



### MAJOR CREDIT CARD COMPANY PARTNERS WITH FRONTSTREAM FOR THEIR WORKPLACE GIVING CAMPAIGN

#### The Challenge

Time is a precious commodity! We are always trying to find ways to work smarter not harder. Managing workplace giving programs that allow flexibility for donors and ease of use for administrators can be a serious challenge for some corporations. That's why when a major American credit card company was looking for a smart solution to boost giving amounts and participation in their employee giving programs, they turned to FrontStream.

#### Our Strategy

We knew in order to find the right solutions for the company, we first needed to understand their needs. After collaborating with their CSR team, we discovered the company wanted a program that allowed employees to donate to the charities of their choice, as well as flexibility in how often they donated. FrontStream recommended our Workplace Philanthropy suite of tools. With the technology to support numerous payment options, and the ability to give to over 2 million vetted nonprofit organizations, our custom giving program had all the flexibility their team was looking for.

#### Our Impact

The results of the giving campaign were exciting! **The average employee donation in 2014 was \$450, representing a significant 17% increase over the previous year.** Additionally, the credit card company's strong commitment to youth and education causes was reflected in the choices made by employees as they donated. Nearly 30% of all designations were intended for youth development initiatives and educational programs, as well as arts organizations, sports teams, and human service organizations targeting youth. Educational causes also received the highest average donation among all other causes, at \$753 per donation.

This was a campaign in which the credit card company wanted their participants to have a say in how their workplace supported charitable causes. Employees exercised their choice to support the causes they care most about and aligned with the company's broader CSR objectives.

#### Lessons Learned

By listening to the company's needs for an impactful employee giving campaign we were able to create a successful workplace program that raised the average donation amount per transaction well above the averages of campaigns in corporations of a similar size. FrontStream is proud to be part of successful giving programs that benefit CSR teams, employees, and the causes they support!

