

Session Summary

Bringing customers into your CSR journey and infusing purpose into your product

Give With Bing, a new feature launched in 2020, is reinventing how people give back — one search at a time! It allows people to earn Microsoft Rewards points by searching on Microsoft Bing. The rewards earned by the user are automatically donated at the end of each month to one of 1.4 million eligible non-profits, chosen by the user. This session will cover the inspiration and strategy behind Give with Bing and the virtuous cycle that can help individuals, your company and the non-profits who receive these donations make a bigger impact.

Hosts

Urmi Bhayani | Program Manager – Give with Bing

Altaf Gilani | Principal Product Lead - Microsoft Rewards, Give with Bing and Bing Rebates

Attendees

245 attendees

Key Takeaways

- The virtuous cycle
 - **How Customers benefit:**
 - Social good focused feature integrated into your product
 - Feel good about doing what they naturally do (searching)
 - Allowing customers to choose the causes they want to support, creates more diversity and a wider impact of causes receiving donations
 - **How Non-profits benefit:**
 - A new fundraising channel that is available to bring in more funds
 - They can evangelize your product
 - Can potentially increase donations to their cause
 - **Product**
 - If first two pieces (Customer and Non-Profit benefit) work as expected, is reflected by product
 - Win, win, win
- Causes can engage with Give with Bing
- Causes can create a custom URL for their organization giving users a unique experience to give to that cause

- Provide causes co-marketing tool kit to help them promote the program easily

Session Notes

- American non-profits can reach out to help drive donations to your non-profit
- Companies can reach out to create further impact with their donations program