

A NONPROFIT'S GUIDE TO PARTNERING WITH DEED

Technology for togetherness.



d deed

2023



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ABOUT DEED



Deed is the new generation of employee engagement and social impact technology.

Inspired by the passion and activism of today's employee and consumer, we've reimagined the workplace to empower millions to do good deeds, wherever, whenever. We strive for fanatic adoption. We'll showcase your initiatives as suggested and timely deeds on desktops and the Deed Mobile app, so users everywhere can jump straight into giving and volunteering.

Our community currently consists of over two million nonprofits. By joining Deed, your organization will be able to connect with over one million employees at purpose-driven organizations like Airbnb, lululemon, and more.

If you have a PayPal Giving Fund account, you'll first need to [claim your nonprofit](#) on Deed.

If you do not have a PPGF account, you'll first need to [register with PayPal Giving Fund](#), at no cost to your nonprofit.

Once onboarded, you'll be eligible to:

- Receive donations and company matches on Deed from corporations worldwide.
- Create volunteer opportunities, events, and fundraisers on the Deed platform.
- Manage your donation disbursements, as well as track donors and volunteers.

This guide will give you an overview of our platform and how you can multiply your impact by partnering with Deed.

We'll show you how you can create volunteer opportunities on the platform and provide you with best practices to engage volunteers and companies alike.

WHY JOIN DEED?

“

Deed has connected our nonprofit to mission-minded companies and individuals with whom we would have never connected had it not been for Deed and its platform.

Brooklyn Book Bodega

”

“

Since the beginning, our partnership with Deed has been all about connecting people who want to help with immediate service opportunities, and eliminating the barriers to doing so.

Trinity's Services and Food for the Homeless

”

YOU'LL BE IN GOOD COMPANY

Lemonade

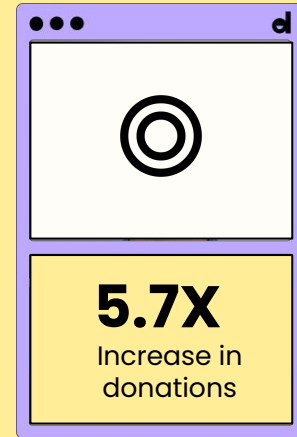
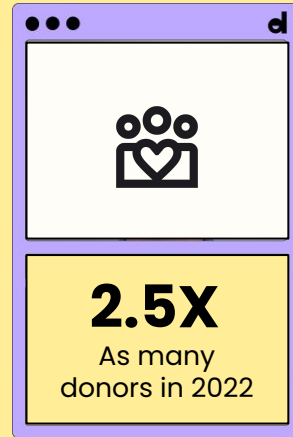
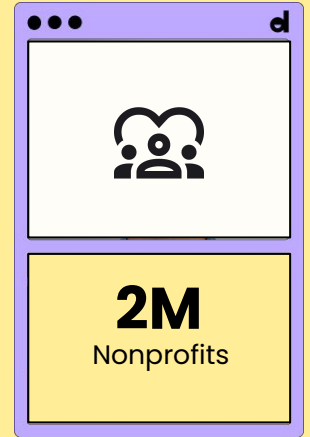
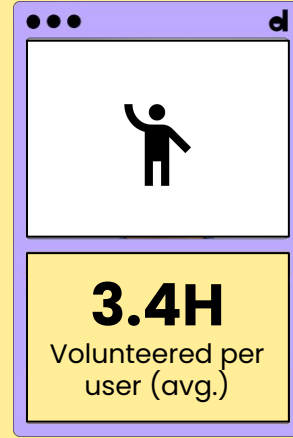
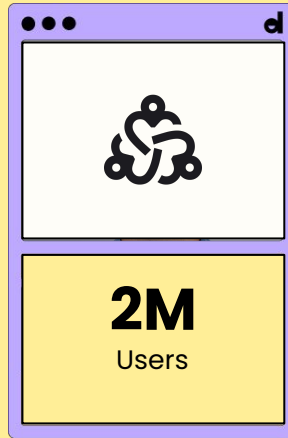
 **airbnb**

kyndryl

 **Discord**

 **ripple**

The New York Times



TECHNOLOGY FOR TOGETHERNESS:

How Deed helps you meet your community's needs

STAFF UP, SECURE YOUR FUTURE



Find your standing crew with a volunteer project—our ongoing, skills-based opportunity for people who want to lend their pro-bono skills and expertise to your cause. We'll help make sure you find the right fit and reach your goals together.

RAISE THE DONATION FLOOR



Launch your fundraiser to support a specific current or future initiative, event, or program. Then, download the list of each company's donors to re-engage your strongest champions.

PLAN YOUR EVENTS



Maximize the impact of each day's event by organizing, calling for volunteers, and listing out important details like your organization's point of contact on one platform.

EMPOWERING DATA



While other platforms overwhelm or underwhelm admins, Deed's easy-to-use dashboards are just right. See key insights and impact in real time—zero reporting expertise needed.

DESIGNED TO SEND VOLUNTEERS AND DONORS RUNNING YOUR WAY



Deed is the new generation of employee engagement and social impact technology. Inspired by the passion and activism of today's employee and consumer, we've reimaged the workplace to empower millions to do good deeds wherever, whenever. We strive for fanatic adoption. We'll showcase your initiatives as suggested and timely deeds on desktop and the Deed Mobile App, so our partners' employees can jump straight in.

TECHNOLOGY FOR TOGETHERNESS:

How the Deed community helps you make an impact

CORPORATE PARTNERSHIPS BUILT TO LAST



Deed's curated content, disaster response, and insights keep your shared cause top-of-mind, allowing relationships to flourish. Check out our nonprofit resources and our blog to see how.

GLOBALLY INCLUSIVE



With presence in over 170+ countries, 37+ currencies, 12+ languages, tax-effective giving in five countries, and over two million nonprofits available, Deed enables people to do good deeds worldwide.

ALIGN YOUR WORK WITH ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE (ESG)



Companies need new ways of reaching their ambitious ESG goals, from hitting Net-Zero to improving literacy in their local school district. With Deed, their employees can easily join your in-person and virtual fundraisers, volunteer events, and awareness events—and make a real difference in your community.

POWERFUL PARTNERSHIPS



Rather than reinventing the wheel, we integrate with other tech leaders and industry experts like PayPal Giving Fund, Goodera, Idealist, Volunteermatch, and many more.

NONPROFIT SUPPORT

People around the globe are using the Deed platform to donate their skills, time, and funds.

Skills-based volunteering



Expand your network of professionals—both virtually and in person—who are eager to invest time and expertise into your organization.

General volunteering



Get consistent, hands-on support for a specific event or long-term commitment while establishing connections with volunteers.

Fundraisers



Collect funding for specific needs and projects at your organization.

Donations



Receive direct donations from users in your local currency.

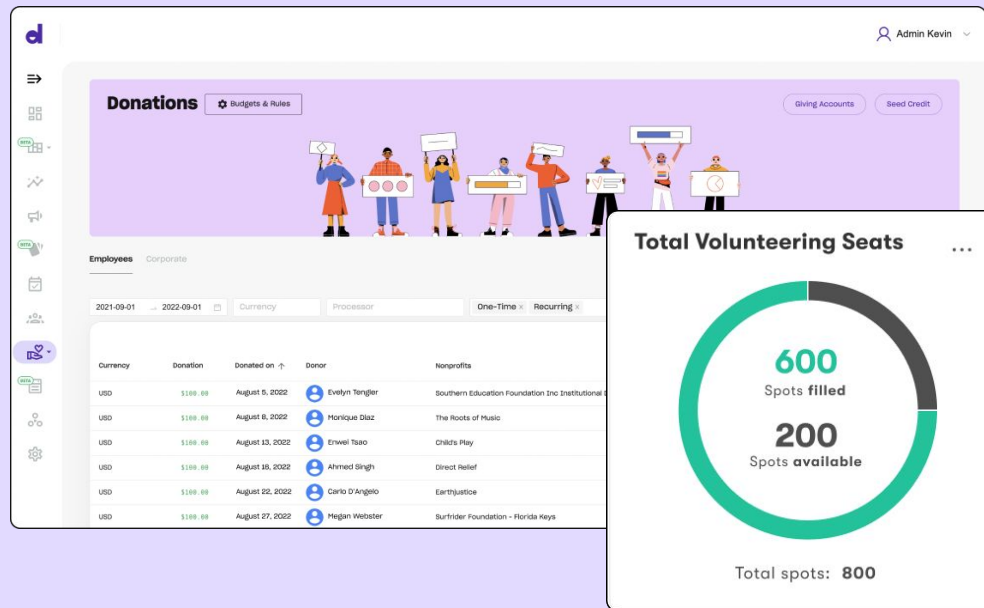
Corporate employees and individuals looking to do good deeds can choose how they want to engage with nonprofits.

HOW TO ACCESS YOUR DATA

While other platforms overwhelm or underwhelm admins, Deed's easy-to-use dashboards are just right. See key insights and impact in real time—zero reporting or analytics expertise needed.

See data relating to:

- Donor and volunteer information
- Donation type
- Donor behavior
- Donation disbursements



YOUR NONPROFIT PROFILE

Since your profile page is visible to volunteers and donors, make sure you provide detailed information about your organization and mission. When creating or bolstering your nonprofit profile, provide the following:

Hot Campaign



Highlight your mission

In the description area of your profile, communicate about your mission, programs, and achievements.

Cause Areas

Advocacy

Animals X

Arts

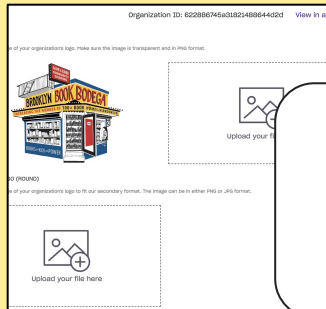
Children X

Identify your cause filters

Indicate which cause filters (e.g., hunger, educational, human rights) the nonprofit itself and any deeds fall under. Users filter by causes, so your tagged causes influence how your nonprofit is found in search results.

Add title images and logos

Integrate your organization's logo onto your page and submit different title images for each of your deeds.



View all deeds at a glance. This is where you can find all of your deeds: *volunteer events* (specific time-stamped opportunities), long-term *volunteer projects*, and fundraisers. Create as many deeds as you like. For more detail, see our example fundraiser [here](#).

ONE PLATFORM, ENDLESS GOOD DEEDS

Nonprofits can create 3 kinds of deeds:

Fundraisers

Time-boxed donation events held to generate financial support for a relevant initiative or program.

*Download the list of each company's donors to re-engage your strongest champions!

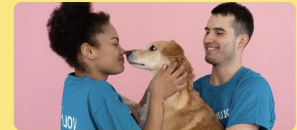


Donate
to more 3000 causes



Volunteer Events

Time-boxed opportunities for volunteers to donate time, skills, and/or general efforts.



Volunteer
in person or remote



Volunteer Projects

Opportunities for volunteers to engage with nonprofits for non time-stamped, long-term commitments.

ONE PLATFORM, ENDLESS GOOD DEEDS

What users look for in deed descriptions



Skills-based volunteering

Donate graphic design illustrations for our new website.

- What skills are required?
- What languages must participants speak?
- Is experience or training required?
- Is this a short-term event, or a long-term project?
- Is the deed possible to complete virtually?



General volunteering

Prepare and cook meals for those in need.

- What is the minimum and maximum number of participants?
- What is the duration and frequency of the activity?
- Where is the location of the activity?
- Are there costs or donations involved?
- Any prerequisites (e.g., Covid vaccines, etc.)



Fundraisers

Prepare and cook meals for those in need.

- What is the purpose and impact of the fundraiser?
- What current or future initiatives will be supported with the funds raised?

ONE PLATFORM, ENDLESS GOOD DEEDS

Best practices for listing your deed



Tell us about your deed

- Select whether your deed is a volunteer event (time-based), long-term project (ongoing), or fundraiser.
- Add an informative title and brief summary to give users an idea of what to expect from your event or fundraiser.
- Remember: Keep communication channels open by including a point of contact from your nonprofit.



Connect the deed to cause areas

- Select a cause area that best describes your event, project, or fundraiser.
- Remember: This is how companies and employees who share your cause area and Sustainable Development Goals will find you!



Describe the deed

- Tell us about your deed in more detail.
- Do volunteers need to bring supplies or will they be provided?
- Is any preparation or training needed?
- For fundraisers, how will donations be used?



Tell us about you

- Always include up-to-date information about your organization.
- Create a volunteer or donor form on Deed or provide links to external documents.



Show us your deed

- Choose a cover image for your deed that shows what volunteers/donors will be doing or what cause they will be supporting.
- Remember: Use a new image or logo for every deed.

HOW TO CREATE A DEED

Ready to make an impact?

○ ○ ○ VOLUNTEERING EVENT




SELECT

○ ○ ○ SKILLS-BASED VOLUNTEERING



SELECT

○ ○ ○ FUNDRAISING



SELECT

[GET STARTED](#)



APPENDIX: USEFUL LINKS

- Already enrolled with PayPal Giving Fund (PPGF)? [Claim your nonprofit now](#)
- Not enrolled with PPGF? [Enroll in PPGF](#)
- See an [example nonprofit fundraiser](#) on Deed
- Deed [website](#)

QUESTIONS?

Reach out to

nonprofits@joindeed.com

