

Percent Pledge Launch Communications

What's included in this comms packet?

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Tips for Launching Your New Social Impact Program

Research has shown that **“Companies that promote their giving programs in more than 3 ways are 18% more likely to report that they are effective in getting strong participation among a wide range of employees.”** What does this mean? You will need to continue to promote this new benefit often and through multiple communication channels throughout the year. We encourage you to:

- ★ Send these launch comms included below.
- ★ Incorporate sharing this program with new employees during onboarding/orientation.
- ★ Share monthly the cause holiday giving opportunities featured on the Platform and in the monthly Philanthropy email from Percent Pledge.
- ★ Ensure that all employees receive the quarterly Company Pledge Report, which shares your collective impact and is a positive reinforcement to create an account and start giving.
- ★ Present your company's impact internally and externally

Share this new benefit across multiple channels, such as:

- ★ Announcements during company/all hands meetings
- ★ Outreach to key stakeholders
- ★ Email announcements
- ★ Newsletter/Intranet announcements
- ★ Messages on Teams/Slack channels
- ★ Word of mouth via internal champions



Teaser Announcement

We are constantly looking for ways to improve our employee experience and we thought collectively giving back to the community would be the perfect cause to unite around. Because of this, we are excited to partner with [Percent Pledge](#) — a platform that will help us develop employee giving/volunteer opportunities, support our favorite cause(s), and create an ongoing culture of giving back here at [Company Name]..

Join us on [DATE] at [TIME] for the official launch of our Platform and to learn more!

Platform Launch Email (send on or after LAUNCH DATE)

[Company Name] Team,

We are constantly looking for ways to improve our employee experience and want to continue to give back to the community collectively. Because of this, we have partnered with [Percent Pledge](#) — a platform that supports philanthropy here at [Company Name].

Our goal is to provide each of you with opportunities to support your favorite nonprofits and/or causes to create an ongoing culture of giving at [Company Name]. Take a few minutes to log in and check out our new [Company Name] Platform [insert link]-- our hub for all things giving!!

Through this Platform, you can:

Workplace Giving or Matching Donations: Choose the organizations or causes you're most passionate about to support by donating [1] monthly (think subscription for giving) and/or [2] one-time. [And [Company Name] is matching \$XXX USD/employee/year!]

[OPTIONAL] We have set up a customized [Company Name] GIVING NAME cause portfolio that consists of # charities that directly align with employees' favorite causes and our company mission and values. List charities

Percent Pledge takes zero fees from your donations.

Receive impact reports: You'll receive quarterly impact reports, aka Pledge Reports, directly to your inbox with real-time giving stats and stories from the organizations you're supporting.



Team Volunteering: Team volunteering opportunities will be available here and you can share the individual volunteering that you are taking volunteer time off to complete.

[OPTIONAL FOR OKTA USERS] **How to access the new [Company Name] Platform:** Simply sign in to your Okta portal and launch the Percent Pledge app for a secure and seamless account creation and sign-in process.

[OPTIONAL] Look out for an invite soon to a brief overview with Percent Pledge so your additional questions can be answered!

If you have any questions, please feel free to email [Company Admin] or help@percentpledge.org.

[Attach 1-Pager PDF Social Impact @ [Company Name]]

Platform Slack or Messaging Platform Announcement

@channel Reminding everyone to check out our new [Company Name] giving hub here [insert link]! We recently partnered with Percent Pledge to create a culture of giving at [Company Name], and it takes 1 minute to choose your favorite causes and make the pledge!

Comms for New Employee Onboarding

One of the benefits we offer at [Company Name] is our workplace giving program. This giving program, powered by Percent Pledge, makes it easy to donate to your favorite causes and charities.

Our [Company Name] Platform [insert link] is our hub for all things giving. Through this Platform, you can:

Donate: Choose the organizations or causes you're most passionate about to support by donating [1] monthly (think subscription for giving) and/or [2] one-time.

Receive impact reports: You'll receive quarterly impact reports, aka Pledge Reports, directly to your inbox with real-time giving stats and stories from the organizations you're supporting.

Volunteer: Group volunteering opportunities will be available here [and you can share the individual volunteering that you are taking volunteer time off to complete.]



[OPTIONAL] We have set up a customized [Company Name] GIVING NAME cause portfolio that consists of # charities that directly align with employees' favorite causes and our company mission and values. List charities

Percent Pledge takes zero fees from your donations.

Attached is a one-pager that can help answer any questions, or feel free to reach out to [help@percentpledge.org!](mailto:help@percentpledge.org)

[Attach 1-Pager PDF Social Impact @ [Company Name]]

Copy for Employee Recruiting Materials

[Company Name]'s workplace giving program is powered by Percent Pledge. Our program includes a [Company Name] Platform so employees can easily give back to their favorite charities, as well as monthly Pledge Reports so employees know their impact. We offer employees annual donation matching, group volunteering and volunteer time off.

LinkedIn Announcement of New Program + Partnership

Today, [Company Name] is proud to announce our new partnership with @Percent Pledge. We are a company committed to This new partnership allows us to fulfill our ongoing responsibility to give back, and that the diverse possibilities for that giving should be determined by those who know our communities best: **our employees**.

@Percent Pledge is a giving platform through which [Company Name] will develop company-wide giving and volunteering opportunities, and support employees in their contributions to the charities and causes that matter most to them. We will now offer employees annual donation matching, impact reporting and group volunteering.



Examples of customer's partnership announcements:

Bridge Industrial  6,031 followers  

Today, Bridge Industrial is proud to announce our new partnership with **Percent Pledge**. We are a company committed to giving back. This new partnership allows us to fulfill our ongoing responsibility to give back, and that the diverse possibilities for that giving should be determined by those who know our communities best: our employees.

Percent Pledge is a giving platform through which Bridge Industrial will develop company-wide giving and volunteering opportunities, and support employees in their contributions to the charities and causes that matter most to them. We will now offer employees annual giving stipends, donation matching, impact reporting and group volunteering.

#givingback #community #support #bridgegivesback #volunteer #charity
 #donate #partnership #fundraising #payitforward #nonprofit
 #makeadifference

 You and 60 others 4 comments • 3 shares

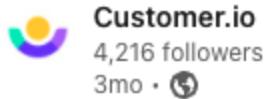
 **Brett Brawerman** • 1st
 Director of People Empowerment  

Today, Feedconomics is proud to announce our newly expanded philanthropy partnership with **Percent Pledge**. This new partnership allows us to fulfill our ongoing responsibility to Be a Good Ancestor, and that the diverse possibilities for that giving should be determined by those who know our communities best: our team members.

Our first donation drive will go towards supporting those affected by the Ukraine crisis and our first event will be geared at providing interview tips to emerging female leaders.

 You and 39 others 4 shares





In celebration of **#GivingTuesday** and kickstart our holiday giving, **Customer.io** is excited to partner with **Percent Pledge** — a platform that will help us develop employee giving here at **Customer.io**.

Percent Pledge allows the team to support their favorite cause(s) and create an ongoing culture of giving back at **Customer.io**.

Percent Pledge links:

Twitter: @percentpledge

LinkedIn: @Percent Pledge

Instagram: @percentpledge

Website: www.percentpledge.org

Percent Pledge Logo:

