

Employee Giving

Put your values into action with Salesforce.org Philanthropy Cloud.



By providing a way for employees to give back in the workplace, you reinforce your company's purpose, give your employees a sense of belonging, and improve brand perception.

Employee giving has been a staple of workplace communities for over a century, thanks in part to organizations that partner with corporations. But over the last two decades, the ways people choose to give have changed dramatically. Traditional methods

of corporate giving, including pledges, payroll deductions, and annual donations, need to keep pace in a world where instant crowd funding techniques and text campaigns raise millions of dollars in record time for any cause with a single click or tap.

Philanthropy Cloud brings an unparalleled experience for giving while adapting it to a business setting.



What Is Salesforce.org Philanthropy Cloud?

Philanthropy Cloud is a SaaS-based platform that empowers companies to put their values into action by engaging employees and customers in philanthropic endeavors. It's a marketplace that connects donors, volunteers, and beneficiaries in an easy-to-use interface and rallies them around causes they're most passionate about. The solution benefits companies that want to transform their culture, attract and retain talent, improve their brand reputation, and generate a positive impact on the community and the world. Employees can choose whether they want to donate their money, time, or both in the same interface. Philanthropy Cloud offers giving and volunteering side by side, giving users a streamlined interface for opportunities and reporting.

Impact at a glance:

Employees see their personal impact and company's impact in both dollars donated and hours volunteered. These numbers are updated instantly, giving users immediate gratification.

Einstein recommendations:

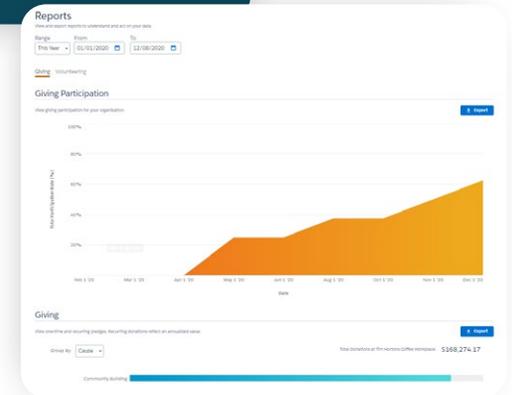
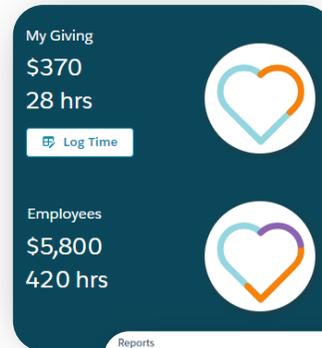
Philanthropy Cloud uses the machine learning power of Einstein to recommend content and opportunities based on users' personal preferences, skills, and activity on the platform.

Choice of giving:

Employees can select the nonprofit of their choice, independent of the company's featured campaigns, with the option to donate funds or volunteer time. Employees can donate by credit or debit card, an ongoing payroll deduction, or a pledge followed by cash, check, or stock.

Giving and volunteering side by side:

Being able to see both giving and volunteering side by side can help inform administrators on what their employees care about and how they prefer to give. Such knowledge can help guide employee engagement going forward.



Create and manage campaigns:

Administrators can create and manage giving campaigns, and if desired, they, along with designated personnel, can include volunteer opportunities. They can also share stories to provide more depth and color around specific organizations, the communities they serve, and people who contribute time and money toward the cause.

Philanthropy Cloud puts employees in the driver's seat of corporate giving.

While companies continue to sponsor causes that align with their business, employees can now choose whether to support those causes or any others they care about through their corporate platform. Philanthropy Cloud helps employees stay informed about their favorite organizations with visibility into how their donations are spent. This generates even more interest, resulting in them being better informed and becoming vocal advocates of the organizations they support.



GET IN TOUCH: Contact us at philanthropycloud@salesforce.com or 1.800.667.6389 to learn more.



About Salesforce.org

Salesforce.org is a social impact center in 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 for more.

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