Welcome to Pledge.

Our mission is to power generosity.
Each April, much of the world celebrates Earth Day by bringing focus and attention to the ongoing climate crisis facing our planet. For brands, it’s an opportunity to speak to how your team is making a difference, while promoting sustainability in ways that best relate to your business.

There are a variety of ways you can make a positive impact by utilizing any of Pledge’s **free** products, from our **Give & Grow app on Shopify** to hosting a **virtual fundraising event** on Zoom.
Virtual Events

TURN ANY VIRTUAL EVENT INTO A FUNDRAISER INSTANTLY

Through our integration with Zoom and our new PledgeCam app, you can easily set up any virtual event to integrate with our platform.

MULTIPLATFORM
Engage your audience on Zoom, Twitch, YouTube, or any platform that allows for a virtual camera experience.

DONATION FEED
Give shout outs to individual supporters with a donation feed that gets updated in real time during your virtual event.

INTERACTIVE
Show your audience a donation tracker that gets updated in real-time, and display a donation call to action that donors can access easily through their phones.

INCREASED IMPACT
Displaying donations in real-time compels viewers to join the campaign, with 3x the impact made compared to a static donation link.
How to Use Virtual Event Fundraising For Your Business

- Team meetings and company-wide events on Earth Day
- VIP events for valued-customers and friends to the business
- Public-facing fundraisers to increase awareness and overall positive brand perception

Through each of these moments, you can add incentive and value through guest speakers, raffle prizes, or exclusive discounts or matching when your guests tune in.
Text to Donate

With mobile-first becoming an increasingly popular use-case, something as simple as texting a simple and customizable keyword to ‘707070’ provides ample opportunity for fundraising.

You can provide this memorable call to action in a variety of ways, all of which connect directly back to your free fundraising page:

- Social media content and bios
- Host a room and fundraise through Clubhouse
- During live virtual events or podcasts
- On your website
- In-store merchandising and visual cards

To fulfill your pledge, please visit: pledgeling.com/u/bT5kyw
Website Plugins

ADD DONATION CAPABILITIES TO YOUR ONLINE RETAIL STORE

If you’re looking to make an ongoing difference beyond Earth Day, here are a few ways you can make an impact through your online website through Pledge:

- Utilize our Give and Grow app on Shopify
- Round-up at Checkout
- Donate % of all profits or from one item to go towards a cause of your choice
If you aren’t using Shopify, you can also easily integrate our Donations Platform either through:

- Our [DIY developer](#) page
- A seamless and complete [native product integration](#) through your website
However you choose to give back this Earth Month, we are so grateful for your interest in using your influence for good and making the #pledgetodogood.

If you’d like more details or have any questions on how you can make Earth Day or any future philanthropic brand moment a success, please reach out to our Sales and Partnerships team at sales@pledge.to today.