

The Ultimate Guide to Marketing Matching Gifts



Double *the* Donation
matching gifts made easy

Table of Contents

Section I:

Introduction to Marketing Matching Gifts.....3

Section II:

Marketing Through the Donation7

Section III:

Marketing Across Your Organization's Website10

Section IV:

Marketing Across Communications with Donors17

Section V:

How Can Double the Donation Help Market
Matching Gifts? 23

Introduction to Marketing Matching Gifts



Marketing Matching Gifts

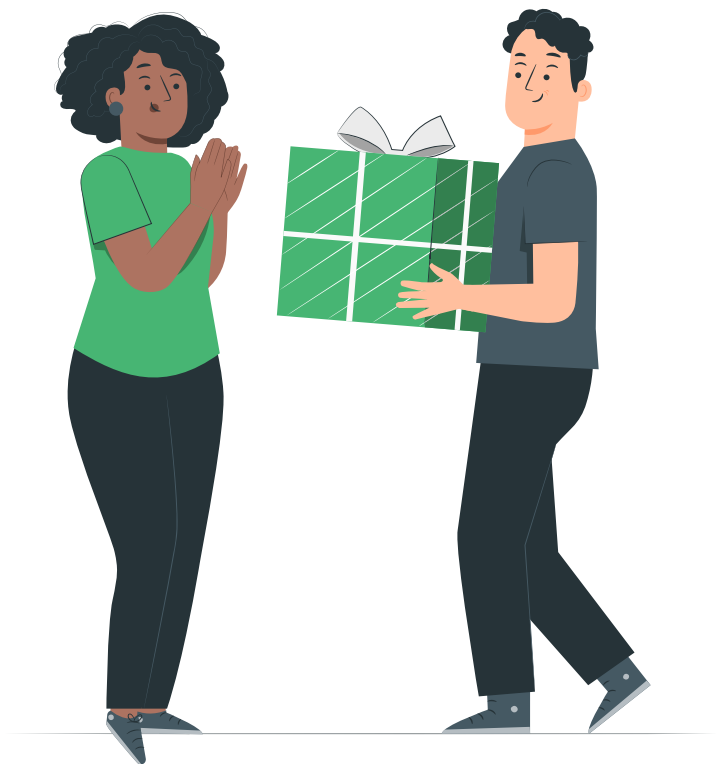
Matching gifts can have a huge impact on your organization, however, most fundraisers don't fully meet their matching gift potential. This is because the majority of match-eligible donors don't submit their matching gift requests. In fact:

- Only 1.31% of individual contributions are matched at the average nonprofit organization, despite approximately 10% being eligible for corporate matches.
- \$4-7 billion in matching gift revenue goes unclaimed each year.

Unfortunately, donors are rarely aware of whether or not their employer, or their spouse's employer, offers a matching gift program. The good news is that your donors are already invested in and connected to your mission - so if they just knew how to submit a matching gift request, they're often happy to invest in the matching gift process to double their impact on your organization.

This is where matching gift marketing comes in: by educating and empowering your donors to submit their matching gift requests, you can help them become more engaged in your organization while also increasing your bottom line.

The goal of matching gift marketing is to educate and empower your donors to submit a matching gift request.



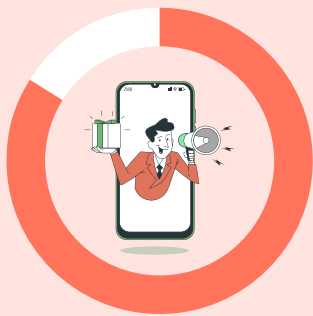
The most successful nonprofits market matching gifts across a variety of channels. We recommend promoting matching gifts during the donation process, which is when they'll feel most timely.

Keep in mind that promoting matching gifts can inspire future giving, so including matching gifts in newsletter and social media outreach can actually encourage greater gifts and engagement.



Benefits of Matching Gift Marketing

Not only can matching gift marketing increase your likelihood of doubling eligible gifts, but it can also have a significant impact on donor retention, engagement, and initial gift size.



84%
of survey
participants say
they're more likely
to donate if a
match is offered.

Mentioning
matching gifts
in fundraising
appeals results in
a **71% increase in
response rate** and
a **51% increase in
average donation
amount.**



**1 IN 3
DONORS**

indicate they'd give a
larger gift if matching is
applied to their donation.



Another great aspect of matching gift marketing is that it allows you to connect with your supporters without a direct financial appeal. Having a communication touchpoint that emphasizes impact without solicitation is a great way to encourage conversations with your most valued supporters.

Section II:

Marketing Through the Donation Process

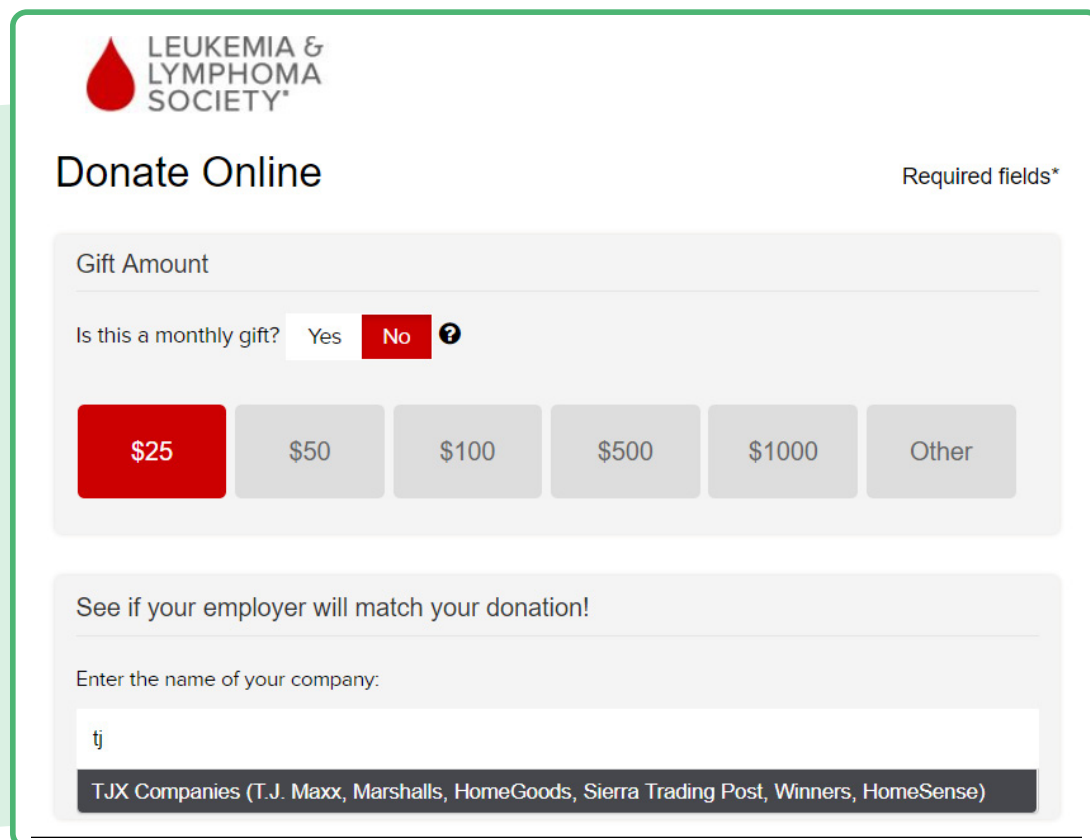


Marketing Through the Donation Process: Donation Forms

The best time to promote matching gifts is when your donors are actually in the process of making their donations, as it allows you to capture supporters while they're in the giving mindset.

We recommend collecting employer information on the donation page, then presenting a matching gift call to action on the donation confirmation page. This allows you to discern matching gift eligibility, then provide a timely next step once the donation has been submitted.

By collecting donor employment information and providing a timely call to action, it's much easier to target donors while you have their attention and empower them to submit their matching gift request.



LEUKEMIA & LYMPHOMA SOCIETY*

Donate Online

Required fields*

Gift Amount

Is this a monthly gift? ☐ Yes ☒ No ?

See if your employer will match your donation!

Enter the name of your company:

tj

TJX Companies (T.J. Maxx, Marshalls, HomeGoods, Sierra Trading Post, Winners, HomeSense)

By incorporating matching gifts into the process, you enable donors to easily double their donations.

The Leukemia and Lymphoma Society's Donation Page


Marketing Through the Donation Process: Acknowledgement Emails

Your organization probably already sends donation acknowledgement messages to thank your supporters for their gift - it's a great idea to extend this practice into matching gift calls to action.

We recommend sending your donors a dedicated matching gift email after the donation process to educate and empower your donors to submit a matching gift request.

These messages should be sent after a donation, but they should not be bundled with a confirmation or receipt email.

This is because most donors don't anticipate a thank you email requiring a call to action - in fact, they might not even read a gift receipt in its entirety. Because of that, we recommend sending an email that specifically asks donors to check their matching gift eligibility and submit a matching gift.

**Piedmont**
FOUNDATION

Thank you,

Dear Adam,


Thank you for your gift of \$100 to our organization. The advancements we have made can be attributed in many ways to people like you who have generously supported our mission. We are grateful for your generosity and hope that you will take great pride in the important difference that your gift makes.

Make Your Donation Go Twice as Far:


Did you know that many companies match donations made by their employees to our organization?

[Click here to see if your company will match your donation and to access the appropriate forms, guidelines, and instructions.](#)

DOUBLE YOUR DONATION



Will Your Company Match Your Donation?

Find out instantly! 

Below is a summary of your gift. You can also access a receipt online by clicking on this link: <https://donate.piedmont.org/components/ereceipt.ashx?key=TkbOy0i2P2n7kj3JR7Pj>

Acknowledgement email from the Piedmont Healthcare Foundation

Section III:

Marketing Matching Gifts Across your Website



Marketing Matching Gifts Across Your Website

Dedicated Matching Gift Page

The leading nonprofits and educational institutions include a dedicated matching gift page on their organization's website. This page can serve as a great resource for your supporters to learn how they can use matching gift programs to fuel your mission.

Also, many donors might not be familiar with employer matching gifts - if they look to your website to learn how to submit a match to your organization, then you don't want to leave them with their questions unanswered!

We recommend using this space to define matching gifts and provide clear instructions on how your

audience can double their impact to your organization using their company's match program.

The image is a screenshot of the ASPCA website's 'Ways to Give' page. At the top, there is a navigation bar with the ASPCA logo on the left, a search icon in the center, and a red 'DONATE' button on the right. Below the navigation bar, the page has a dark grey header with the text 'WAYS TO GIVE' in small white letters and 'Ways to Give' in large white letters. The main content area is white and titled 'Matching Gifts'. It contains three paragraphs of text explaining matching gift programs and how to use the search field. At the bottom of the main content area, there is a search box with the placeholder text 'Search company name...' and a blue 'Let's Check' button. Below the search box, it says 'All information provided by Double the Donation' with their logo.

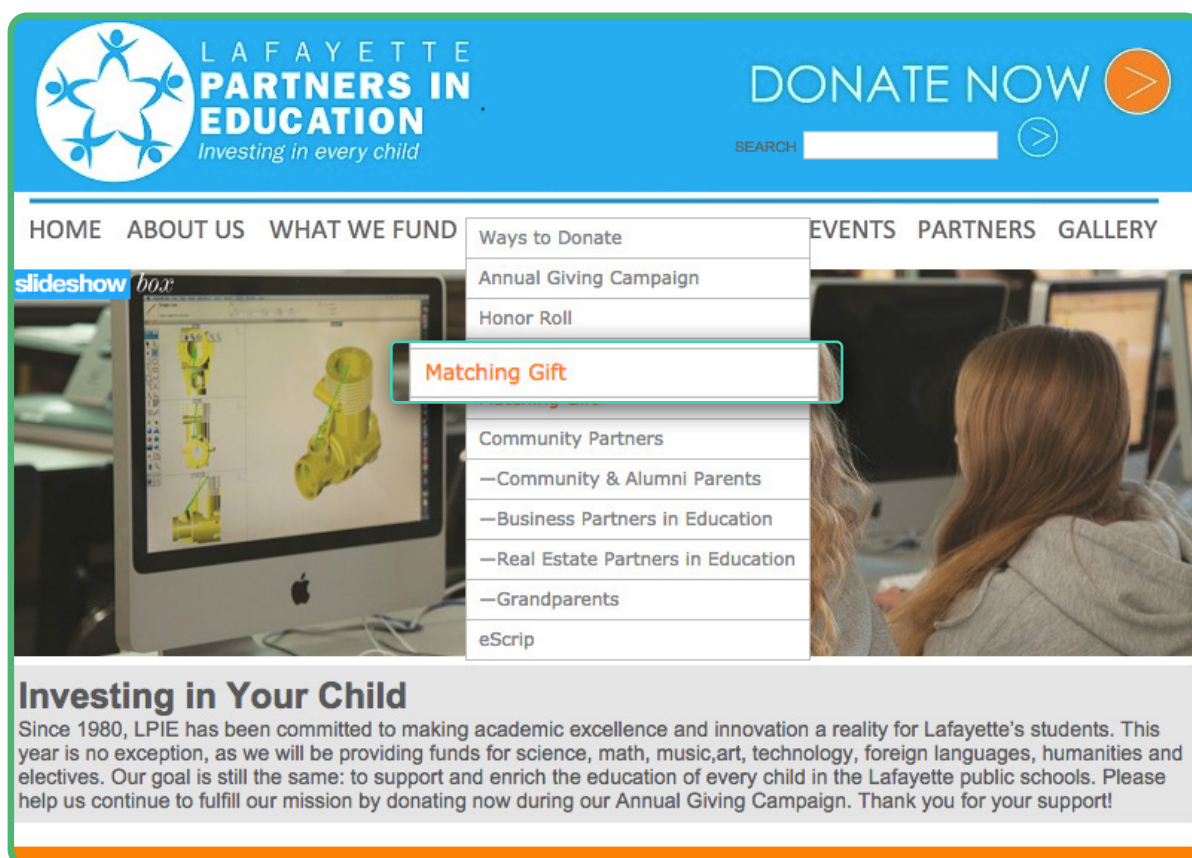
Dedicated Matching Gift Page from ASPCA

Marketing Matching Gifts Across Your Website

Homepage and Navigation Bar

A great way to encourage matches to your organization is to ensure that matching gift information is readily available on your website! By linking to your dedicated matching gift page in your website navigation bar, you can help donors intuitively discover matching gift programs.

Remember: Matching gift education can encourage greater generosity, so your matching gift website listings may very well turn website visitors into donors.



Navigation bar on the homepage of Lafayette Partners in Education

Marketing Across Your Website

Blogs

If you use blog posts to tell your organization's story, then it's a great idea to consider how matching gifts can impact your messaging. By producing featured matching gift content on your blog, you can share the impact of matches on your mission while simultaneously educating supporters on how to take action and submit a matching gift request.

TIP: Even if you can't dedicate an entire post to matching gifts, you could even publish a matching gift graphic that advertises program impact across your existing posts. This callout can encourage future giving, engagement, and matches submitted.



Corporate Employee Matching Gift Programs: What Are They and How We Benefit

in Uncategorized / by Adam Weinger

What are corporate matching gift programs?

Corporate matching gift programs are charitable giving programs set up by corporations in which the company matches donations made by employees to eligible nonprofit organizations, including us!

Thousands of companies offer matching gift programs. A few examples include:

- Johnson & Johnson – Triples donations with 2:1 matches for current employees while also doubling donations for retirees.
- Home Depot – Matches donations 1:1 up to \$3,000 annually per employee.

The impact of these programs can be substantial. For example, Microsoft matched more than \$50 million worth of employee donations to over 19,000 schools and 501(c)(3) nonprofits of which \$4,500 went to our organization.



Want to help us even further?

Increasing fundraising from matching gifts isn't rocket science. Last year we received 204 matching gifts which helped us raise \$117,000. We know many of our donors work for companies with matching gift programs and we've set a goal of raising \$200,000 from these programs this year. Doing so will enable us to provide support to an additional 114 kids.

[Click here to instantly assess your matching gift eligibility and gain access to detailed corporate giving information about your employer by searching our database of companies with matching gift programs.](#)

If your company isn't listed, make sure to check with HR, as there are additional companies who offer employee giving programs.

We wish we could submit the required matching gift form for you, but the employee must submit it. We do, however, provide links to access the necessary forms for eligible companies. We appreciate you taking five minutes to double your donation to our organization.

Matching gifts incorporated into a blog post

How to Craft your Dedicated Matching Gift Page

Once you create a dedicated matching gift page, you'll want to ensure you have a plan to ensure its effectiveness.

To get started:

01

Include educational content on your page.

You'll want to make sure you provide the donor with ample context - it's possible that they've never heard of a matching gift before coming to your webpage.

02

Make it as simple as possible for your donor to take next steps.

The main goal of a matching gift page is to encourage matching gift submissions, so make sure it's clear to the donor what steps they need to take to get started.

What should matching gift pages include?

- Matching gift statistics
- Matching gift search tool or a list of companies that offer matching gifts
- Links to matching gift forms, guidelines, and company submission portals
- Explanation of how matching gifts help your nonprofit
- List of previous companies to give matching gifts to your organization
- Tips on how to submit matching gift requests

How to Craft your Dedicated Matching Gift Page

The screenshot displays a web interface for a matching gift program. At the top, a search bar contains 'The Home Depot'. Below the search bar, a confirmation message states 'Yes! 🎉 Your company has a matching gift program.' with two buttons: 'GO TO MATCHING GIFT FORM' and 'SEE GUIDELINES'.

The 'Match Amounts' section features three columns: 'Minimum' at \$25, 'Maximum' at \$3,000, and 'Match Ratio' at 1:1.

The 'Employee Eligibility' section shows three categories: 'Full-Time Employees' (Yes), 'Part-Time Employees' (Yes), and 'Retired Employees' (No).

The 'Matching Gift Information' section includes a list of eligible nonprofits: Educational institutions (K-12 included), Health and human services, Arts and cultural organizations, Civic and community organizations, and Environmental organizations. It also states that Home Depot matches up to \$1,000 annually per employee to each organization, with a maximum of \$3,000 total per employee. The submission process is outlined, directing users to <https://thd.co/matchinggifts> or a phone number (1-888-628-2442). A submission deadline of January 31st is noted.

The 'Volunteer Matching Gift Program' section indicates 'No' and states 'This employer does not have a volunteer grant program.'

The 'Corporate Information' section provides contact details for the Home Depot Matching Gift Program: (855) 671-5096.

At the bottom, there is a link 'See anything that should be changed? Let us know!' and a footer note: 'All information provided by Double the Donation' with their logo.

If you use an automation tool like 360MatchPro by Double the Donation, then you'll have the power to add a matching gift plug-in to your dedicated matching gift page.

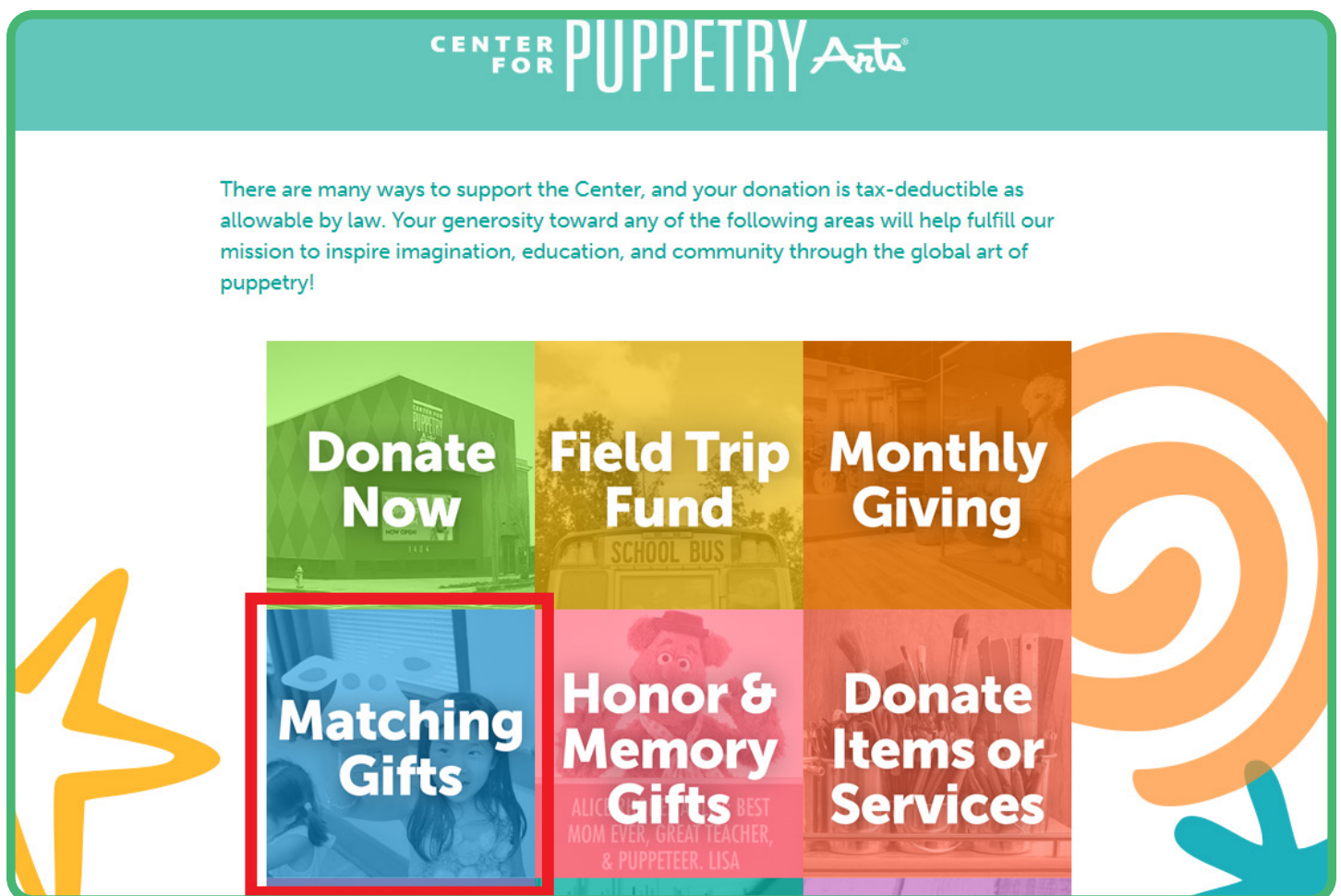
The matching gift plug-in allows users to access your page and search their employer's name to discover their matching gift request forms, submission guidelines, program parameters, and more.

With a matching gift plug-in, your audience can discover if their company offers a matching program, then take the steps needed to submit a match request.

Marketing Your Matching Gift Page

Ways to Give Page

Once you get your matching gift page up and running, you'll want to ensure that users are able to access it. By including your dedicated matching gift page in the "Ways to Give" section of your website you can help your audience support you through matching gifts.



Ways to Give page from the Center for Puppetry Arts

Section IV:

Marketing Across Communications with Donors

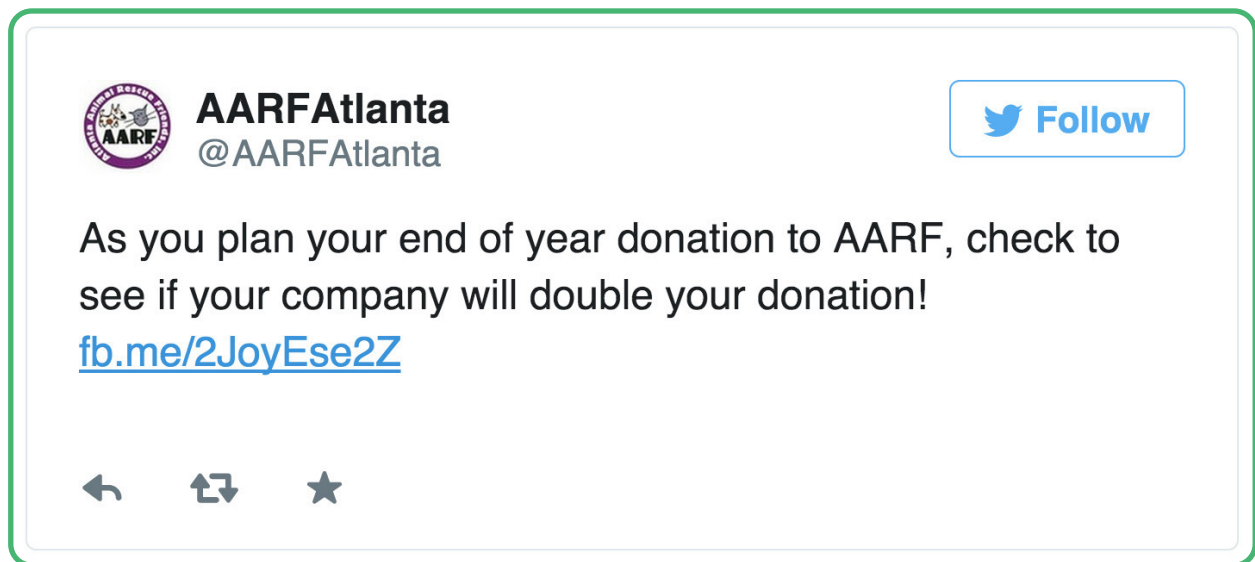


Marketing Across Donor Communications

Year-End and New Year Appeals

Companies often set matching gift submission deadlines around the end of the calendar year. With that in mind, it's important to ensure your donors submit their matches before the clock runs out.

Year-end and new year appeals remind donors of impending matching gift deadlines. These appeals can be made via social media, though email appeals allow you to share some exact deadlines and provide more depth about the importance of submitting matching gift requests before it's too late.



Year-end appeal from Atlanta Animal Rescue Friends (AARF) on Twitter

Marketing Across Donor Communications

Newsletters

Most fundraisers send out newsletters to their audience, and this source of communication presents an excellent opportunity to market matching gifts!

A newsletter dedicated to matching gifts is the best strategy, but sharing space with another topic or including a graphic advertising matching gifts in a newsletter about another topic can work, too. Loyal donors read your newsletter, so it's a good place to provide in-depth information about the benefits of corporate giving.

Remember: matching gift messaging has shown increased engagement rates and donation amounts. Including matching gift calls to action in your newsletter can help to convert your mailing list audience into active donors!

Kidney Walk



WE DID IT! WE HAVE SURPASSED OUR \$800,000 FUNDRAISING GOAL CONGRATULATIONS, KIDNEY COMMUNITY!

On Sunday, November 10th, over 7,000 people attended the NYC Kidney Walk. Patients, healthcare providers, families, friends, and corporate sponsors walked across the Brooklyn Bridge to honor our community and raise awareness of kidney disease. It was a beautiful and inspiring day for the biggest Kidney Walk in the country! Please enjoy our event photos on [Facebook](#) and [Instagram](#)!

November 10, 2013 - New York City Kidney Walk - New York, NY

Do You Match?



You can double or triple your end of year giving!

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. [Click here](#) to see if your company participates.

Email newsletter from the National Kidney Foundation

Marketing Across Donor Communications

Social media

One of the key benefits of leveraging social media for matching gift promotion is the ability to create a sense of urgency and excitement around matching gift opportunities. Posts across your different social media channels can be designed to coincide with specific fundraising events or critical periods, such as year-end giving.

Using social media, you can also showcase the real impact of matching gifts, sharing success stories and demonstrating how donations are amplified through corporate matches. This transparency and storytelling not only inspire existing donors to participate but also attract new contributors who are moved by the organization's mission and the promise of doubling their impact.

TIP: Most social media viewers aren't aware if they qualify for a matching gift. It's a good idea to use language that shows your viewers that they may have a matching gift program, even if they don't know it.



Tweet from the American Lung Association of the Midland States

Marketing Across Donor Communications

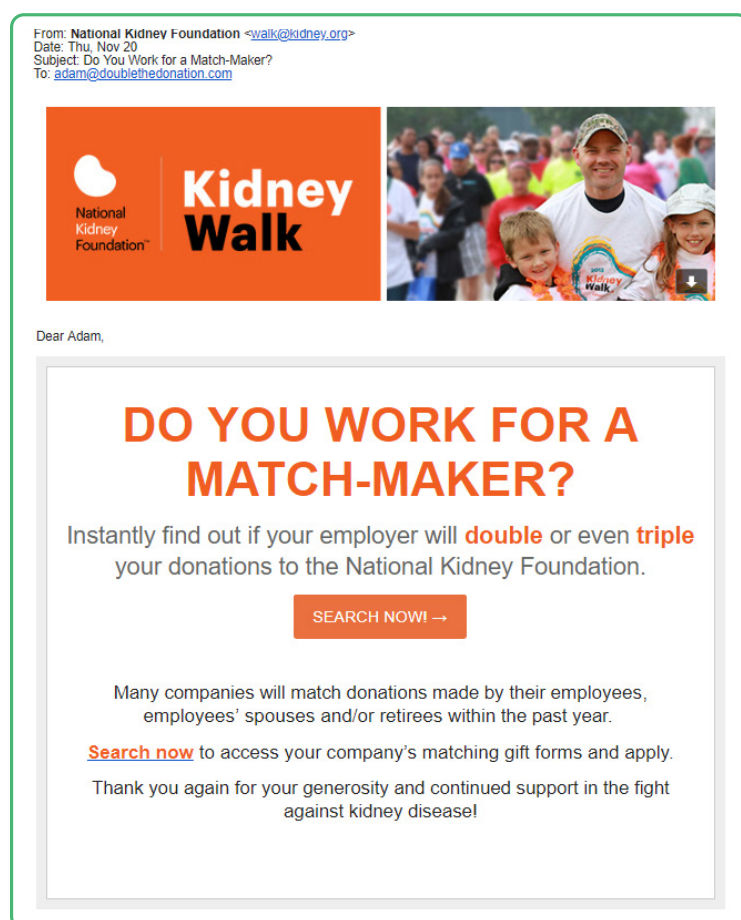
Email

Email marketing is one of the most effective ways that your organization can promote employer matching gift programs because it allows your messaging to go directly to your target audience.

Here are some expert teams for matching gift email marketing:

- Send matching gift messages both as an individual donor touchpoint after the donation process and in regularly scheduled newsletters
- Provide clear, actionable next steps within your email
- Don't be afraid to follow up! Research shows that donors often need extra nudges to complete the matching process - so having a follow up message can make or break your matching gift success
- Use images that show impact. Your audience cares about your mission - make sure to emphasize that matching gifts can make their efforts go twice as far!

The most successful fundraisers use these tactics to ensure their matching gift messages are educational, engaging, and actionable.



Email from the National Kidney Foundation

Marketing Across Donor Communications

Direct mail

Direct mail remains a tried-and-true method for engaging donors and boosting fundraising efforts, and it can be just as effective when it comes to promoting matching gifts. Whether you're sending out an annual appeal or a special campaign, integrating matching gift information into your direct mail strategy can make a significant difference. Here are some tips for leveraging direct mail to market matching gifts:

- **Personalization is Key:** Tailor your direct mail pieces to the recipient. Mention any previous donations they've made and suggest how their gift could have double the impact through matching gifts.
- **Highlight Matching Opportunities:** Make the matching gift message stand out. Use eye-catching graphics, headlines, or call-out boxes to draw attention to the potential for doubling donations.
- **Storytelling Matters:** Share compelling stories of how matching gifts have made a difference. Use real examples of donors whose gifts were matched and the impact that resulted.
- **Include a Clear Call to Action:** Don't leave donors guessing. Encourage them to check if their employer matches gifts and provide easy-to-follow instructions on how to do it.
- **Express Gratitude:** Always express your appreciation for their support. Make sure donors know that their contributions, whether matched or not, are invaluable to your cause.



Matching gift postcard from the University of Michigan

By incorporating these tips into your direct mail campaigns, you can effectively promote matching gifts, engage donors, and maximize your fundraising efforts.

Section V: **How Can Double the Donation Help?**



Double the Donation provides the industry's leading matching gift software, 360MatchPro. Serving thousands of nonprofits and educational institutions, 360MatchPro has helped fundraisers across all industries reach their fundraising goals:

Just 3 months to positive ROI

As a small nonprofit, I am very frugal with the funds entrusted to me. I purchased the three year package upfront and now 3 months in, the software has more than paid for itself in matching donations.



Executive Director

\$1,000,000+ matches identified in 1 year

From the leadership to the support team, everyone at Double the Donation has been excellent to work with! The tool itself is simple to set up and use, and we were already seeing amazing ROI with matching gifts!



Chief Community Engagement Officer -
FSHD Society

92% more matching gift revenue

360MatchPro has increased our matching gift revenue by 92%, which is an additional \$3.4 million for our organization!



Director of Annual Giving -
Leukemia and Lymphoma Society

27% increase in matching gift revenue

We have integrated 360MatchPro into all of our donation forms and the intuitive process makes it so that constituents with all levels of technical capabilities can obtain and understand the matching gift information they need."



Senior Manager

WHAT MAKES 360MATCHPRO STAND OUT?



The industry's
largest matching gift
database



Simple donor match
identification



Clear calls to action



Matching gift auto-
submission (keep
reading to learn more)



Powerful integrations



Learning resources
And more!

Double the Donation's mission is designed to help fundraisers like you grow their matching gift revenue.

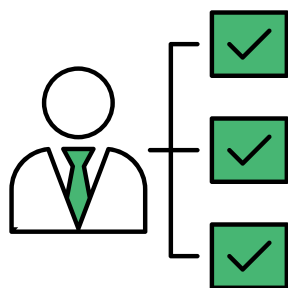
360MatchPro

Auto-submission

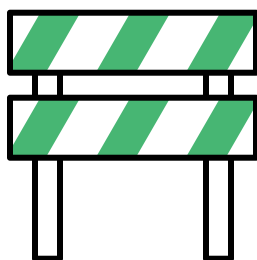
360MatchPro has always helped fundraisers streamline the matching gift process, but with matching gift auto-submission, they're able to take matching gift automation one step further.

How does auto-submission work?

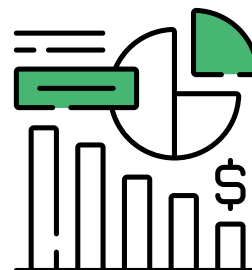
When a donor makes a gift to your organization, they provide their company details. If the donor's company qualifies for auto-submission, then that donor can allow Double the Donation to submit the matching gift request on their behalf. This means that the donor can opt-in, then sit back and relax while Double the Donation facilitates their matching gift request.



Simplicity
of requests



Decreased submission
roadblocks



Elevated match
impact

Getting Started:

Learn how 360MatchPro and auto-submission can help you drive donations today. You can connect with our team and schedule a personalized demo at: <https://doublethedonation.com/get-a-demo/>



Double *the* Donation
matching gifts made easy

www.doublethedonation.com