

Session Summary

Turn moments into movements with Peer Matching, Employee Engagement

Your people are the power behind Peer Matching — and you have the ability to activ8 them when the world needs it most! Find out how this new feature in Spark is creating a whole new way to give and helping hundreds of companies:

- Empower their people to create small movements of their own.
- Show that their company's leaders care about what employees care about.
- Bolster existing giving campaigns or initiatives to drive more excitement and interest

Hosts

Renee Matsalla, Senior Product Manager, Benevity
Laura Christensen, Client Success Manager, Benevity

Attendees

246 attendees

Key Takeaways

1. Peer Matching drives impact, catalyzes goodness, and democratizes giving, empowering people to create content and becoming catalysts of Goodness.
2. How Peer Matching works in short: Add Peer Matching dollars to the pool, your funds are helping match employee donations (plus company dollars if available).
3. Drives viral engagement. We have seen, so far: 5k Peer Matches, 82 companies with Peer Matching and \$52M raised in 3 months since launch.
 - a. 20% of people who donated to Peer Matching were first time donors
 - b. Easy to manage and works seamlessly with global campaigns
 - c. Does not require company budget

Session Notes – Case Studies

- **New Relic**

Hope in a Box organic campaign that was discovered by ERG groups and raised funds with Peer Matching capability without Admin support or knowledge.

- **Benevity**

Employees rallied around a colleague who was impacted by 9/11.

- **Elastic Cares**

Launched as a new program feature. An executive stepped up with a \$15k Peer Match to support Nicaragua charity. His goal was to raise \$50k total. Paired this campaign with the Community Impact Portal to engage families and friends.

Q&A Discussions and Conversations

- **Is there an admin approval step before Peer Match goes live?**

Peer Matching is attached to user giving opportunities. These can be queued for approval. We also follow the cause filter rule sets.

- **Our company's foundation is new. We don't have capacity to match employee donations yet. Can we do Peer Matching without company matching?**

Yes! Peer Matching is a great way to involve the social aspect of the program.

- **What happens if your match pool is used up mid donation? Assume they get whatever is available and see the actual match they'll be getting? But if more funds are added to the pool, is it too late to apply to a donation already processed?**

We have not run into the circumstance where funds would be applied to past donations. Once a pool is topped up, the new donations will be matched in succinct order.

- **What resources like training / communications do you have available for those that want to implement Peer Match?**

The B-Hive! There is an end-user guide and video and there are executive materials. Something for everyone to get involved!

- **What is the difference between Friendraising and Peer Matching?**

Friendraising is more like fundraising and Peer Matching is the addition to a giving opportunity that allows users to use their own funds for matching.

- **Can you hide the amount being Peer Matched but share the person offering the match? Or does it have to be one or the other? (all info shared or totally anonymous)?**

Right now, your name and profile will be shared. It is impactful to see who is involved. Once there are more people, it is not clear who Peer Matched how much.

- **If our company doesn't allow user-generated content, are employees still able to set up a Peer Match?**

Yes – as administrators you can setup giving opportunities enabling Peer Matching.

- **If all of the match isn't used, what happens to the funds?**

If the total funds are not used, the person pledging will be notified of how much they need to pay. They can pay what was used or a custom amount above what is matched.

- **For the person who decides to do a Peer Match, does that include the company match for them too? For example, if a user agrees to do a Peer Match for \$1500, does that include their personal fund and company match (if available)?**

The company match is applied when the Peer Matcher goes to pay their match. It is not known at the time of the Peer Match what the company amount is. That will be above and beyond the total if they have matching available.

- **Are all Peer Matches auto added to the CI (Community Impact) Portal?**

Peer Matching is only on giving opportunities right now and is not yet integrated on the CI Portal.