

CASE STUDY: Uncovering Workplace Giving Insights



How **large public universities** and **national nonprofits** partnered with Double the Donation to capture employment information and workplace giving insights for their donors.

? The Challenge:

These large fundraising institutions have extensive donor databases. Yet, they knew they were missing out on workplace giving revenue due to a lack of **employment data**.

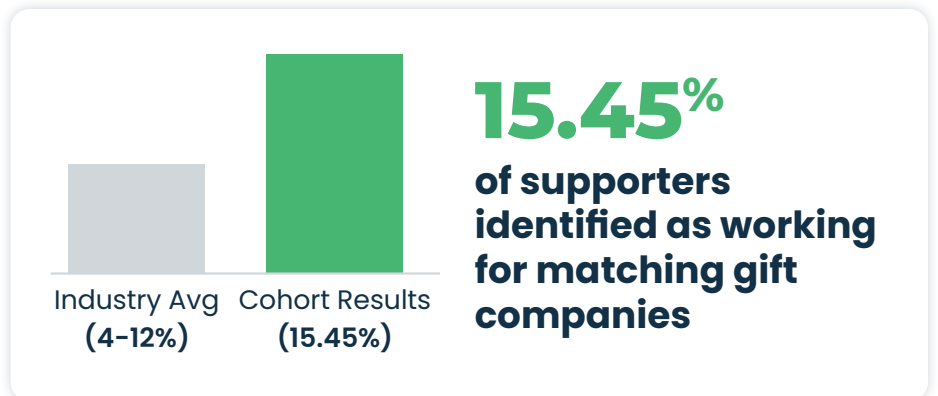
Without this key piece of fundraising intelligence, they were unable to uncover eligible donors or guide them toward their next steps, resulting in millions of dollars left on the table every year.

🌟 The Opportunity:

These organizations partnered with Double the Donation to uncover employment details for their donors and connect that data to workplace giving insights by leveraging our leading database.

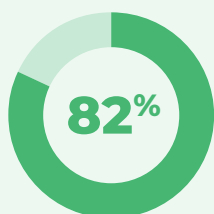
A Look at the Results for Our Most Recent Cohort

The averages & how they performed against benchmarks



That means that many supporters were found to be eligible for multiple workplace giving programs!

Have confidence in your workplace giving insights



Of uncovered records, **82% of the records in this cohort** achieved a high to excellent confidence score rating on our workplace giving insights scale! This means the data is verified by multiple sources, so you can trust its accuracy and immediately use it to segment these donors for workplace giving outreach.

*Most vendors struggle to high 50-60% accuracy on employment data due to high turnover rates

Want to see how Double the Donation can help you turn one piece of employer data into multiple forms of workplace giving revenue? [Connect with our team](#) today.