

# Increasing Matching Gift Revenue During Your End Of Year Campaigns

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*We need your help*



**Double *the* Donation**  
matching gifts made easy



Double the Donation is the leading provider of tools to nonprofits and educational institutions to help them raise more money from corporate matching gift and volunteer grant programs.

## Today's Presenter



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**Partnership Success Specialist**

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# Proud Partners



# Today's Agenda



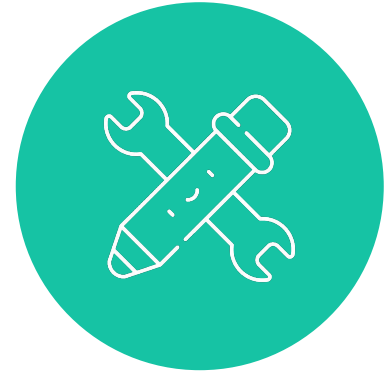
#1

**EOY Giving & Matching  
Gift Overview**



#2

**Best Practices for Leveraging  
Matching Gifts at Year-End**



#3

**BetterUnite &  
360MatchPro Overview**





**Overview:  
End of Year Giving & Matching Gifts**

# The End of Year Fundraising Rush

**The bottom line:** every organization wants to capitalize on end of year generosity. However, this creates intense competition for donor attention.



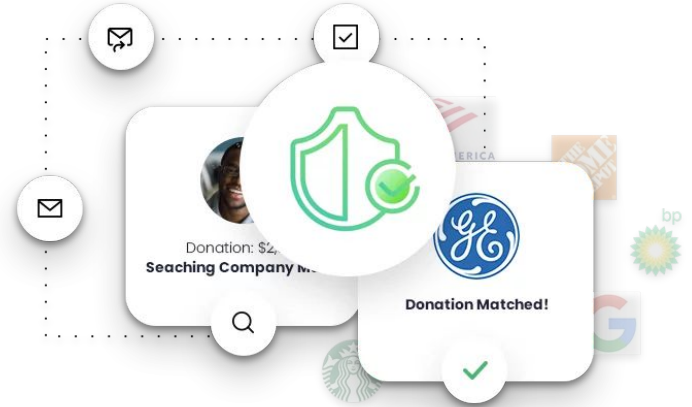
**30%**

of annual giving happens in **December**, with about **10%** of all annual donations coming in the **last three days** of the year.



# What Are Matching Gifts?

Matching gifts are a type of philanthropy in which companies financially match the charitable contributions of their employees.



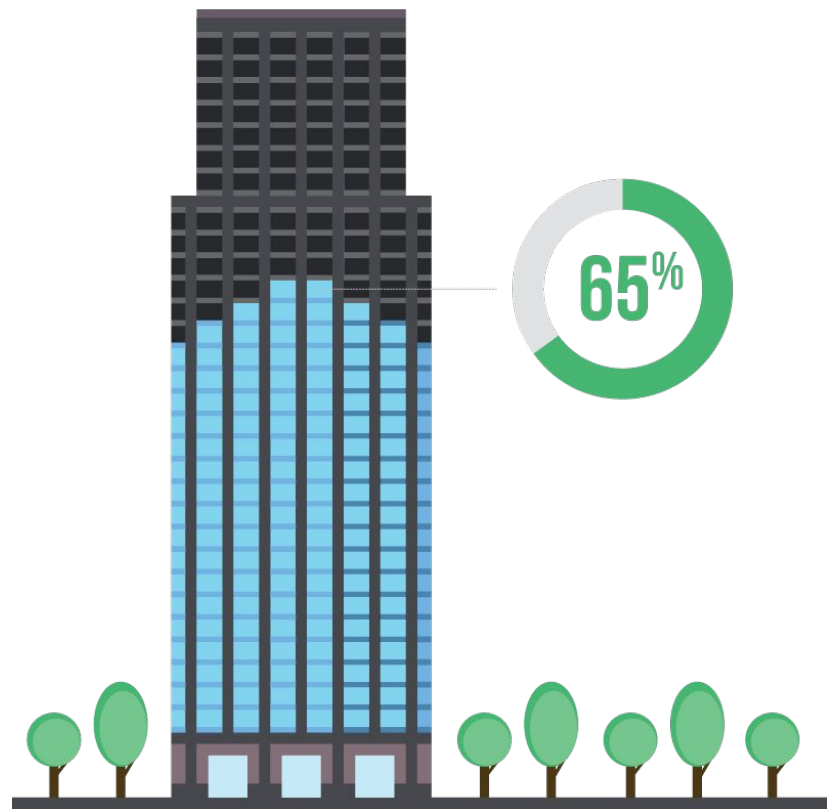
***Donors must submit a request for their employer to match their gift. Each company has a different request process.***



# Corporate Matching Gifts are Everywhere

**65%** of Fortune 500 companies offer corporate matching gift programs.

**Over 26 million** individuals in the US (**10%** of the US workforce) are eligible for corporate matching gifts.





# Matching Gift Components



**Institution  
Eligibility**



**Match  
Ratio**



**Employee  
Eligibility**



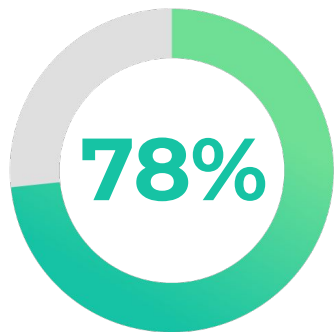
**Gift  
Amount**



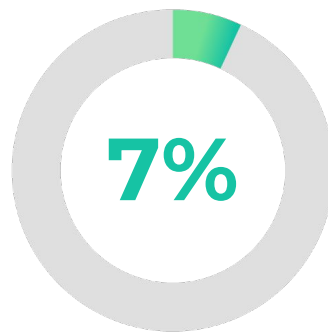
**Program  
Deadlines**



# Donors Need Help Navigating Corporate Matching



of match-eligible donors have no idea whether their employer offers a matching gift program.



of match-eligible donors actually submit a matching gift request.



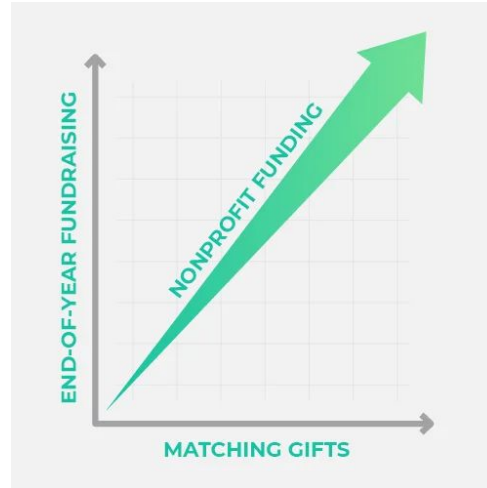
Our research consistently shows that donors are not well informed of their own employer's matching gift programs.



# Matching Gifts: An Untapped Year-End Revenue Stream

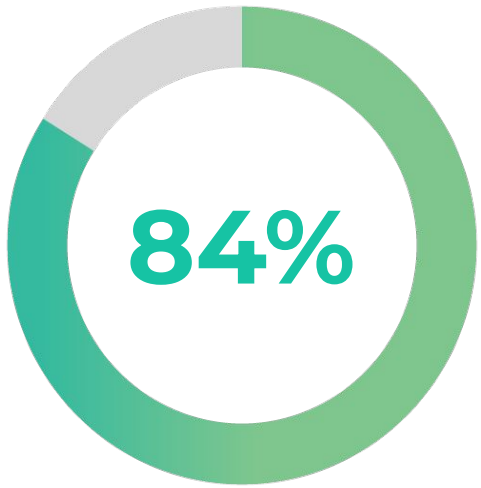
Matching gifts are timely at year-end, and it is important to ensure no opportunities fall through the cracks.

While it varies by company, many employers grant employee matches **through the end of the calendar year in which the initial gift was made.**

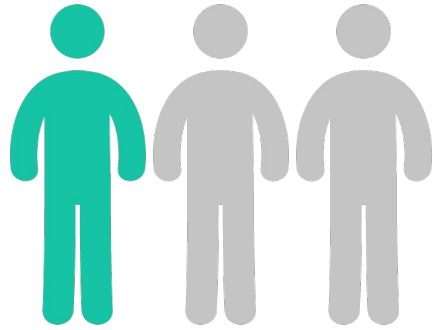


Year-end is the perfect time to remind past donors to submit their request.

# Using Matching Gifts to Motivate Donors

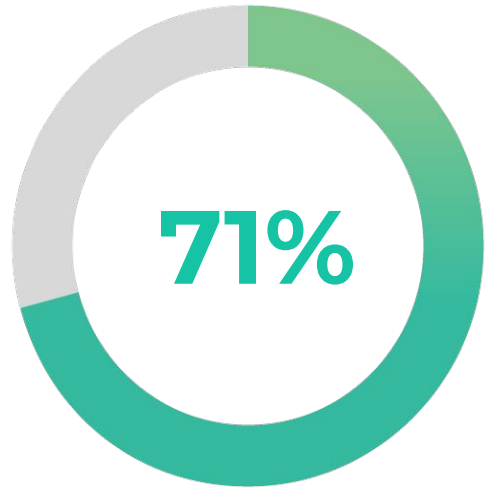


of donors are more likely to donate if their gifts are matched.



## 1 in 3

donors say they would give a larger gift if their donation were matched.



more donors respond to fundraising appeals mentioning matching.



# **Best Practices for Capturing Matching Gifts at Year-End**

# Incorporate Matching Gift Appeals within Touchpoints

## Where:

- Newsletters
- Social media
- Website

Make sure the appeals are accompanied by next steps and more information!



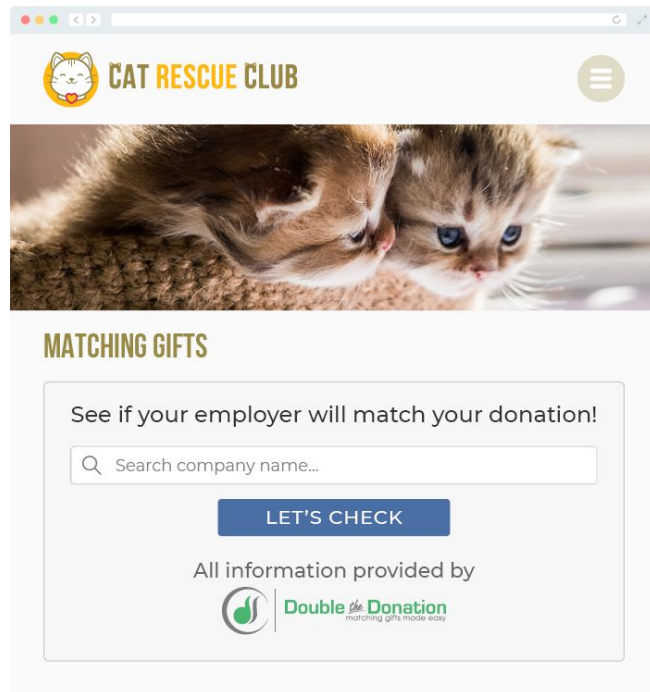
**DOUBLE YOUR DONATION!**

Find out if you're eligible for a corporate match.

# Create a Matching Gift Page and Direct Traffic Here

Answer any questions donors might have about matching gifts such as:

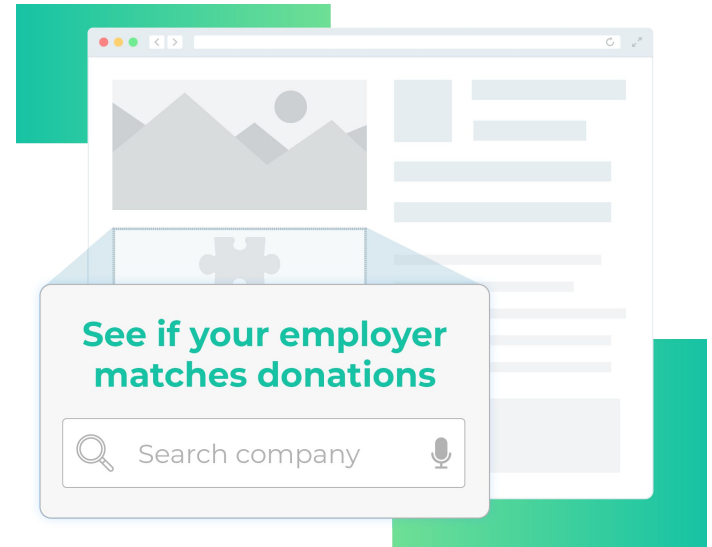
- ***What are matching gifts?***
- ***Which companies offer these programs?***
- ***How do I find out if I am eligible?***
- ***How do I submit a request?***



# Capture Employment Data During the Donation Process

Without knowing where your donors work, you cannot determine your total matching gift revenue potential or offer donors help as they navigate the request process.

**Donors feel most connected to your organization at the actual point of donation!**

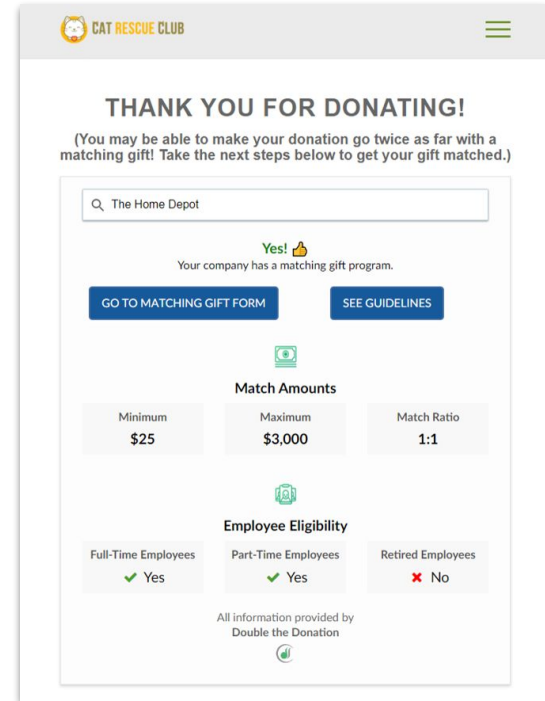




# Provide Matching Gift Next Steps on the Confirmation Page

Help donors determine their matching gift next steps while they are still in the giving mindset.

Eliminate donors' confusion and uncertainty regarding their matching gift next steps.



# Create a Sense of Urgency by Emphasizing Employer Deadlines

Remind eligible donors to **submit their request** through their employer.

**Incentivize prospective donors to give now** and ensure they take advantage of their eligibility.

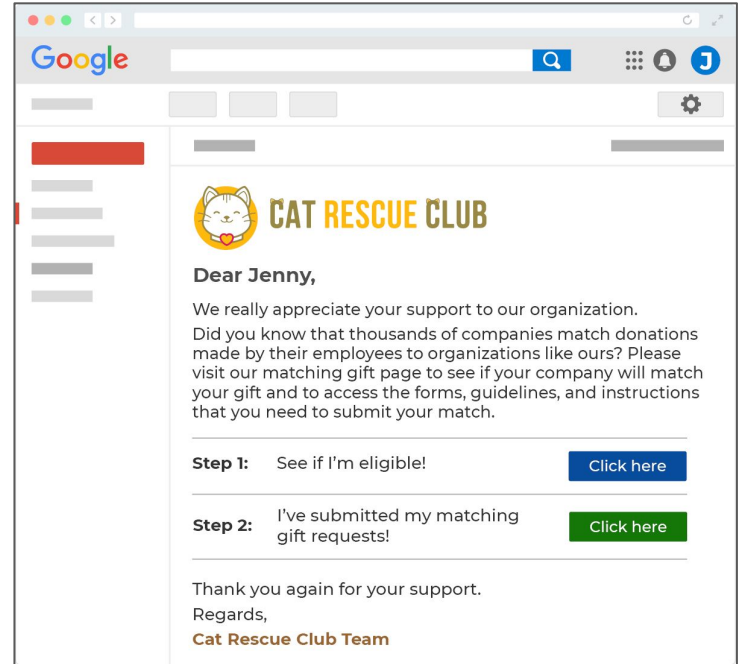


Waiting for Donor	\$670	Jennifer Gates	Apple, Inc.
Match Complete	\$120	Luis Figo	
Pending Payment	\$85	Bob Norberg	The Walt Disney Corporation
Match Complete	\$2000	Rachel McGuffin	The Home Depot
Waiting for Donor	\$120	Eva Gomez	Deloitte & Touche, LLP
Match Complete	\$40000	Raj Patel	Lyft T
Match Complete	\$60	Barry White	Alphabet

# Send Targeted Matching Gift Emails

Proactively send new donors matching gift emails, and retroactively reach out to donors who have given throughout the year.

Tailor and personalize these emails so that the call to action is strong, clear, and personalized.



# Demonstrate the Value of Matching Gifts with an Impact Story

Show how a matched gift could further your mission.

When possible, quantify the impact of a dollar.

Then, donors can determine just how much of an impact their matched gift will have.



# Emphasize Year-End Goals and How Matching Gifts Can Help

Provide updates on your progress towards end of year goals.

Show how matching gifts will help you meet and exceed those goals faster.



# Why Matching Gifts Are Timely at Year-End

Gives you an additional touchpoint with donors

Diversifies your year-end revenue streams


Helps you meet your goals and maximize funding

Shows you value more than a transactional relationship

Ensures no opportunities fall through the cracks

Provides you rich employment data for next year





The image shows a hand pointing at a tablet displaying analytics data. The tablet screen features a 'Users right now' section with a large number '13', a 'Page views per minute' bar chart, and a 'Top Active Pages' table. The laptop screen in the background shows a dashboard with a bar chart and a line graph.

Page	Users
/home	6
/GoogleRedes...rand/YouTube	2
/GoogleRedes...and/T-shirts	1
/GoogleRedesign/Electronics	1
/GoogleRedes...and/Neet-usa	1

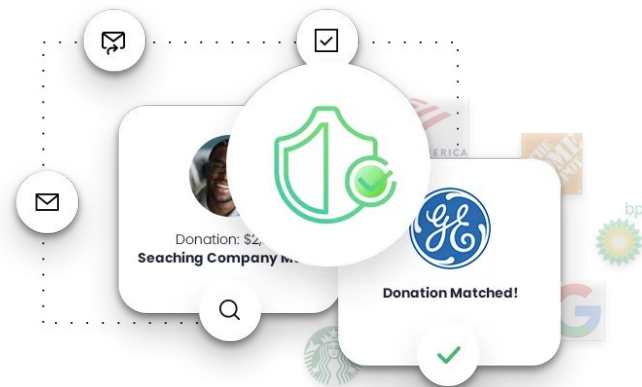
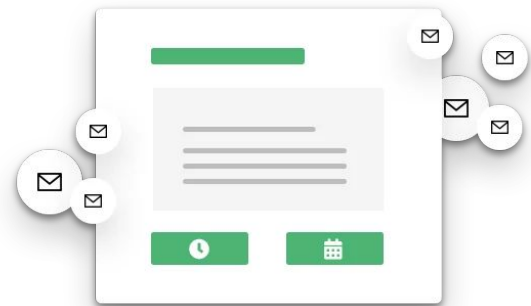
# 360MatchPro-BetterUnite Integration Overview

## Use Automation to Help

Leveraging 360MatchPro can **double** or **triple** an organization's matching gift revenue.

Using automation will also free up time, allowing you to focus on top opportunities and other important aspects of year-end fundraising.

Automation can be up and running quickly.





# 360MatchPro-BetterUnite Integrated Flow



## STEP 1

Donor makes a gift on a giving form, identifying their corporate match eligibility on the giving form.



## STEP 2

360MatchPro provides next steps directly on the confirmation/thank you page.



## STEP 3

360MatchPro automatically sends matching gift information to donors, either delivering next steps or discovering eligibility. (Configurable)



## STEP 4

360MatchPro delivers actionable analytics back to your organization.



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# Q&A:

## How Can We Help?

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**Double *the* Donation**  
matching gifts made easy