

EiOght



Get social with #GMV2021

Share your favorite insights and a-ha moments using the conference hashtag.



We want to hear from you!

Use the chat/question function to interact with your peers and ask questions to panelists.



Give with Bing: Bringing Customers Into Your CSR Journey

Altaf Gilani | Principal Product
Lead

Microsoft Rewards, Give with
Bing and Bing Rebates

Urmi Bhayani | Program Manager
Give with Bing





1 million causes, 1 easy way to give

Support a nonprofit you care about, simply by searching on Bing. It's easy when you join Microsoft Rewards. You'll earn points that are automatically donated to a cause you choose. (Donation matching period now thru 12/31/20).

Join now

You will receive emails about Microsoft Rewards, which include offers about Microsoft and partner products. [Terms](#) | [Privacy](#)

Already a Rewards member? [Sign in to start giving](#)

What is Give with Bing?

Give with Bing is a feature of Microsoft Rewards that allows users to give back to causes, just by searching on Microsoft Bing – at no cost to them

More featured causes

Boys & Girls Clubs of America

Boys & Girls Clubs of America ("BGCA") provides millions of youth with high-quality out-of-school time programs, while focusing on diversity and inclusion to help all youth reach their full potential. Partnering with Microsoft, BGCA will receive double donations through Give with Bing until Dec. 31, 2020

Give



Team Rubicon

The veteran led volunteers have thus far administered 9,600 coronavirus tests, treated 2,700 patients and delivered 26 million pounds of food to COVID-19 stricken communities.

Give



CARE

CARE is responding to COVID-19 in 69+ countries, including the US. We also work globally to defeat poverty and ensure equal rights and opportunities for women and girls.

Give



Mercy Corps

Mercy Corps is a global team of humanitarians, working together on the front lines of today's biggest crises to build a future of possibility, where everyone can prosper.

Give



Goodwill Industries International, Inc.

Goodwill® transforms lives through the power of work. As community-based nonprofits, Goodwill's help 25M+ people through job preparation, placement and skills training.

Give



Save the Children

Save the Children is the leading independent organization creating lasting change in the lives of children in need in the United States and around the world.

Give

Choose from more than a million nonprofits

Enter nonprofit or cause

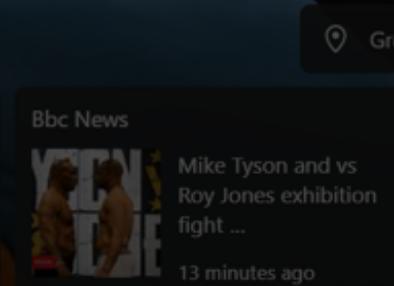
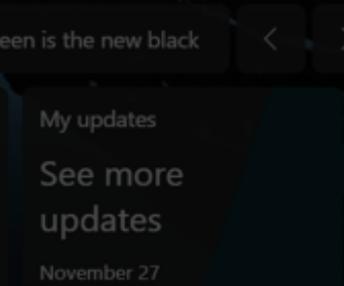
Category

Country

Search

Microsoft Bing (www.bing.com)

Green is the new black

MSFT	215.23	0.64%▲
NFLX	491.36	1.31%▲
FPHAX	24.72	1.19%▲

Bbc News: Mike Tyson and vs Roy Jones exhibition fight ... 13 minutes ago

My updates: See more updates November 27

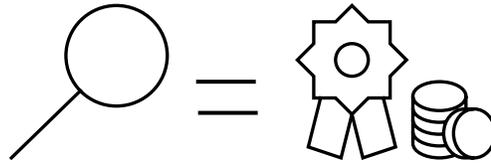
How Give with Bing works

1.



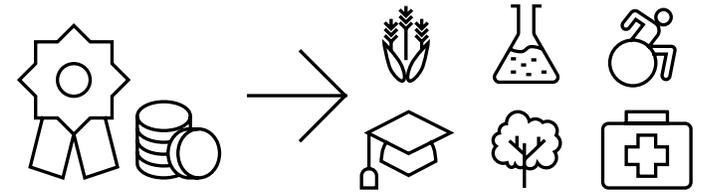
User joins Microsoft Rewards and Give with Bing at www.bing.com/give

2.



Each search earns points towards their chosen cause

3.



Microsoft Rewards donates the equivalent cash amount to charities every month via Benevity

Where is Give with Bing available?

This feature is available in **8 countries** across the world

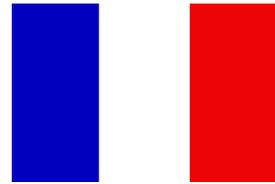
Australia



Canada



France



Germany



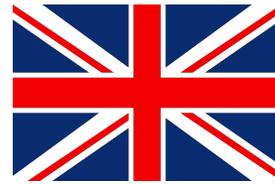
Italy



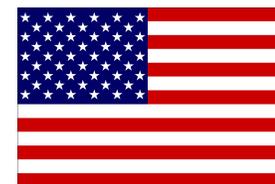
Spain



United Kingdom



United States



A close-up shot of Janelle Monáe in a living room. She has voluminous, curly reddish-brown hair and is wearing a dark blue top. The room features a large, metallic, spherical pendant light, a wooden beam on the ceiling, a striped flag, a potted plant, and a decorative object on the wall.

Janelle Monae on Social Justice Learning Institute and Give with Bing

Response from users and nonprofits

Nonprofit amplification

 **Boys & Girls Clubs of America** ✓
Published by [Sprout Social](#) [?] · November 18, 2020 · 🌐

You can make an impact on Club youth just by searching on [Microsoft Bing](#). To start giving, join Microsoft Rewards and select us as your nonprofit of choice. Your Bing searches will earn points that will automatically be donated to us. Learn more: <https://www.bing.com/give/join...>

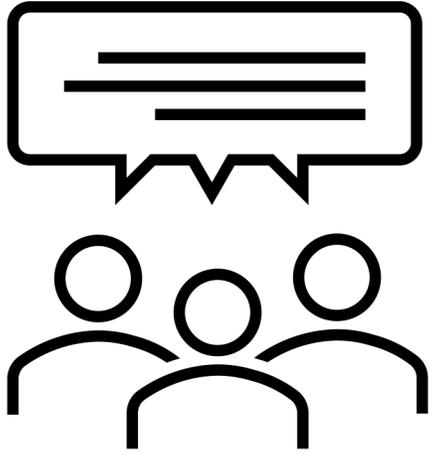


User feedback

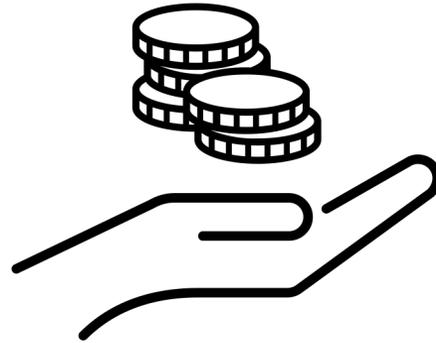
"I woke up this morning and saw that launch of 'Give Mode"! Just want to say thank you to all Microsoft team members involved in that initiative. This is SO cool because you took it a step further and opened up the giving opportunities to non-profits of our choosing"

"I'm so earning as much points as I can for Give with Bing to help the CDC Foundation. This Coronavirus needs to be put to an end...."

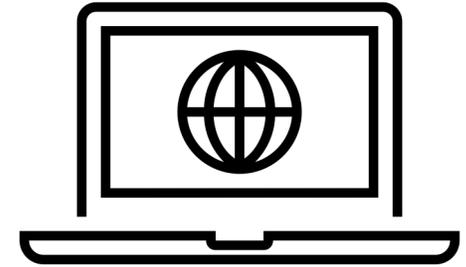
The virtuous cycle



Customers



Nonprofits



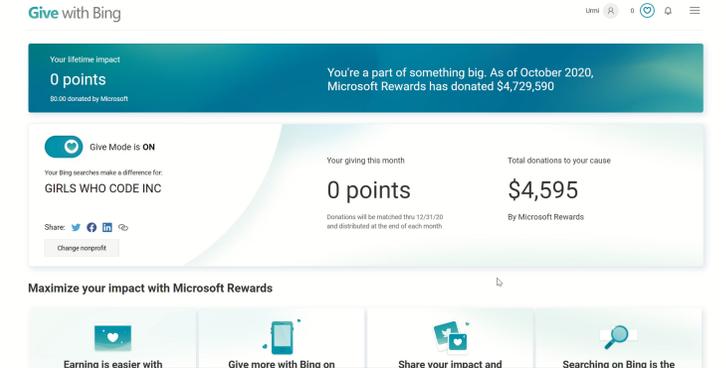
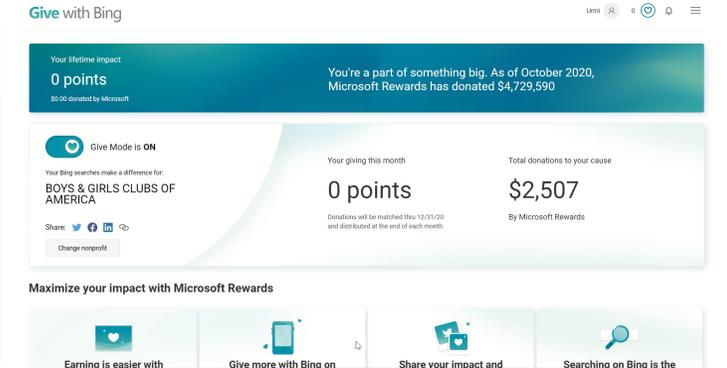
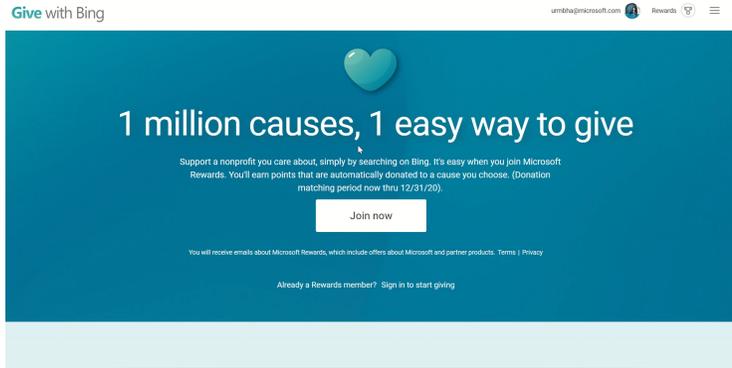
Product

User journey

Join

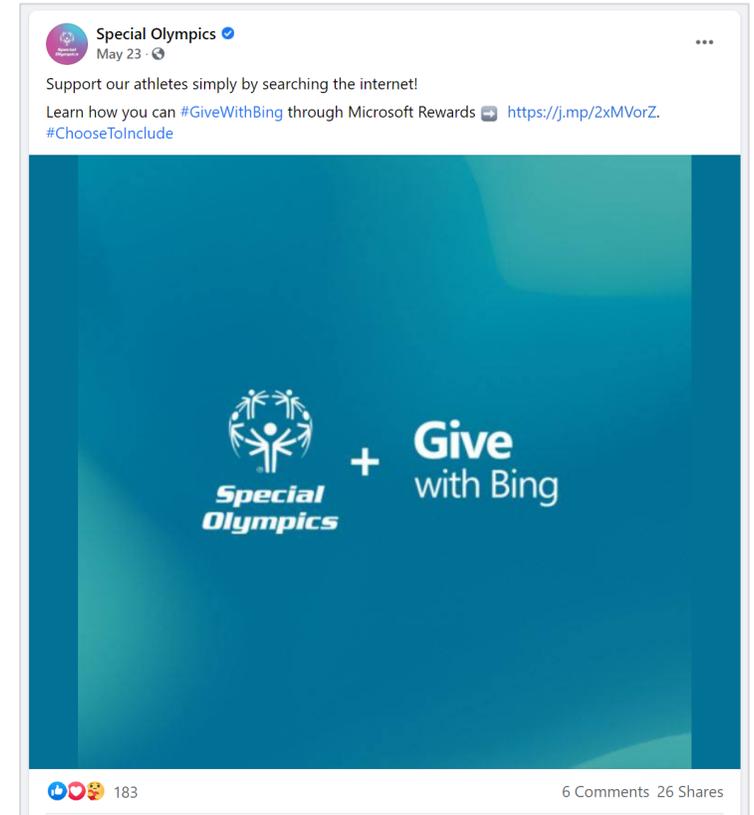
Pick a cause

Search



How causes can engage

1. Get a custom URL
2. Use our co-marketing toolkit for assets and messaging
3. Share with their supporters on your website, social media, emails, etc.



How & why you can use Give with Bing

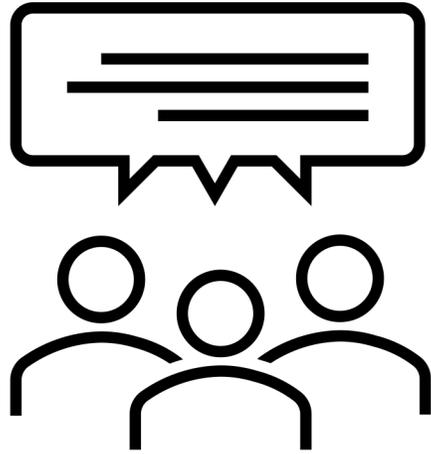
- When you have employee giving programs, Give with Bing can be a way for them to give back to a cause
- Rally employees around a cause each month to drive up donations through their internet searches



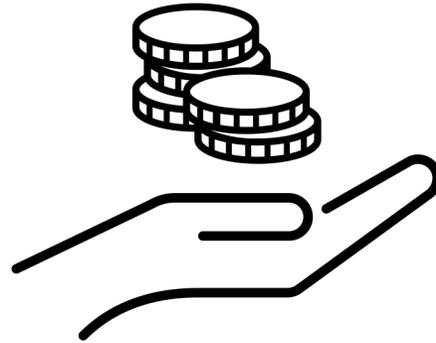
If you're interested and want to make a difference, please reach out to givewithbingsupport@microsoft.com to discuss further opportunities in this space.

Learnings and Takeaways

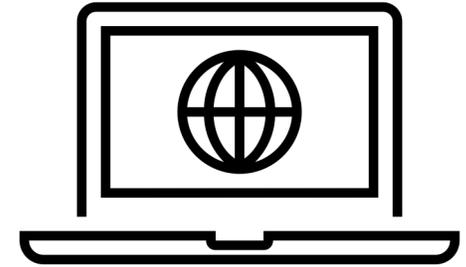
The virtuous cycle



Customers



Nonprofits



Product

Providing a wide range of nonprofits to choose from

The screenshot shows the 'Give with Bing' website. At the top, a teal banner features a heart icon and the text '1 million causes, 1 easy way to give'. Below this, a 'Join now' button is visible. The main content area is titled 'Featured causes' and displays a large card for 'Equal Opportunity Schools' with a photo of a woman using a microscope. Below this are five smaller cards for 'INROADS', 'dream hustle code', 'PEER FORWARD', 'community.', and 'NAACP'. At the bottom, there is a search bar with the text 'Choose from more than a million nonprofits' and a 'How to give back' section with four numbered steps: 1. Start giving, 2. Choose your nonprofit, 3. Sign in, and 4. Search on Bing.

Individual choice matters.



Allows for distribution of donations to a wider range of causes.

The Benevity API integration

Give with Bing

< Back to dashboard

Choose from more than a million nonprofits

Enter nonprofit or cause Animals Country Search

Found 33850 nonprofits for ""



PENINSULA HUMANE SOCIETY & SPCA
Animals | 1450 ROLLINS RD BURLINGAME, CA 94010-2307
The Peninsula Humane Society & SPCA is San Mateo County's largest and most celebrated animal welfare organization. Major shelter programs include adoption of dogs, cats, small animals and exotic pets; wildlife rehabilitation; community education and outreach; obedience classes; low-cost and free spay/neuter programs; animal rescue and cruelty investigation. Since January of 2003, PHS/SPCA has placed 100% of healthy dogs and cats into new, loving homes. Generous gifts of time, resources and funds help us treat, th... +

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Share](#)

Select



MUTTVILLE
Animals | PO Box 410207 San Francisco, CA 94141
Muttville is a nonprofit, 501(c)(3) organization dedicated to improving the lives of senior dogs. On a local level, Muttvill rescues senior dogs and finds them new homes or gives them hospice. On a global level, Muttvill provides information about caring for older dogs and support for people who do. Through associations with shelters and other animal organizations, Muttvill finds senior dogs that have been given up and are not likely to find adopted homes. Through outreach and networking, Muttvill finds suitable new home... +

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Share](#)

Select



San Francisco SPCA
Animals | 201 Alabama Street San Francisco, CA 94103
Founded in 1868, the San Francisco SPCA is a community-supported nonprofit dedicated to saving, protecting and caring for cats and dogs. We do this through immediate care of animals that are homeless, ill or in need of an advocate, but we also work to educate the community, reduce the number of unwanted kittens and puppies through spaying/neutering, and improve the quality of life for animals and their companions. Simply put: the SF SPCA cares. We care for the abused or abandoned dog, for feral cats... +

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Select



WILDLIFE CONSERVATION NETWORK INC
Animals | 209 Mississippi Street San Francisco, CA 94107
The presence of wildlife in our world is a treasure, one that we will never be able to reclaim if it disappears. Wildlife around the world is increasingly threatened. Historically, one out of every one million species became extinct each year; since the Industrial Revolution in the mid-1800's, this rate of extinction has increased rapidly. Today, one out of every one thousand species becomes extinct every year, and the rate of extinction continues to rise. WCN was built on the premise that one person can truly make a difference for... +

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Share](#)

Select

With the Benevity API, we're able to support over a million causes for users to choose from and have the flexibility in how we choose our donation model.

It allows for seamless integration in our product look-and-feel, while still being able to take advantage of Benevity's capabilities.

Give with Bing

UMI R 30974   

Your lifetime impact

28,820 points

\$28.82 donated by Microsoft

You're a part of something big. As of January 2021, Microsoft Rewards has donated \$5,787,014

 Give with Bing is **ON**

Your Bing searches make a difference for:
GIRLS WHO CODE INC

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Share](#)

Your giving this month

530 points

Donations are distributed at the end of each month

Total donations to your cause

\$4,595

By Microsoft Rewards

Reach out to us

Employee engagement opportunities

Spreading awareness to a nonprofit you support

Feature feedback

Contact givewithbingsupport@microsoft.com

Questions?

givewithbingsupport@microsoft.com

**Thanks for
attending!**



**Don't forget to take the
feedback survey**



**Keep the conversation
going on Slack**



Visit our Demo Stations!