Philanthropy Cloud Helps Deluxe’s Employee Giving Go Virtual

Deluxe, a company with a 105-year history that began with the invention of the checkbook, was already in the midst of a digital transformation when the events of 2020 hit. Among other changes, the company had implemented Salesforce.org Philanthropy Cloud in January, just in time to react quickly to Covid-19 and the social injustice protests and riots that erupted near its headquarters in the Twin Cities of Minnesota.

“Pivoting quickly: Philanthropy Cloud allowed Deluxe to quickly respond to crises by rapidly spinning up giving and volunteering campaigns. In the first nine months of 2020, Deluxe created eight campaigns – roughly one per month, once the company was up and running with the platform. Deluxe launched a 2020 Giving Campaign, which was intended to be its big annual campaign for the year. It had also planned a campaign to support cancer research. But the company didn’t stop there. For every new crisis, Deluxe created a new campaign in response. From helping those affected by the Australia and California wildfires to responding to Covid-19, cleaning up after civil unrest spurred by social injustice, and sending relief to Hurricane Laura survivors, Deluxe provided assistance and support to its local community, the nation, and the world.

“We don’t just have a purpose. We live our purpose. And Philanthropy Cloud helps us do that.”
— Jane Elliott, Chief Communications and HR Officer, Deluxe

Below are the campaigns Deluxe ran in 2020. Each took less than a day to create, and all together, they raised more than $260,000.

• 2020 Giving Campaign
• Helping Those Affected by Australia Wildfires
• Employee Relief Fund
• Covid-19 Response & Recovery
• Social Injustice: Part of the Solution
• Deluxe Employees Support Cancer Research
• Recovery Support for the California Wildfires
• Recovery Support for Hurricane Laura
**Digital transformation:** The checkbook company was reinventing itself for the digital age, and that digital transformation included its philanthropy program. Implementing Philanthropy Cloud allowed the company to not only pivot quickly but also collect and analyze data from all giving and volunteering activity and then adjust responses and communications accordingly. In the first nine months, Deluxe’s 6,500 employees across five locations in the U.S. raised $266,000, and for the first time, the company has had automatic visibility into where that money is going and can analyze that information to better understand which organizations are receiving the most funds, which causes its employees are most interested in, and how its employees prefer to engage with each cause. Philanthropy Cloud’s robust data helped lay the foundation for the strongest corporate philanthropy program in the company’s 105-year history.

**Implemented efficient volunteer sign-up operation:**
When the company suggested giving an additional two days off for volunteering in 2020 (on top of the one day employees typically get per year), operations managers were very concerned they wouldn’t have enough hourly employees to cover the shifts. While tracking time off of any kind is done with Workday, Philanthropy Cloud serves as a social platform that allows employees to see when others are scheduled to volunteer. This was especially helpful as employees took to the streets to help neighboring businesses in the Twin Cities clean up after the destruction resulting from social injustice protests.

From inventing the checkbook to charging ahead in corporate philanthropy, Deluxe has come a long way. Its effort to transform its products and its company and enter the digital age has had profound effects on its employees and the community in which it serves. No year has been more consequential or more challenging than 2020, and with the right people, processes, and technology in place, Deluxe rose to the challenge.