



ACTIVATE YOUR PROGRAM

Your Giving Season Kickoff

September 10, 2026

Joining us today from Benevity



**Nina
Belojevic**

Senior Manager, Product
Content Design

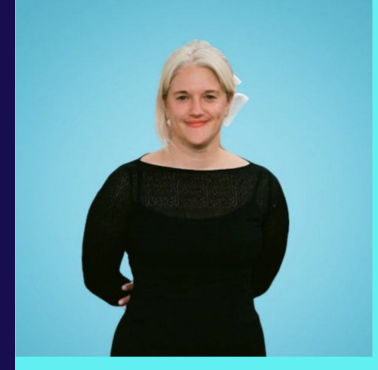
Benevity



**Raquel Fraga
Munuera**

Senior Client Success
Manager

Benevity



**Gabrielle
Leith**

Client Engagement and
Community Manager

Benevity

Joining us today from your peers



**Melissa
Shelton**

Teammate Engagement
and Volunteer Lead

DaVita, Inc.



**Tiffany
Baggett**

Senior Specialist, Social
Impact Operations

Relativity



**Ask questions in
the chat**



**Be ready to
share**



**Mute if
multi-tasking**



**Video replay
and notes will be
shared
afterwards**



**Add your company to
your Zoom name**

Agenda

1

Why Giving Season matters

Why this quarter matters more than any other window on the calendar.

2

Strategies that drive impact

Matching offers, seeding and low/no-budget activations.

3

Client speakers

Hear how DaVita and Relativity ran their 2025 campaigns and how they are thinking about 2026.

4

Your resources

Upcoming events, Reporting Studio, Employee Activation and Giving Season Campaign Kits.

5

Open time for discussion

What strategies are you thinking about?

6

Wrap-up

Key takeaways and upcoming events

Why Giving Season matters

✓ Runs October 1 - December 31

✓ Giving Tuesday is December 1



167%

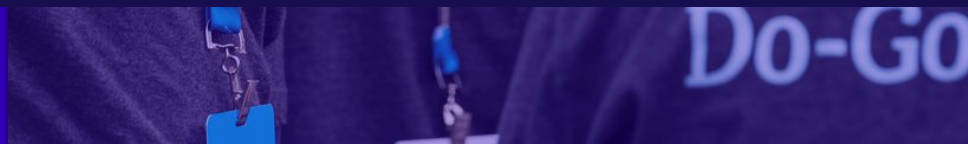
Boost in awareness and participation by seeding donation currency.

13%

Increasing match rates drives higher participation in employee giving.



This document is proprietary and confidential to Benevity.



Strategies that drive impact



Matching Offers

Increase **matching rates** for a limited time



Hi Clara  [Help](#) • [B-Hive](#) • [My Dashboard](#)

[Dashboard](#) [Giving](#) [Volunteer](#) [Content](#) [People](#) [Company Giving](#) [Finance](#) [Match Requests](#) [Reports](#) [Site Settings](#)

Matching Offers

You can now create and manage your matching offers. Select an action next to each matching offer to edit the matching offer. [Learn more about creating and editing your matching offers.](#)

[+ Create Matching Offer](#)

Name 	Type 	Start Date 	End Date 	Currency 	Rate 	Status 	Actions
Black History Month 2025	Programmed	Feb 1, 2025	Feb 28, 2025	Multi	100%	Pending	
Giving Season	Relief	Nov 10, 2024	Jan 26, 2025	USD	100%	Active	
Hurricane Helene Relief	Relief	Oct 10, 2024	Oct 31, 2024	CAD	200%	Completed	

Benevity Reporting

For more detailed data, access your customs reports.

[Go to Benevity Reporting](#) 

Help Article

Learn more about creation and management fo matching offers.

[Go to B-Hive](#) 

Feedback

Let us know how we can improve your experience.

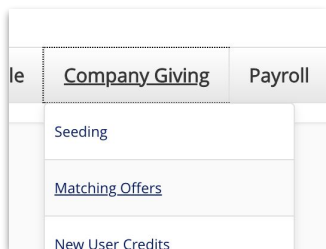
[Send Feedback](#) 

Steps to create a matching offer



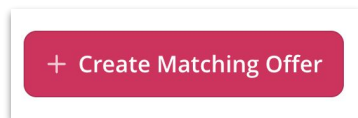
1

Access



2

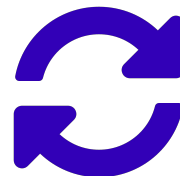
Create



3

Details

Dates
Nonprofits
Funding Rules



4

Manage

Edit
Track

Course: Matching Offers for Crisis and Campaigns

COMING SOON!

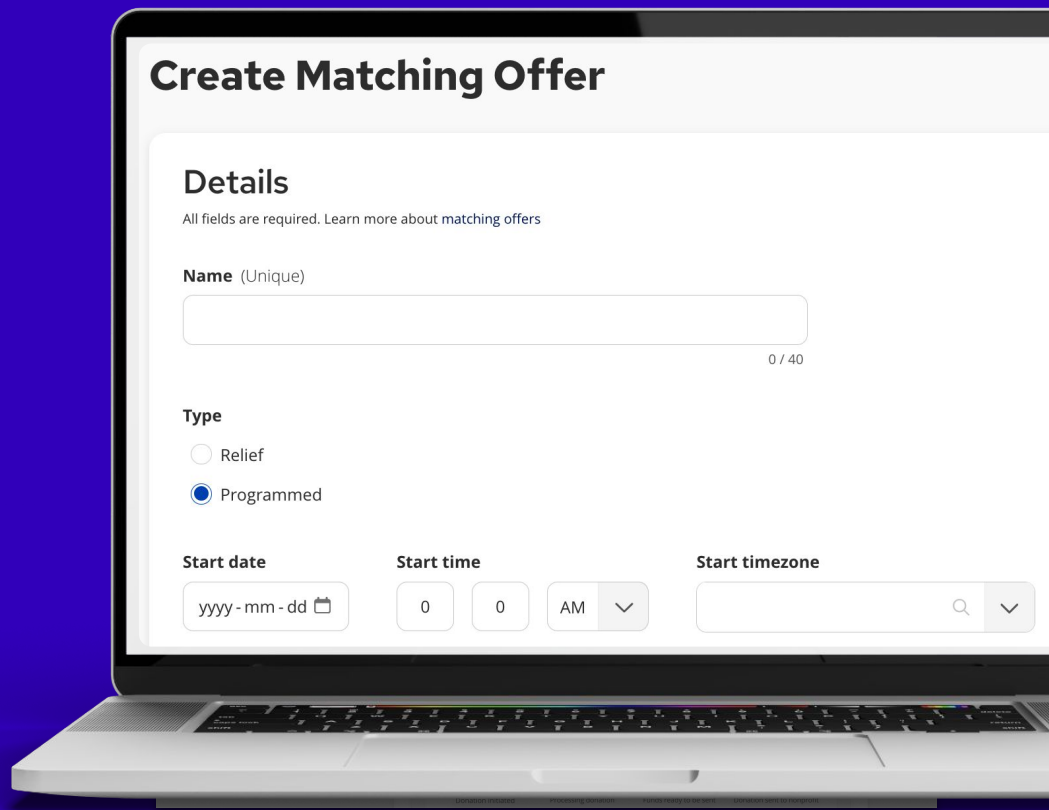
Site-wide Matching Offers

Empower your people and maximize impact with flexible, real-time matching campaigns you can create, control, and measure end-to-end.

Scale Your Impact Instantly: Launch program-wide matching offers without the manual effort of uploading nonprofit lists

One-Click Setup: Select "All nonprofits in my program" to go live instantly

Truly Global: Seamlessly handles multiple currencies and regions



The image shows a laptop screen with a web form titled "Create Matching Offer". The form is divided into a "Details" section and a "Start" section. The "Details" section includes a "Name (Unique)" text input field with a character count of "0 / 40". Below this is a "Type" section with two radio button options: "Relief" and "Programmed", with "Programmed" being selected. The "Start" section includes three fields: "Start date" with a placeholder "yyyy-mm-dd" and a calendar icon, "Start time" with two numeric input fields (both containing "0") and a dropdown menu set to "AM", and "Start timezone" with a searchable dropdown menu. The laptop is silver and shown from a slightly elevated angle.

Create Matching Offer

Details

All fields are required. [Learn more about matching offers](#)

Name (Unique)

0 / 40

Type

☐ Relief

☒ Programmed

Start date

Start time

0 0 AM

Start timezone

Seeding

Add funds to
employee giving
accounts



Hi Clara ▾



Help • B-Hive • My Dashboard |

Dashboard

Giving

Volunteer

Content

People

Company Giving

Payroll

Finance

Match Requests

Reports

Site Settings

Giving Account Seeding

Add rewards to users' Giving Accounts to celebrate and acknowledge employee or company milestones, or other significant events and initiatives.

Fiscal Year

2024



Create New Seeding

Batch identifier ↕	Last modified date ↕	Last modified by ↕	Status ↕	Actions
Ambassador thank you	2024-11-05 01:51 PM UTC	corporatepurpose	Draft	Actions ▾
Singapore campaign	2024-08-01 10:27 PM UTC	corporatepurpose	Complete	View
Pride Campaign Champions 2024	2024-05-21 05:14 PM UTC	corporatepurpose	Complete	View
March lottery winners	2024-05-21 03:44 PM UTC	corporatepurpose	Draft	Actions ▾
10 year anniversary	2024-05-21 03:43 PM UTC	corporatepurpose	Draft	Actions ▾



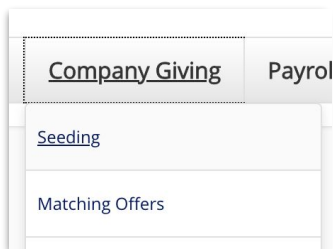
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Steps to seed accounts



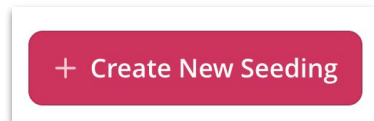
1

Access



2

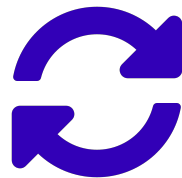
Create



3

Details

Basic info
Add users
Add amounts
Review and submit



4

Manage

Edit
Track

Course: Seeding Rewards

Low or no-budget activations ideas

1

Friendly competition

- Team/department leaderboards with prize donation to the team's cause of choice or company swag
- Create giving/volunteering campaigns people can sign up for. Winning campaign receives a day off

2

Recognition & visibility

- Volunteer spotlight. Rotating stories of employee volunteering experiences
- Slack/Teams channel for your Goodness program. Recognize volunteers and encourage/promote campaigns

3

Leadership engagement

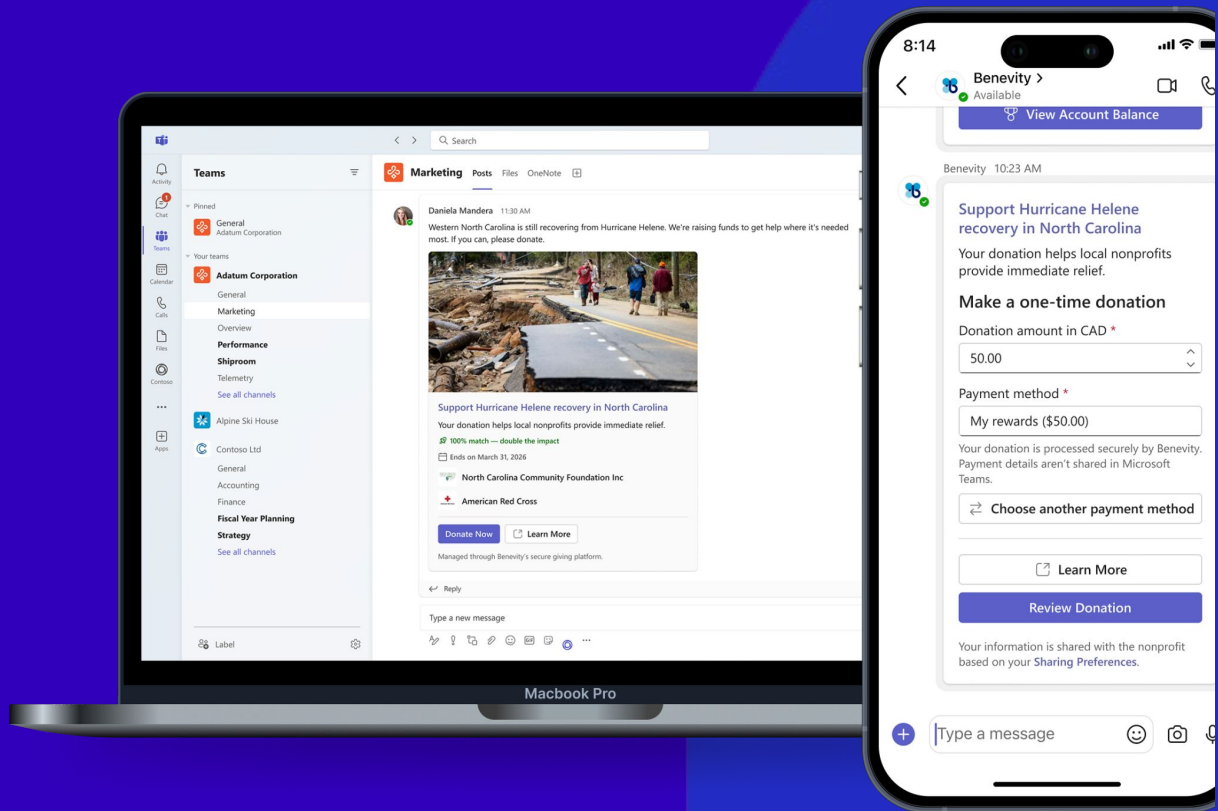
- Execs create their own Giving Opportunities they care about and encourage staff to donate
- Meet and greet with a leader, board member or notable connection through the company

COMING SOON

Benevity for Microsoft Teams

We're bringing **Benevity** into **Microsoft Teams** so employees can **give & sign up to volunteer** in the moment it moves them.

No separate platform, no extra login, no context-switching.



This document is proprietary and confidential to Benevity.



Melissa Shelton
Teammate Engagement
and Volunteer Lead

CAMPAIGN STORY

\$158K

In donations

Giving Season 2025 strategy

- 2:1 company match on Giving Tuesday ((up to \$2,000 per teammate)
- Omni-channel awareness campaign



Tiffany Baggett
Senior Specialist, Social
Impact Operations

CAMPAIGN STORY

300% Flash Match for Giving
Tuesday

Giving Season 2025 strategy

- \$127K+ generated through employee giving and company matching
- 259 donations supported 228 nonprofit causes



Everything you need to activate



UPCOMING EVENTS

More live sessions to prepare you for Giving Season

Register for events in the Benevity Community at community.benevity.com

SEPT 16

PRODUCT DEEP DIVE

Get to know faster disbursements

With the Benevity money movement engine, we have reduced disbursement timelines to as little as 14 days.

SEPT 18

OFFICE HOURS

Reporting Studio Office Hours

SEPT 22

WEBINAR

Real Fixes for Giving Season's Biggest Pain Points

Featuring Infoblox, LinkedIn & Cenovus.

SEPT 23

OFFICE HOURS

Giving Season Office Hours

Bring your questions about campaign setup, employee activation strategies or ideas to share.

OCT 8

ACTIVATE YOUR PROGRAM

Activating Giving Tuesday

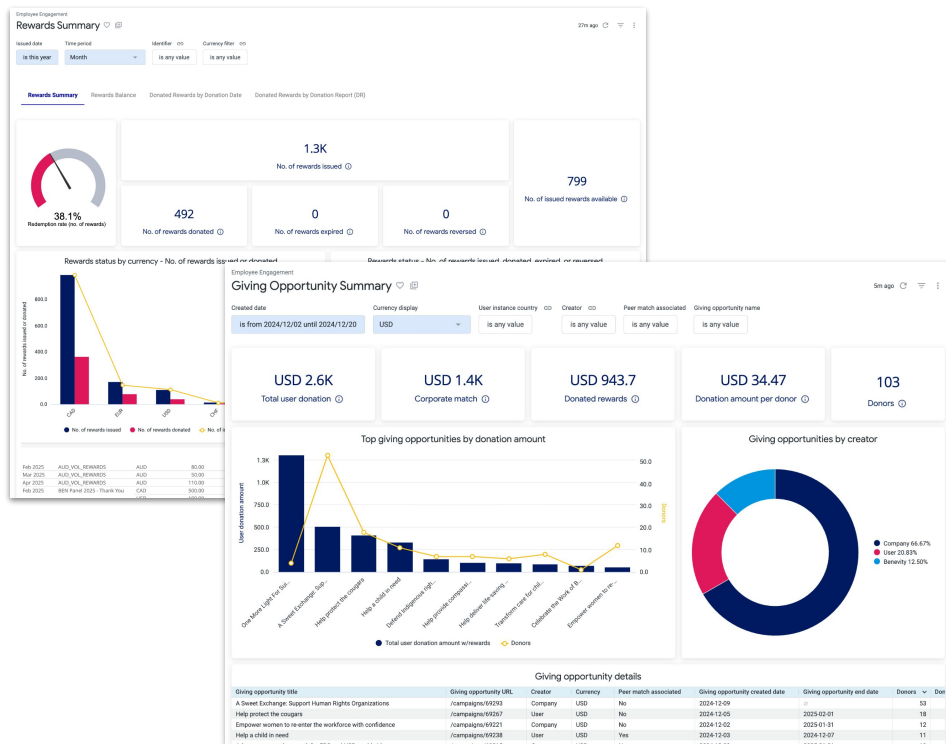
A peer conversation on turning a one-day spike into season-long participation.

OCT 16

OFFICE HOURS

Reporting Studio Office Hours

Measuring success with Reporting Studio



Standard Reports:

- Giving Opportunity Summary
- Donations Summary
- Rewards Summary
- Matching Campaign Usage
- Giving Account Balance

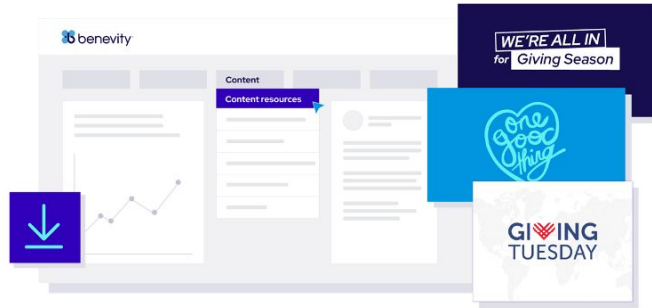
Reporting Studio Office Hours

September 18

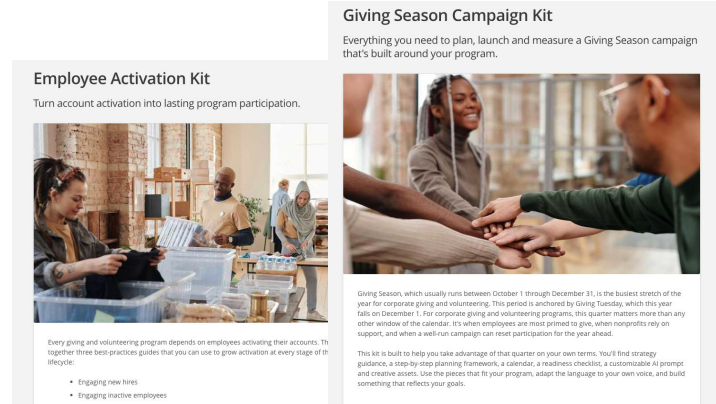
October 16

Register in the Benevity Community

A new type of campaign kit



Campaign asset package



Strategy &
how-to guides

Calendar &
framework

AI prompt &
image guide

Guidance for custom campaigns

What's in the Employee Activation Kit

1

Engaging New Hires

Introduce your program during onboarding with orientation tips, new-hire credits and cohort volunteering, plus a welcome email template.

2

Engaging Inactive Employees

Pull your unactivated-users list in Reporting Studio, send a direct activation email, and track results, plus an email template.

3

Mobilizing Program Champions

Identify, equip and recognize peer champions who drive activation person-to-person, plus an outreach message template.

What's in the Giving Season Campaign Kit

1

How-to guide

Five-phase framework across every activation type.

2

Readiness checklist

One-page tracker mapped to the five phases of the framework.

3

Campaign calendar

Suggested Aug-Dec 2026 timeline and recommended channel mix.

4

Customizable AI prompt

Drafts giving, news, email and Slack or Teams copy in your voice.

5

Image library & guidelines

Sized Giving Season images and guidance.

6

Strategy guide

Seeding, matching, champions and case studies, plus the Employee Activation kit.

7

Challenges

Recommended Giving Season Challenges to drive participation.

More resources coming! Including using the Benevity Teams App for campaign success.

Plus access to past campaign assets:

Three ways to run your Giving Season campaign:



A full-season campaign that builds momentum through the year-end.



Focus your energy on the single biggest giving day, Tuesday, Dec. 1, 2026.



A lighter-lift campaign built around one clear action.

Check out our resources



Giving Season Resource Hub

Everything you need to plan, launch and report on your program – training templates and peer playbooks.

[Benevity Community](#)



Campaign Kits

The how-to guides, email templates, visuals and customizable AI prompts you need to launch your campaign

- Employee Activation Kit
- Giving Season Campaign Kit

[Content Resources](#)

Discussion / Q&A