



# Overcome participation hurdles: nonprofit matching

How Bonterra's Employee Engagement software makes it easy to find, vet, and connect with nonprofits that match your corporate values and employee interests.

# Connect your business and its employees with the right nonprofits for maximum impact

When planning and implementing an employee engagement program, CSR leaders are tasked with balancing corporate values and employee interests. Your company likely has eligibility criteria and funding priorities to consider when selecting nonprofit partners. Meanwhile, your employees have existing relationships with nonprofits as donors or volunteers. If they can't support these causes through workplace channels, you risk losing their participation.

The most effective workplace giving programs align employees with the causes they care about while meeting corporate requirements. Bonterra's Employee Engagement software simplifies this process, enabling program administrators to build and sustain relationships with nonprofits that satisfy both corporate and employee needs.



## THE PROBLEM

Workplace giving programs offer a powerful opportunity to connect your employees with causes they're passionate about as well as your corporate purpose. But if employees can't support their preferred nonprofits through your program, they may not participate. According to [America's Charities](#), 30% of employees don't give through their company's programs because the causes they care about are not made available to them. In contrast, [36% of employees](#) say having the opportunity to support nonprofits they're passionate about would motivate them to participate in their workplace giving program.

While catering to your employees' needs is important, you also likely need to align your programs with corporate values and funding priorities. Your company may also have eligibility criteria that limit your ability to partner with certain organizations. Without a tool that allows program administrators to easily find, vet, and connect with nonprofits, meeting the needs of both your employees and your business can be a challenge.

## THE SOLUTION

Your CSR team needs purpose-built software to connect your company and employees with the right nonprofits while minimizing manual work. With Bonterra Employee Engagement, you gain access to FrontDoor Marketplace — the relational foundation of our platform. This tool makes it easy for CSR teams to find nonprofits that align with your company's eligibility criteria and values as well as employee interests. Today, companies and nonprofits benefit from using FrontDoor Marketplace.

### Benefits for companies

- Remove the administrative burden of maintaining accurate nonprofit records with a single FrontDoor profile that reflects information like banking details, cause overview, 501(c)(3) status, and more.
- Empower employees to find and connect with preferred nonprofits through a searchable record of 160,000 rigorously pre-vetted organizations and a growing set of direct relationships.
- Maximize the potential of nonprofit and employee relationships through a flexible dollars-for-doers nomination process and a simple, user-friendly matching gift experience.



### Benefits for your nonprofit partners

- Reduce administrative costs with access to a single organization portal that can be used to connect with the world's largest corporate giving and volunteering programs.
- Maximize the potential of employee relationships with a simple and consolidated matching gift process.
- Easily communicate impact with native reporting tools, incentivizing employees to offer continued support.

When your company positions itself as the connection point between employees and the causes they're passionate about, your participation and engagement rates will skyrocket.

# Grants engagement software for leading corporations



**25%** of all corporate giving is processed by Bonterra



**50+** of the Fortune 100 are supported by Bonterra



**8%** of U.S. employees give through Bonterra



**9 million** volunteer hours recorded annually via Bonterra

At Bonterra, we're here to help you align corporate philanthropy with your employees' passions, boosting engagement, increasing retention, and maximizing impact. When you partner with us, our team of experts will work alongside you to build a platform that meets your business needs and can scale with you as you grow.



See if Bonterra Employee Engagement is right for you and [schedule a demo](#) with one of our experts.