

# Giving Hearts Day Employee Match Program

Businesses have the option to participate in Giving Hearts Day through an employee match program. So what is that, exactly?

The Giving Hearts Day Employee Match Program is a great way to offer your employees matching funds for Giving Hearts Day gifts they make online, and with minimal administrative work for your business. Your company has the ability to set parameters around the employee match and access reports to measure engagement.



## Step 1 – Set Match Parameters

Here are some ways that your company can customize the Employee Match Program experience:

- Set the amount of matching funds per employee
- Set how many employees can access the matching funds
- Select a charity, charity type, or service area to match donations for
- Match specific charities that your employees support



## Step 2 – Activate Your Staff

Make sure your staff is excited and understands how to access the link.

- We will provide templates, tool and resources to make your day a success



## Step 3 – It's Giving Hearts Day! Send the Link to Employees and Celebrate

You will receive a custom URL link that will allow employees to:

- Enter the site (see Figure 1 for an example)
- Make a donation to the charity of their choice
- See how much your company will match within their cart — this allows the employee to see the impact of the full gift and allows the match to be made in real time and count toward the charity's Giving Hearts Day total

\*You will also receive a link to track and monitor employee participation. This will allow you to see who has accessed matching funds and how much. This allows you to:

- Track and measure employee engagement
- Hold contests to recognize and incentivize donors

The Giving Hearts Day Team will supply you with everything that your business will need to encourage your employees to experience giving!

Figure 1

DONATIONS	
Organization	Amount
<b>Donation matching is applied from top to bottom in your cart. Match amounts are outlined beside each donation.</b>	
<b>YWCA</b>	25.00
<input type="text" value="Dedicate this donation..."/> <input type="text" value="Name here"/>	<a href="#">Remove</a>
<input type="text" value="Special donation instructions"/>	<input checked="" type="checkbox"/> \$25.00 MATCHED
<b>PLAINS ART MUSEUM</b>	25.00
<input type="text" value="Dedicate this donation..."/> <input type="text" value="Name here"/>	<a href="#">Remove</a>
<input type="text" value="Special donation instructions"/>	<input checked="" type="checkbox"/> \$25.00 MATCHED
<b>TURTLE MOUNTAIN ANIMAL RESCUE</b>	25.00
<input type="text" value="Dedicate this donation..."/> <input type="text" value="Name here"/>	<a href="#">Remove</a>
<input type="text" value="Special donation instructions"/>	<input type="checkbox"/> DONATION NOT MATCHED

**PAYMENT SUMMARY**

\$0.00 MATCH REMAINING  
WITH A \$50.00 MATCH BY  
EXAMPLE CODE, YOUR DONATION  
WILL HAVE AN IMPACT OF \$127.48  
Processing Fee - \$2.48

**TOTAL: \$77.48**

[CONTINUE TO PAYMENT](#)

Yes, I would like to increase my donation by 2.9% + \$0.30 in order to offset credit card processing fees. [View info](#)

This sample employer matched up to \$50 per employee. The match is applied starting with the first charity entered. This sample employee redeemed all of the matching funds available. The full impact of the total gift is shown at the right.

