

Unite to fuel Change



Greater Twin Cities
United Way

PHILANTHROPY CLOUD

During these unprecedented times, Greater Twin Cities United Way is providing a turn-key platform to keep your employees connected to the community response for COVID-19. This is a highly customizable web platform that gives your employees access to information related to this crisis as well as a direct channel for giving to those vetted and reputable charities most important to them.

It's called Salesforce.org Philanthropy Cloud.

BENEFITS OF THE PLATFORM: UP-TO-DATE CONTENT

Regular updates to the site ensure your team has immediate access to the latest updates for our communities. As we progress through the next few months, needs will continue to change and grow. Philanthropy Cloud allows for real-time updates for local and national information.

CONNECTION TO EVERY NONPROFIT IN THE U.S.

The platform provides your employees access to give to and volunteer with the organizations most important to them. The platform has more than 1 million vetted nonprofits directly integrated from Guidestar. You and your employees can be confident donations will be used to help those most in need.

EASY-TO-USE INTERFACE

This platform provides a best-in-class online experience for your employees to connect with the causes they care about most. Personal profiles enable employees to see their past donations and volunteer time, making it easy to give and volunteer again.

SET-UP IS SIMPLE

There are only two steps involved in set-up:

1. Formalizing an agreement for the platform (free of charge) to gain access to the licenses needed for all of your employees.
2. contact information for your employees, so they can be given access to the platform

That's it!

ONGOING SUPPORT

We are providing Philanthropy Cloud free to our current partners to ensure you have an effective and dependable platform while supporting your employees and community during this critical time. Companies signing up for Philanthropy Cloud this year will continue to receive free annual licenses for subsequent years providing United Way continues to be a featured partner.

For a demo or to answer any questions, please contact Wendy Traxler at wendy.traxler@gtcuw.org



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