



Launch Guide

Getting Started With Peer Matching

Harness individual passion into collective action

Peer matching can help you deliver a fun, engaging and social experience for your employees. By enabling people to rally behind a cause they care about and support their colleagues along the way, you can drive more participation in your program while helping your people gain a sense of purpose and connection as they see the collective impact they're making.

So, let's get started! This launch kit will give you the guidance and tools you need to launch Peer Matching to your employees and run a successful campaign.

Here's what's included:

- ✓ Campaign design and strategy insights to help you easily create and promote your campaign
- ✓ Launch templates and promotion tips to get your employees involved and ready to do good together
- ✓ Recommendations for telling your story to build excitement and celebrate your impact



Campaign *Design & Strategy*

The power of Peer Matching is that it can catalyze action through a top-down or a grassroots approach. Whether you have an executive who wants to commit \$1,000 to a cause your company and your people care about, or it's 1,000 employees matching \$1, there are many different ways Peer Matching can be used to grow your program and elevate your campaigns. Plus, it's flexible and can be used with or without a company matching budget! Keep reading for three ways you can utilize Peer Matching in your program.

1 *Employee-driven* peer match

When one of your employees sets up a Peer Matching opportunity, it's an inclusive and powerful way to drive grassroots action within your company. When Peer Matching is enabled, an employee can easily add a peer match to any giving opportunity they create. Once it's created, their coworkers can join in by adding to the matching pool, or donating to receive a match.

Peer matchers can come from anywhere in your company and it's a great way to empower people to share their passions, support their peers and create greater impact for a cause they care about.

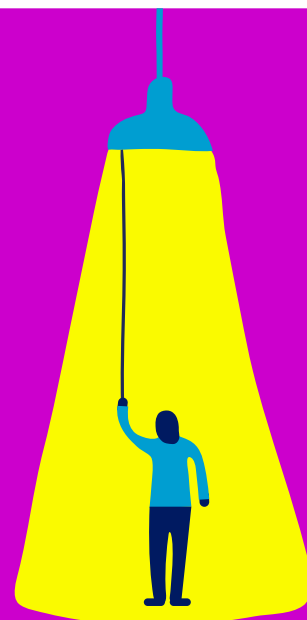
Campaign promotion tips:

- Rally peer matchers to join the pool before you make a call for donors. This will help set up the campaign for success and ensure there's a large enough matching pool to drive more donor participation.
- Encourage the peer match creator to share their personal story or connection to the cause in the giving opportunity to create a more compelling and engaging experience.
- Promote the peer matching campaigns within your employee resource groups. This is a great way to reach an audience that is already engaged and passionate about a specific cause.
- Create some friendly competition by encouraging teams to create a peer match together and challenge other teams to join in, creating a network effect of Goodness!

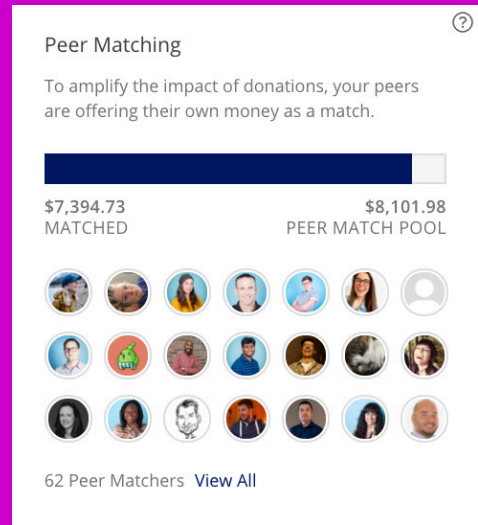
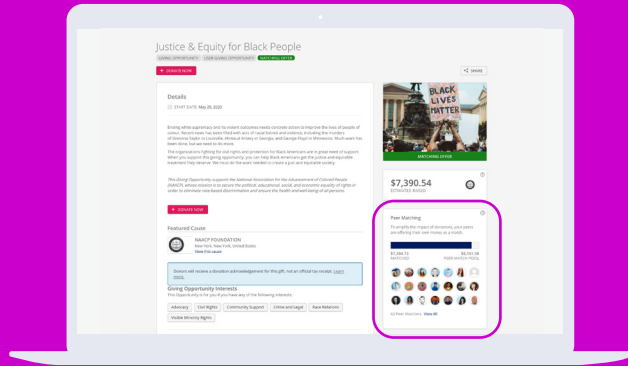
Company Spotlight: Benevity

Turning a moment into a movement with Peer Matching

When the racial justice and equity movement came to the forefront, Benevity's employees were looking for ways to take meaningful action and support their colleagues. One passionate employee started a peer match to raise money for the NAACP Foundation, an organization whose mission is to eliminate race-based discrimination and ensure the health and well-being of all persons. Within just one week, 62 coworkers joined the matching pool, creating an additional match of \$7,000 dollars (on top of Benevity's company match). The giving opportunity generated over \$52,000 in donations — this is 9x higher than the average donation amount on a giving opportunity!



9x higher than the average donation amount



2 Executive-driven peer match

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. Getting an executive to create a peer match to support a cause that is important to your company and your people is a great way to increase the visibility while showing that your company's leaders care about what employees care about.



Look at your employee giving and volunteering data to see what they care about to ensure you're rallying behind a cause your people are passionate about too!

Campaign promotion tips:

- Have the executive or leader make an announcement to the company through a town hall, company-wide email or event. Have them share the story of why they want to support that cause.
- Create urgency around this by communicating a clear timeline for when the matching offer will be available (e.g. Your CEO will match all donations to X nonprofit until X date).
- Celebrate milestones in the campaign (dollars donated, number of matchers joined, percentage of the pool that is used up) to keep the momentum going.
- Engage your executives in incentivizing participation in fun and engaging ways. For example, tell your people if you hit \$10,000 in total donations, another executive will add an additional \$5,000 to the matching pool. Or, if you hit \$10,000 in donations, your executive will agree to wear a costume to present at the next company-wide event.

3 Campaign-driven peer match

Peer matching is a fun and engaging way to bolster your existing giving campaigns or initiatives. Whether it's an annual GivingTuesday campaign, Run for the Cure event or Earth Day initiative, you can use Peer Matching to drive even more participation in your program. Plus, if you don't have a corporate matching budget or are seeing donor fatigue, this is a fun way to drive excitement and interest without increasing your corporate budget.

Campaign promotion tips:

- Start a peer match in conjunction with a key awareness date that your company supports (e.g. Pride, Earth Day or International Women's Day). Choose a nonprofit that is already popular to garner more support from your people.
- Set a donation goal and share your progress and key milestones throughout the campaign to encourage people to join in.



Check out the B-Hive for ideas, campaign resources and key awareness dates.

[Go to the B-Hive](#)

Employee Communication Templates



Creating awareness around your Peer Matching campaigns will be critical to your success! To make it easy, you can copy, paste and tailor the copy below to promote your campaign internally.

Below are four templates to help you engage your people in Peer Matching, including:



Before the campaign
Call for peer matchers



During the campaign
A call for donors/join the pool



After the campaign
Sharing your impact



Messaging to add to giving opportunities to explain Peer Matching



Before the campaign: Call for peer matchers

Are you passionate about **[insert cause]**? We're looking for employees to share their passion and help create more impact by joining this giving opportunity as a peer matcher! **[insert giving opportunity link]**

Peer Matching enables our employees to create a giving opportunity and add a match from their own funds. Then other coworkers (like yourself!) can join by adding funds to the matching pool. And other folks can join the matching pool or donate and receive a match from the pool. It's a great way to show your peers you care and help people learn more about this important cause!

If you're interested in joining as a peer matcher by adding funds to the matching pool, reach out to **[program admin email]** or head to the giving opportunity at the link above.



During the campaign: A call for employees to join the pool or donate

We've launched a Peer Matching campaign to support **[nonprofit]**! Peer Matching enables our employees to create a giving opportunity and add a match from their own funds. Now, you can join in on the Goodness by adding funds to the matching pool, or donating and receiving a 100% match from the pool!*

Let's work together to amplify the impact for this important cause! Find out more about **[nonprofit]** and join the pool or donate today!

[link to peer match giving opportunity]

*You will receive a 100% match as long as there are enough funds in the pool. Pool running low? Add your funds there instead to amplify your peers' impact!



After the campaign: Sharing your impact

Wow! Through our Peer Matching campaign, we raised **\$X for [nonprofit]**! It was incredible to see you all support each other while amplifying the impact for this amazing cause. And we bet it felt good too. It sure did for **[employee name]**:

[Insert quote from a peer matcher]

Don't forget that you can add Peer Matching to any of the giving opportunities you create! Reach out to **[program admin name and email]** if you have any questions.

We can't wait to see all the good you'll do together!



Peer Matching description to add to giving opportunities

This is a Peer Matching giving opportunity! That means you can match your coworkers' donations by adding funds to the matching pool or donate and receive a match from your peers! Questions? Contact **[program admin name and email]**.

Telling Your *Impact Story*

Bring your people along on a journey during and after your campaign to build excitement, foster social connection and showcase your impact! Keep reading for key opportunities to tell your story.

During the campaign

Build excitement around your Peer Matching campaign by sharing stories from your peer matchers about their motivations to donate or match.



Pro Tip

Share internal updates through your employee intranet or email, or create featured News Items directly in Spark and drive people to the giving opportunity.

After the campaign

Once your campaign ends, write a newsworthy impact story that you can leverage to help employees foster a sense of pride and shared purpose while demonstrating your social impact.



Pro Tip

Use key data and stats from your activity reports that show how your company catalyzed Goodness.

Activate the power of social connection

You're on your way to launching your first Peer Matching campaign! By empowering and amplifying your peoples' passions and purpose, you'll not only see increased employee engagement and connection, but a ton of collective impact — for your communities, company and employees. We can't wait to see the impact you'll make!

Get more details about Peer Matching

[Go to the B-Hive](#)

