



How to Start an Employee Match Program with Wire

A simple guide for companies who want to double their team's impact with Wire

Why It Matters

Women make up nearly 47% of the U.S. workforce — the highest level on record — yet still earn 18% less than men for the same work, and hold only 25% of leadership roles in research. Wire exists to close that gap: a global community of 23,000+ women in data, research, and insights across 45+ cities. An employee match program lets your company amplify what your people are already giving, turning individual generosity into collective impact.

What Is an Employee Match Program?

It's simple: when an employee donates to Wire, your company matches that donation — dollar-for-dollar, at a set percentage, or up to a capped amount. It costs nothing until your team acts, and it's one of the easiest ways for a company to show up for gender equity in the industry.

Setting It Up: 4 Simple Steps

1. Decide Your Match Structure — Choose dollar-for-dollar, a set percentage, or a flat amount per employee. Set a cap per person or company-wide if needed — whatever fits your budget.
2. Set a Timeframe — Run it as an ongoing benefit or tie it to a moment like Women's Equality Day to create an engagement opportunity for your team.
3. Designate a Point of Contact — Assign someone internally (HR, People Ops, etc.) to collect donation confirmations from employees and track totals.
4. Tell Your Team — Announce the program with a short email: introduce Wire, explain why your company is matching, and give employees clear steps to donate and report it.

How Employees Report Their Donations

Once the program is live, employees simply email your designated contact with:

- Their name
- Donation amount
- Date of the donation
- A screenshot or confirmation number, if available

Ready to get started? Email Jess at jessica@wearewire.org to set up your company's employee match program — we'll help with everything from templates to tracking.