



social impact that drives business results

# It's expensive, time consuming, & hard to stand out to get leads & sales meetings

**97%**

of B2B site visitors don't leave contact info

**99%**

of cold emails don't get responded to

**8**

touches on avg to get a sales meeting

**7**

Avg # of meetings/mo booked by a BDR

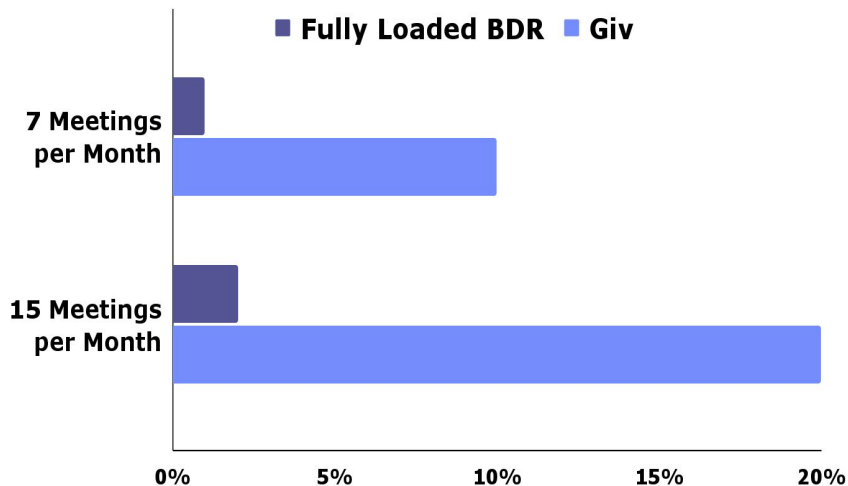
*Giv connects business people through social impact and authenticity and at a lower cost than traditional models.*

# Giv's marketing platform is more efficient than using BDRs for cold outreach

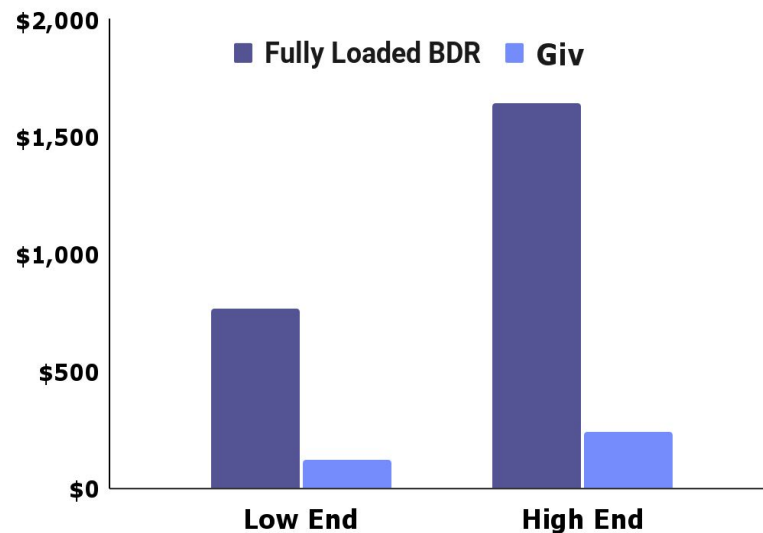


*Giv also results in positive brand recognition!*

## Meeting Conversion Rate



## Incremental Cost per Sales Meeting



# Cause marketing combined with personalization gets buyer attention



- 77% of buyers are more likely to purchase from companies making a positive impact.
- Consumers are 91% likely to change to a brand that supports a good cause, with the same price and quality.
- 90% of salespeople believe a personal or human connection with buyers is increasingly important in closing sales.
- Personalized CTAs on landing pages improve performance by 202%.
- Personalization increases marketing ROI by up to 30% & reduces CAC by up to 50%.

# Giv combines personalized outreach with nonprofit donations to attract leads & schedule meetings



- Extra incentivize for site visitors to leave info
- 2x – 6x the average response rate
- CTA nurtures leads, gets clicks, higher lead scores
- Integrates w/ scheduling & marketing automation
- AI makes building personalized pages easy

Key Metrics	
Leads	↑
Opens	↑
Responses	↑
Meetings	↑
Show Up Rate	↑

# Gifting as sales incentives has a huge ROI

Metrics	Results
ROI	200%
Increase in response rate	2x - 6x
More opportunities generated	447%
Shorter sales cycle	15%-20%
Reduction in labor costs	90%
Hours saved per campaign	20 - 30+

Metrics	Results
Growth in sales pipeline	132%-400%
Increase in close rate	19% - 30%
Increase in cold lead response rates	212%
Increase to meeting show up rates	15%
Event attendance rate	55-80%+
Time to recognized ROI	2 Months

**Gifting includes donation gift cards, cash gift cards, and physical gifts**

Sources: [Sendoso](#), [Alyce](#), [ReachDesk](#), [Postal](#)

# Personal donation offer, scheduling integrated



**Sarah Robertson**

Sales Development Rep | XYZ Company

### Schedule a Meeting

Please choose a nonprofit and a time below for a 30 minute meeting that will result in a \$200.00 donation. Additional nonprofit options are available by selecting the three dots.

**Giv Meeting Fundraiser Agenda**

- 1. Intros
- 2. Chat about the great cause we're supporting together
- 3. XYZ Company overview
- 4. \$200.00 to your chosen charity

### Select or Search for a Nonprofit

Boston Children's Hospital



Big Brothers Big Sisters, Eastern Massachusetts, Boston, MA



Boston College



⋮

### Select Date & Time

Please select a time when you are available to meet. You will receive a calendar invitation.

October 2024

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12

Thursday, October 24

2:30 PM

4:00 PM

### Sarah supports Boston Children's Hospital

As a supporter of Boston Children's Hospital, I believe in their mission to provide comprehensive pediatric care to support the health and development of children. I am impressed by their wide range of medical services, from emergency care to specialty treatments, which allows them to meet the diverse needs of children from all over the world.



Boston Children's Hospital is renowned for its comprehensive pediatric care. They offer a wide range of medical services, research, and education to support the health and development of children.

### Sarah Robertson's Giv Fundraising Goal



[Click here](#)  
for actual  
page or scan  
to view



# Donation offer for lead capture and nurture



**Sarah Robertson**

Sales Development Rep | XYZ Company

Please select a nonprofit to receive a \$10.00 donation. You can find additional nonprofit options by clicking the three dots.

Select or Search for a Nonprofit

**American Cancer Society**  


**No Kid Hungry**  


**Make-A-Wish America**  


⋮

Kindly enter your name and email. XYZ Company's generous donation of **\$10.00** will make a meaningful impact on your chosen noble cause.

First Name

First Name

Last Name

Last Name

Email

Email

Submit

## Sarah supports American Cancer Society

I support the American Cancer Society because I believe in their mission to eliminate cancer, a disease that has personally affected many lives. By dedicating myself to this organization, I am part of a nationwide effort to create a world where no one has to hear the words "you have cancer" again. As a medical and lay volunteer, I am proud to be part of a network of over 250 Regional offices across the United States, working together to drive progress in cancer research, patient support, and education.



The American Cancer Society is a nationwide voluntary health organization dedicated to eliminating cancer. Established in 1913, the society is organized into six geographical regions of both medical and lay volunteers operating in more than 250 Regional offices throughout the United States.

## Sarah Robertson's Giv Fundraising Goal

\$100.00 donations raised


\$10,000.00

[Click here](#)  
for actual  
page or scan  
to view










# Donation offer call to action on a website



Products ▾ How It Works Buying Advice About ▾

**Special Offer  
ENDS SOON** | Call to Get 1 Free Month of Service + More! | 1 (800) 734-2092


 **Take Product Quiz**



**We Are A Company  
That Gives Back**

Want to help us donate to a  
charity of your choice?

**Drop your email to pick  
from 30k nonprofits**



# Giv's search directory and form can be embedded into any web page as a CTA

## Embed Your Booking Page to your website

1. Copy the code snippet below by clicking the 'Copy Code' button.

```
<iframe
  src="https://app.staging.giv.co/meet/dan-locke/friends-of-animals-2"
  width="100%"
  height="800px"
/>
```

2. Open the HTML file of your website where you want to embed the booking page.

3. Paste the copied iframe code into the desired location within the HTML body section.

4. Save the changes and upload the updated file to your web server if needed.

## Select or Search for a Nonprofit

**American Cancer Society**  


**No Kid Hungry**  


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⋮

Kindly enter your name and email. XYZ Company's generous donation of **\$10.00** will make a meaningful impact on your chosen noble cause.

**First Name**

**Last Name**

**Email**

Submit

# Outreach content that uses personalization & urgency gets better engagement

Subject Line: Our donation to [nonprofit] on your behalf

Hello [First Name],

For Breast Cancer Awareness Month, [Company] is supporting nonprofits to better connect with customers. We stand by offering the [describe value proposition/differentiators] at the best value by also showing we also care about good causes.

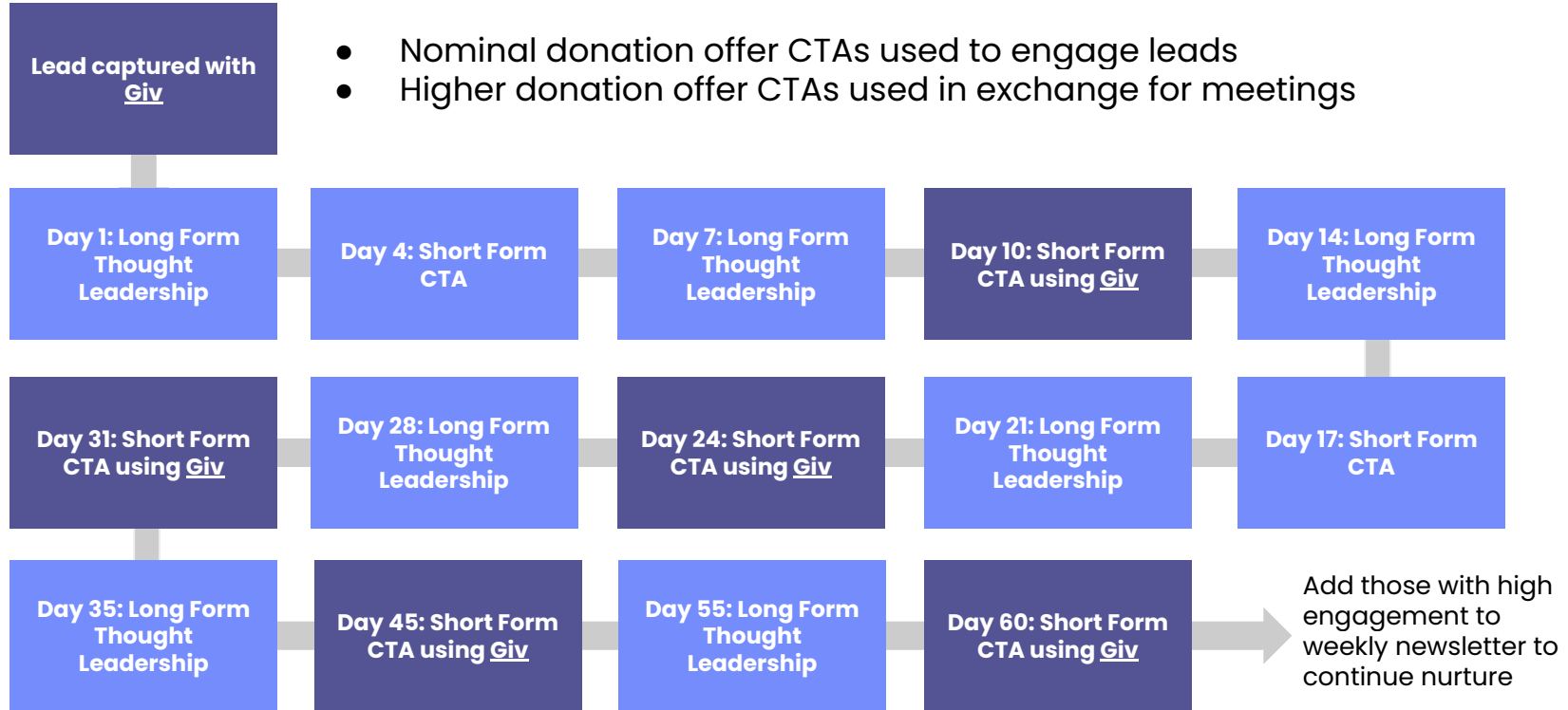
We invite you to select a charity of your choice when you schedule with me. We will donate \$xxx while you get a 20-minute exploration of our platform's potential.

Warmest regards,  
[Signature]

P.S. On the page at the link above, I left a personal note and suggested [nonprofit] but feel free to pick any cause.

- Fundraising campaigns > 50% higher open rates than sales on avg
- Urgency increases open rates by as much as 76%
- Personalized CTAs get 42% higher conversion rates
- Using a P.S. intrigues the reader and increases conversions

# Giv's call to action nurtures leads, proves engagement with emails, and reduces sales cycles



# QR Code for event engagement and lead capture

- Replace unwanted and wasteful conference swag with a displayed call to action and donation offer QR code
- Capture leads who don't spend time at your booth to get their badges scanned
- Thank event guests and speakers for attending with donations to causes they support





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