



# G2 Gives

G2 Gives was created because the team at G2 is passionate about giving back to the community.

Through the G2 Gives initiative, we have created a bridge between the business and nonprofit worlds. Every review we gather equals a monetary donation to a charitable organization that is changing the world.

[See Current Campaigns](#)

## Chicago Tech Academy

Chicago Tech Academy is an educational community whose mission is to educate, empower and connect a diverse next generation of entrepreneurial thinkers to discover their passions, succeed in college and thrive in a digital world.

**View Campaign**

(<https://www.g2.com/g2gives/chitech-academy>)

## New Story

New Story pioneers solutions to end global homelessness. With local partners, they build holistic communities around the world, because everyone deserves the opportunity to thrive.

**New Story**

(<https://www.g2.com/g2gives/new-story>)

## Why We Started G2 Gives

One of G2's values is "Be Compassionate and Authentic". Not only does this value define how we interact with our clients, vendors, and one another, but most importantly it is the lens through which we experience the world. We believe that one of the most significant ways we can be compassionate and authentic is by giving back to the communities that are most in need. We are a team of individuals who want to change the status quo and are willing to take action to make it happen. With G2 Gives, we're able to work toward making the world a better place while supporting our mission to bring transparency to B2B buying.

## Charitable Review Campaigns

Turning Knowledge into Charity

You leave a review. G2 Gives.

## For Vendors:

### Customer Reviews

Encourage your customers to write a review of your product. We'll create a custom landing page specifically for your campaign and for every validated review submitted, G2 will donate to an agreed upon charity.

### Employee Reviews

Ask your employees to review the software or services they use in their own job. If you run an internal review campaign, not only can you still direct donations toward an agreed upon charity, but we'll also provide you an analysis of how your employees feel about the software your company utilizes.

## For Reviewers:

Take 10 minutes to write a review of a software or service you use at work and we will donate \$10 to your choice of charities below! Simply click the name of the charity and you'll be on your way.

## Vendor Frequently Asked Questions

What is the cost of a review campaign for my company?

+

Can we pick our charity?

+

## Reviewer Frequently Asked Questions

Can I pick my charity?

+

Will every review be eligible for a donation?

+

Can I write a review of any product?

+

Is there a maximum number of reviews I can write?

+

My grandmother, brother, great-aunt, and sister's roommate want to submit reviews! Can I share this link with them?

+

How often will funds be donated?

+

## Feedback

### **Ryan Pollack**

**Managing Partner, Objective Paradigm**

"G2 Crowd is a fantastic platform that supports our own value of transparency in software performance and delivery of services. This program is a true win-win. We can review our own practices as well as raise funds to improve our city with Chicago Tech Academy."

### **Brett Haglerco**

**Founder And CEO, New Story Charity**

"Having a safe home is vital to somebody's overall quality of life. When you build a home for someone who has been living under a tarp, or on dirt floors, you're drastically decreasing their exposure to disease, increasing a child's ability to learn and overall, allowing the family to focus on future opportunities. When G2 Crowd approached us about this partnership, we were thrilled. The impact that 80 homes will have on this community is enormous."

Get Started

## **Vendors**

Are you a vendor wanting to partner with us to run your own review campaign for charity? Send us an email! We will help you decide whether to run a campaign with your customers or an internal campaign with your employees and we'll set-up all the tools you need to be successful and make an impact.

## **Reviewers**

Are you a potential reviewer wanting to help us change the world? Choose one of our current review campaigns from above and review a software or service you use at work to make a difference today!

# Other Questions, Comments, Or Concerns?

Send us an email and we will be happy to help. Thanks for helping us make a difference, one review at a time.

**Email Us (<mailto:G2Gives@G2Crowd.com>)**

## For Buyers

Software Reviews  
(<https://www.g2.com/categories>)  
Products  
(<https://www.g2.com/products>)  
Best Software Lists  
(<https://www.g2.com/best-software-companies>)

### Write a Review

(<https://www.g2.com/wizard/new-review>)

## For Sellers

Market Profiles  
(<https://sell.g2.com/profiles>)  
Review Generation  
(<https://sell.g2.com/review-generation>)  
Buyer Intent Data  
(<https://sell.g2.com/data>)  
Content Creation  
(<https://sell.g2.com/content>)  
Competitive Insights  
(<https://sell.g2.com/competitive-insights>)  
G2 Track  
(<https://track.g2.com>)

### Add Your Product/Service

(<https://www.g2.com/products/new>)

## Company

About  
(<https://culture.g2.com/about>)  
Team  
(<https://culture.g2.com/team>)  
Careers  
(<https://culture.g2.com/careers>)  
Gives  
(<https://culture.g2.com/gives>)  
News  
(<https://news.g2.com>)  
Contact  
(<https://culture.g2.com/contact>)

 (<https://twitter.com/g2dotcom>)

 (<https://www.facebook.com/g2dotcom>)

 (<https://www.linkedin.com/company/g2dotcom>)

Community Guidelines ([https://www.g2.com/static/community\\_guidelines](https://www.g2.com/static/community_guidelines))

Content Usage Guidelines (<https://sell.g2.com/content-usage-guidelines>)

G2 Scoring Methodologies (<https://research.g2.com/g2-scoring-methodologies>)

Legal (<https://www.g2.com/static/legal>) Terms of Use (<https://www.g2.com/static/terms>)

Privacy Policy (<https://www.g2.com/static/privacy>)