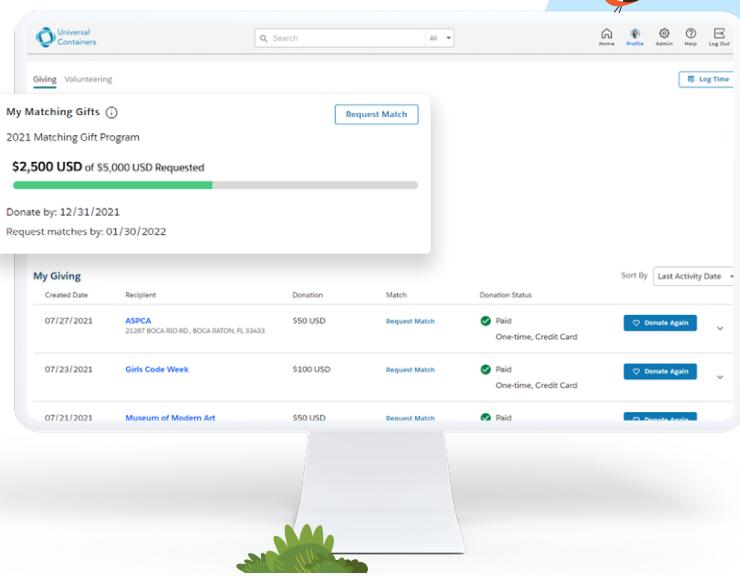


# Matching Gifts

Amplify your impact with Philanthropy Cloud Matching Gifts.

The right matching capability does more than double your donation: It has the power to inspire employees, increase administrators' visibility and productivity, and scale your entire workplace giving program.

Corporate social responsibility has never been more relevant than it is today, which is why ensuring your giving program's success is of the utmost importance. Salesforce.org Philanthropy Cloud offers Matching Gifts, a capability that increases employee participation in your workplace giving and volunteering program through compelling corporate incentives. With features built in for employee donors and volunteers, the user experience entices individuals and groups to engage at higher levels. In addition, CSR administrators have visibility on their program's performance with easy-to-configure controls.



Philanthropy Cloud is a SaaS-based platform that empowers companies to put their values into action by engaging employees and customers in philanthropic endeavors.

**Matching Gifts makes the entire process easy, from setting eligibility rules, to requesting matches, to disbursing funds.**

## Matching Gifts Benefits

Scale your program and generate impact faster with a better experience for employees and dramatically increased efficiencies for administrators.

**Extreme Simplicity & Speed for Employees:** Employees can easily request matches for donations made in or out of Philanthropy Cloud, monitor their balance, and be notified upon disbursement.

**Reduced Overhead for Administrators:** Because everything is automated in the platform, administrators no longer need to validate receipts, verify charities, or send communications to employees. And they have an easy way to configure eligibility rules as well as a real-time view of match processing across the entire organization.

## Features For Employees

### Request Matches

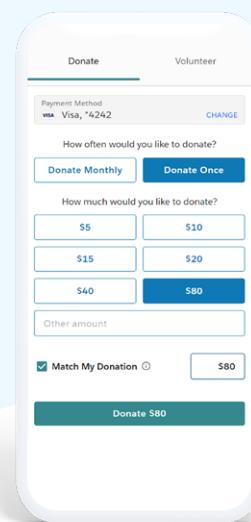
While making a donation, employees can check a box to request a match and indicate the desired amount to be matched. Or they can come back to their donation and request the match later. If the employee used another method to make a donation, they can still request a match in Philanthropy Cloud and upload a receipt.

### Request Dollars-for-Doers Grants

Employees can request monetary matches for volunteer hours. And for companies that support employee-inspired grants, they can request an individual or team-based grant for their favorite charity upon achieving a level of volunteering.

### View and Manage Matching Allocation

Each employee can see how much of their matching allocation has been used and how much is left.



## Features For Admins

### Set Rules

Admins have lots of options for customizing matching in Philanthropy Cloud:

- Match ratios/exclusions for cause areas or NTEE classifications
- Minimum and maximum amounts for individual donations
- Annual caps for each employee

### View Reports

View and download a list of all requests with key information, including dates, nonprofit, amount donated, donation payment method, and amount requested for the match.

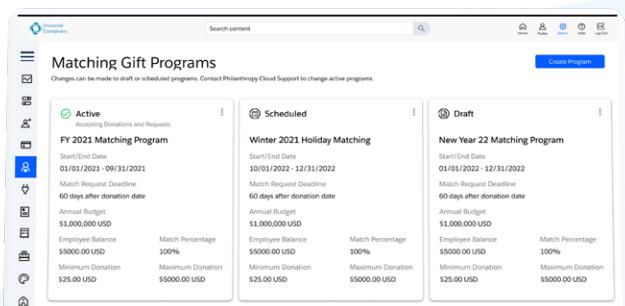
### Automate Approval Process

Matching gifts will automatically approve or disapprove match requests based on preset rules, reducing the number of requests that enter an administrator's workflow for approval. For off-platform receipts that require approval, receipts are entered directly into the administrator's workflow.

**1 in 3 donors indicate they'd give a larger gift if matching is applied to their donation.<sup>1</sup>**

### Automate Disbursement

Simplify matching funds disbursements by letting Philanthropy Cloud's disbursement processing manage each nonprofit payment accordingly, with your company issuing one payment per disbursement period. Ease the burden on nonprofit partners by having the solution issue them a single aggregate payment monthly.



<sup>1</sup> Double the Donation – <http://doublethedonation/statistics>

### GET IN TOUCH

Contact us at [philanthropycloud@salesforce.com](mailto:philanthropycloud@salesforce.com) or call 1-800-667-6389 to learn more.

### About Salesforce.org

Salesforce.org is a social impact center of Salesforce focused on partnering with the global community of changemakers. We provide access to powerful technology, community partnerships, and impactful investments that empower changemakers to build a better world. As a social enterprise business unit dedicated to creating solutions for nonprofit, educational, and philanthropic organizations, we innovate on top of the world's #1 CRM, channeling the philanthropic power of our employees, customers and partners to join our global movement for good. Visit [www.salesforce.org](http://www.salesforce.org) for more.