



# Percent Pledge. Giving Platform

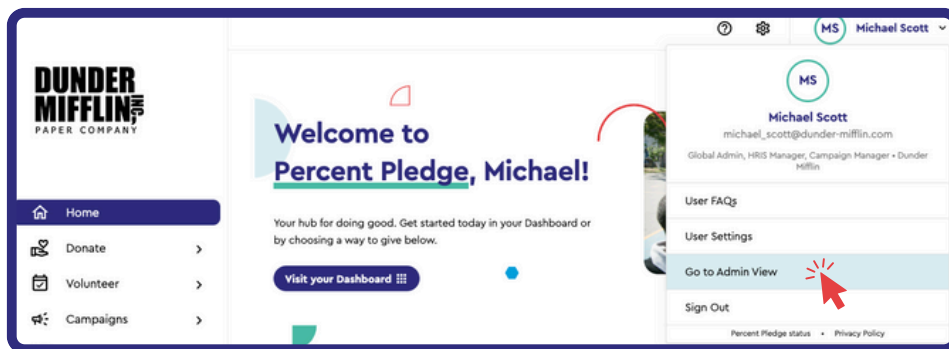
Launching a holiday giving campaign? Our Campaigns feature is perfect for driving employee engagement and tracking progress against goals during this holiday season. Check out how [DRW crushed their holiday giving challenge goals](#) last year!

## How to

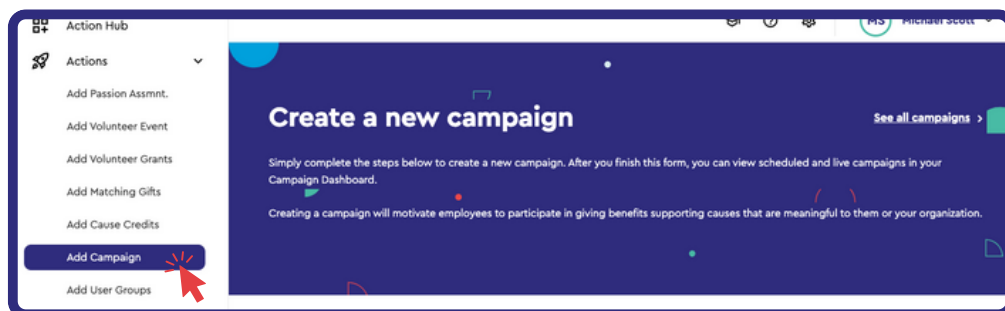
# Create a Holiday Giving Campaign

Create and track the impact of a giving campaign with a Campaign landing page to promote internally.

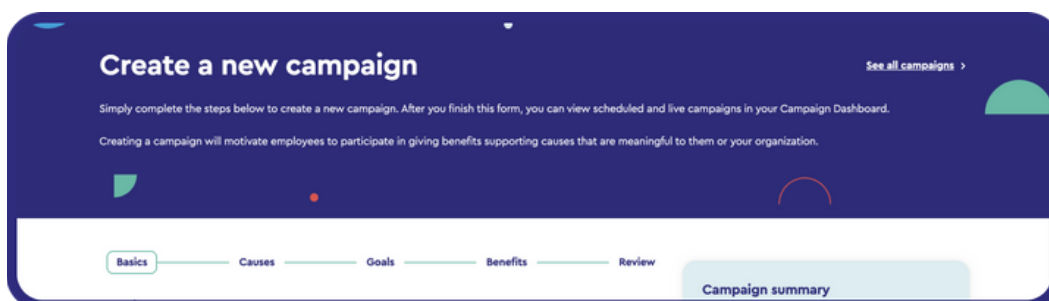
1 Log in to your Admin Dashboard.



2 From the Actions dropdown, select "Add Campaign."



3 Fill out the required info through the 5 screens. Let's do it together.



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Name your campaign clearly and choose the start and end date.

\*Tip, Nov 18 - Dec 20 captures Giving Tuesday and two pay periods to enhance engagement.

The screenshot shows the 'Basics' step of a campaign creation process. The navigation bar at the top includes 'Basics', 'Causes', 'Goals', 'Benefits', and 'Review'. The 'Basics' section has a red arrow pointing to the 'What would you like to call your campaign?' field, which contains the text 'Dunder Mifflin Holiday Giving Campaign'. Below this is the 'When should the campaign start?' field with the date 'Nov 18, 2024' and the 'When should the campaign end?' field with the date 'Dec 20, 2024'. A 'Campaign summary' sidebar on the right lists the campaign details: Name, Schedule, Campaign type, Eligibility, Goals, and Incentives.

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Select the causes your employees are passionate about.

\*Tip, Select "Support all Causes and charities," to engage more employees.

The screenshot shows the 'Causes' step of the campaign creation process. The navigation bar at the top includes 'Basics', 'Causes', 'Goals', 'Benefits', and 'Review'. The 'Causes' section has a red arrow pointing to the 'Support all Causes and charities' option, which is selected with a checkmark. Below this is the 'Support specific Cause Portfolios vetted by Percent Pledge' option. A 'Campaign summary' sidebar on the right lists the campaign details: Name, Schedule, Campaign type, Eligibility, Goals, and Incentives.

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Set goals your team are excited to achieve.

\*Tip, make the donation goal public to fuel excitement around progress to goal during the campaign.

The screenshot shows the 'Goals' step of the campaign creation process. The navigation bar at the top includes 'Basics', 'Causes', 'Goals', 'Benefits', and 'Review'. The 'Goals' section has a red arrow pointing to the 'Who do you want to see your goal?' dropdown menu, which is set to 'Public (all users)'. Below this is the 'What is your target?' field with the value '10000'. A 'Campaign summary' sidebar on the right lists the campaign details: Name, Schedule, Campaign type, Eligibility, Goals, and Incentives.

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Add matching donation and/or Cause Credit incentives.

Tip, if you do both, you are more likely to hit your participation goal! Learn more about [maximizing matching during the Giving Season here](#).

The screenshot shows the 'Benefits' step of the campaign creation process. The navigation bar at the top includes 'Basics', 'Causes', 'Goals', 'Benefits', and 'Review'. The 'Benefits' section has a red arrow pointing to the 'Matching Donations' option, which is selected with a checkmark. Below this is the 'Name your matching benefit?' field with the text 'Dunder Mifflin Holiday Match'. A 'Campaign summary' sidebar on the right lists the campaign details: Name, Schedule, Campaign type, Eligibility, Goals, and Incentives.

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## Review your Campaign and add a description.

\*Tip, add a description that encourages all participation no matter the donation size.

### Campaign Overview

Please review your campaign below for accuracy, and submit to create your campaign.

Running Nov 18, 2024 to Dec 20, 2024, Dunder Mifflin Holiday Giving Campaign will support donations to all Causes and charities. You've set a \$10,000.00 donation goal (viewable by all employees), as well as a 50% goal for employee participation (viewable only to company admins). Setting goals is a great way to motivate giving and progress — way to go! Any cause credit donations from your current cause credit benefit used during this Campaign will be counted towards your goals. In addition, you set up a \$500.00 match benefit per employee named Dunder Mifflin Holiday Match for all current and future employees.

Campaign description\*

Join your colleagues in helping make a difference in the communities where we live and work! From November 18 - December 20, donate \$10 USD or more to ANY charity or cause that you are passionate about in order to participate. Plus, Dunder Mifflin is matching up to \$500 in donations.

Nov 18, 2024 to Dec 20, 2024

**Campaign type:**  
Giving

**Eligibility:**  
All Causes and charities

**Goals:**  
\$10,000.00 in donations, 50% employee participation

**Incentives:**  
\$500.00 match benefit per employee

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## You have a new Campaign! Review it and your team's progress seamlessly.

18 NOV — 20 DEC

### Dunder Mifflin Holiday Giving Campaign

Dunder Mifflin is matching up to \$9,840 USD and giving you \$2,000 USD Cause Credits

Contribute by **donating**

Campaign is scheduled

**Campaign progress**

\$0 USD	\$10,000 USD
raised	goal

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## Promote the Campaign internally with [this guide](#) to drive participation.

18 NOV — 20 DEC

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