

Unite to fuel Change



Greater Twin Cities
United Way

PHILANTHROPY CLOUD

During this period of change, Greater Twin Cities United Way is providing a turn-key platform to keep your employees connected to each other and the community. This is a highly customizable web platform that gives your employees access to timely information 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 and volunteer to the organizations most important to them. The platform has over 1 million vetted nonprofits directly integrated from Guidestar. You and your employees can be confident of donations being used to help those most in need.

EASY-TO-USE INTERFACE

This platform provides a best-in-class online experience for your employees to be connected to the causes they care about the 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!

CREATE AND MANAGE EVENTS

Use the platform to organize your own volunteer events, share employee impact stories and manage campaigns that increase employee engagement and support our community.

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.

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



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