a good idea to make the announcement yourself at a company-wide event, via email and/or through your internal communications channels. Here are a few key things to mention:

- Why you chose the cause (make it about your people and how you want to support them)
- What your goal is and any milestones or incentives your people should be aware of
- How your employees can get involved



5 Promote, promote, promote!

You'll be able to lean on teams like marketing or CSR to help you activate your campaign internally, but you could also consider sharing your efforts publicly through your personal LinkedIn or the company's social channels. Don't forget to share milestones along the way (e.g., we have raised \$6,000 so far, let's keep building awareness for this important cause and building momentum so we can hit our goal of raising \$10,000!)



6 Pay your peer match

When your peer match funds are used up or the giving opportunity ends, you will be prompted via email and on your giving program dashboard to pay your match. Here's how:

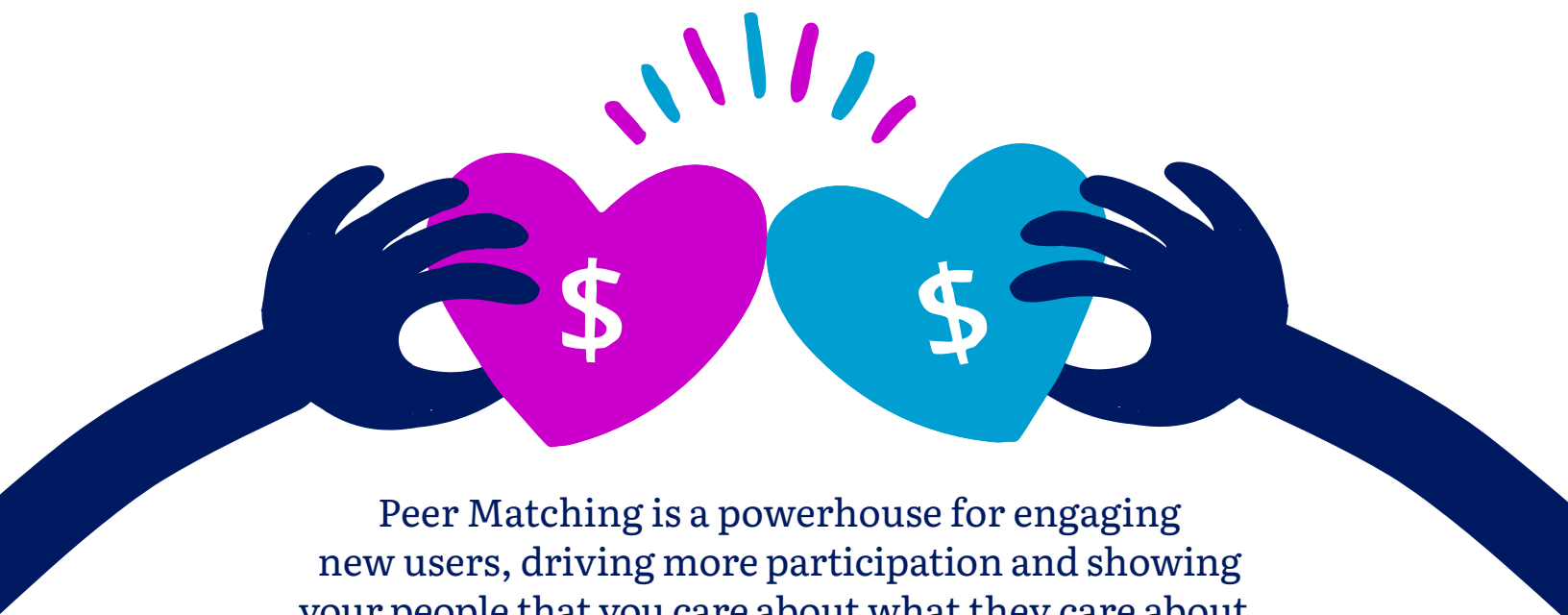
1. Click **Pay Now** from the dashboard or the email.
2. Fill out the donation form. Please note that you can only pay via credit card or payroll.
3. Confirm your details and select **Submit**.

7 Share your results

Through email or at an all-hands meeting, thank your employees for their contributions and share the power of your collective action by letting them know how much money was raised in total. You can also include a quote from one of your employees or the nonprofit you donated to, or speak to your personal experience during the campaign.



**Reach out to your program leader
if you have questions.**



Peer Matching is a powerhouse for engaging new users, driving more participation and showing your people that you care about what they care about.

We can't wait to see the impact you'll make together!



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.