You have flexible options at your disposal that provide lots of leverage when it comes to connecting with people through Goodness. You need to consider re-deploying some of your grant-making to your matching budget for the same cause(s).

Gift matching creates meaning in the workplace! And employee engagement has become a key deliverable for workplace giving programs. Giving is personal. People are passionate about their giving – passions that are deeply intertwined with the community while inspiring and connecting with your workplace giving program.

Effective gift matching is about more than increasing fundraising totals (although it works great for that as well). – A well-designed matching program can be a key differentiator for workplace giving programs.

An open, thoughtful matching policy is the key to making your matching program create meaning in the workplace!

Matching That's Strategic

You have flexible options at your disposal that provide lots of leverage when it comes to accomplishing the business goals behind your community investment and workplace giving programs. Embrace variability to address them all by offering a mix of increasing employee engagement and making gift matching happen automatically and in real-time without any extra steps or paperwork.

Matching That's Easy & Flexible To Use

With a clever mix of tools, you can quickly deploy a matching program for your company. The more charities you allow people to choose from, the more likely they’ll be to give to the causes they love (and you’ll love it).

The Rewards of Real-Time Matching

Seeing a match applied instantly to a donation is an obvious motivator! It’s a powerful demonstration of your company’s commitment to help employees make the difference for causes they care about.

Make it Shareable:

People love to share their giving efforts with their social networks. Technology lets you know how much internal and external donations made through your program – and the match you provided – translate into peer-to-peer fundraising for your company.

Make it Inclusive:

External matches happen for companies around CSR: When asked which stakeholder group matters most in decisions to expand community investment, the highest number). Donors strongly prefer to give to their favorite charities, giving 67% of total corporate giving to their favorite charities, giving 67% of total corporate giving.

External Matches Happen:

Matching-gift contributions by America’s largest companies increased to a median level of $4.0 million (per company) in 2012 and increased to a median level of $4.0 million (per company) in 2012.

Matching That's Strategic

You have flexible options at your disposal that provide lots of leverage when it comes to accomplishing the business goals behind your community investment and workplace giving programs. Embrace variability to address them all by offering matching options.

Matching Program tips for Increased Employee Engagement

Be Clear:

When you have eligibility rules in place, communicate the details. Employees want to understand how they can make higher-impact donations to the causes most important to them.

Make it Shareable:

People love to share their giving efforts with their social networks. Technology lets you know how much internal and external donations made through your program – and the match you provided – translate into peer-to-peer fundraising for your company.

Be Inclusive:

The more charities you allow people to choose from, the more likely they’ll be to give to the causes they love (and you’ll love it).

Matching That's Flexible & Easy To Use

To connect with people through Goodness, you need matching that’s flexible & easy to use: that people will use and value. Employee engagement is now the most important factor for companies around CSR: When asked which stakeholder group matters most in decisions to expand community investment, the highest number). Donors strongly prefer to give to their favorite charities, giving 67% of total corporate giving to their favorite charities.

Matching That's Strategic

You have flexible options at your disposal that provide lots of leverage when it comes to accomplishing the business goals behind your community investment and workplace giving programs. Embrace variability to address them all by offering matching options.

Matching Program tips for Increased Employee Engagement

Be Clear:

When you have eligibility rules in place, communicate the details. Employees want to understand how they can make higher-impact donations to the causes most important to them.

Make it Shareable:

People love to share their giving efforts with their social networks. Technology lets you know how much internal and external donations made through your program – and the match you provided – translate into peer-to-peer fundraising for your company.

Be Inclusive:

The more charities you allow people to choose from, the more likely they’ll be to give to the causes they love (and you’ll love it).

Matching That's Flexible & Easy To Use

To connect with people through Goodness, you need matching that’s flexible & easy to use: that people will use and value. Employee engagement is now the most important factor for companies around CSR: When asked which stakeholder group matters most in decisions to expand community investment, the highest number). Donors strongly prefer to give to their favorite charities, giving 67% of total corporate giving to their favorite charities.

Matching That's Strategic

You have flexible options at your disposal that provide lots of leverage when it comes to accomplishing the business goals behind your community investment and workplace giving programs. Embrace variability to address them all by offering matching options.