

CUSTOMER ENGAGEMENT

Benevity's Giving API

Enhance brand loyalty and impact with Benevity's Giving API

Be a gateway to positive impact for your customers

Our application programming interface (API) effortlessly integrates giving into nearly any customer interaction: e-commerce, online banking, rewards programs and more.

Enable donations to vetted nonprofits worldwide

Customers can support the nonprofits they love! We have over 2 million organizations in our database – all carefully vetted to local standards – so there's no legwork or reputational risk for you.

Create more impact and build more brand equity

Doing good when times are tough leads to higher brand value. Give your socially minded customers a sense of impact and a reason to choose your brand

Thanks for your generous donation



☆ You've just earned **25 points**

Rewards points >

Donate points >



💡 Did you know?

84%


of consumers say the more a business engages its consumers in its charitable giving decisions, the more trust they have in that business.

Source: The Future of Corporate Giving: Stakeholder Philanthropy


A richer customer experience

The Benevity Giving API offers the world's first scalable, micro-donation processing platform. This powerful and flexible tool can help you integrate doing good into any customer experience. It has a nearly limitless ability to power any product, application, website or marketing program you and your company can dream up.

Shopping cart



Item 1
\$87.99


Donate a \$0.52 roundup 

Supporting Canadian Cancer Research

Review your basket


Subtotal **\$43.48**

Make a donation

Round up **\$0.52** 

Donate a little extra

Your chosen cause

True Hearts Foundation 

Total \$44.00

Purchase integrations

Incorporate giving opportunities or campaigns to encourage customer engagement and purchases – in person or online. Add rebates and rewards redeemable for donations to a selected cause or a nonprofit of your customers' choice. Or seamlessly embed round-up or donation capabilities into your website or mobile app.

Rewards and loyalty programs

Give loyal customers the option to donate their points by converting points into donation dollars, enabling nonprofit-of-choice donations, or adding top-up donations and corporate matching to create a deeper connection with your brand.

Online banking

Attract, engage and retain customers through a personal Goodness Account that can be embedded in their online banking interface. You can also add donation rewards for signing up for new products or renewing them, or a round-up program so customers can donate extra cents or dollars with each transaction.

Digital experiences

Create dedicated giving opportunities through any of your own branded online experiences where you can invite customers, clients and collaborators to join your purpose programs.

✔ **Trusted vetting done for you**

You'll have access to more than 2 million vetted nonprofits around the world. Our ongoing fraud management controls ensure support only goes to eligible organizations.

✔ **Leading security protocols to protect funds**

With the only proprietary disbursement platform and a payment success rate of 99.6%, you can be sure funds get where they need to go.

✔ **Rigorous data security**

We maintain a best-in-class information security program to ensure the protection, privacy, and integrity of your data.

✔ **The most comprehensive global solution**

Scale your customer engagement with a donation API that crosses borders into almost every country, with local vetting, 12 currencies and tax receipts or donation acknowledgements in the donated currency.

✔ **Robust reporting**

Our industry-leading reporting capabilities provide comprehensive insights that make it easier to report on your impact. Plus, we offer robust reporting for your nonprofit partners too, via the Benevity Causes Portal.

✔ **A partnership for success**

Our Client Success team will support your program as you launch, scale and grow, and you'll have access to our online resource hub for tools, resources, and a community forum to connect with purpose-driven clients. We'll also share our developer documentation to help guide your product experience.



We couldn't be more proud for Microsoft Bing to be the search engine that gives back. Benevity made it easy to develop a user experience for both customers and nonprofits that matches our vision. The best part is that we are able to empower Bing customers to direct donations to causes they care about, making their searches all the more impactful.

Jordi Ribas

CVP, Microsoft Bing Engineering

ABOUT BENEVITY

Benevity is the leading global provider of social impact software, with the only integrated platform for corporate grantmaking, volunteering, giving, micro-actions and employee resource groups. A certified B Corporation and recognized in Fortune's Impact 20, we empower iconic brands to better attract, retain, and engage diverse workforces, embed social action into their customer experiences and positively impact their communities. Benevity has processed more than \$15 billion in donations, supported 79 million volunteer hours and managed 845,000 grants worth \$16 billion.

Certified



Corporation