

Pick.Click.Give.

Match employee giving through Pick.Click.Give.

Through Pick.Click.Give., Alaskans can donate \$25 or more of their Permanent Fund Dividend to an eligible nonprofit when they file for their PFD online. Last year more than 18,000 individuals made gifts totaling \$1,570,900 to organizations of their choosing.

What are the benefits of matching gifts made through Pick.Click.Give.?

- ***It is easy for employees to Pick.Click.Give.*** The entire process happens online, giving is totaled and certified by the State of Alaska. The United Way of Anchorage is contracted to manage all payments to nonprofits.
- ***It is easy to implement a matching gift program.*** After three years, Alaskans know about Pick.Click.Give. thus reducing the amount of internal communications needed to help them learn about the option and adopt it for their own personal giving. Because the process is managed by the state, no internal processes for collecting and disseminating employee contributions need be implemented. Camera-ready logos and newsletter content about Pick.Click.Give. are available for easy insertion into internal communications.
- ***The program is employee driven.*** Employees are free to select organizations that resonate with their own priorities. A wide array of issue areas are represented by the organizations that qualified for the 2012 program – so everyone should be able to find one cause they feel connected to.
- ***The program is statewide.*** Nonprofits from all parts of the state are participating in Pick.Click.Give. The program is one of the few ways urban residents can easily connect to organizations in rural Alaska, which might be especially important to those who have ties to rural Alaska or who want to donate to their community of origin.

How are organizations selected?

The law authorizing Pick.Click.Give. set forth criteria about the financial health, management and oversight of charities seeking to participate. Learn more about eligibility requirements at www.pickclickgive.org.

How can I verify employee giving?

Each Alaskan who donates through Pick.Click.Give. when filing for their PFD online will receive a letter from the Department of Revenue the week prior to the PFD direct deposits (in October) detailing their voluntary reductions to their dividend check. This letter will list the organization(s) that will receive the donations from that PFD. This letter can be used to verify employee giving.

Who should I contact for more information?

- Laurie Wolf, The Foraker Group, 743-1206
- Jordan Marshall, Rasmuson Foundation, 344-0510

You may also call 1-888-785 GIFT (4438) or email pfinfo@forakergroup.org.