



# Giveback Effect

Impact • Passion • Community

## What is the Giveback Effect?

This program is designed specifically for TruPay's non-profit clients. The non-profit industry thrives on passion, commitment, goodwill—and we support that mission. TruPay would like to extend our support to you through the use of the Giveback Effect.

This unique opportunity not only allows TruPay to *giveback* to your non-profit as a way to say thank you, but it enables those within your community to do the same as well. The Giveback Effect also promotes corporate social responsibility. By working with TruPay, it provides other organizations a chance to also *giveback* to you.



## How Does it Work?

The Giveback Effect is a  
**Step 1.** pledge from TruPay to *donate 10% of your monthly payroll service fees* to your non-profit.

Start with board members. Let  
**Step 2.** them know the value of choosing TruPay! If they engage with our payroll services, we will also *donate 10% of their monthly payroll services fees* to your non-profit.

Repeat Step 2. with the board  
**Step 3.** member's employer. The Giveback Effect could have many tiers—linked through your non-profit and TruPay!