

Double the Donation  
and Fundraise Up:

# INTEGRATION RESOURCES



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# Integration Overview



# Raise More in Matching Gifts:

Fundraise Up Matching Gift Integration  
with 360MatchPro by Double the Donation

 Fundraise Up



**MatchPro**  
BY DOUBLE THE DONATION

## Matching Gift by the Numbers



of Fortune 500 companies  
and many others have  
matching gift programs

**26+**  
**MILLION**

individuals work for  
companies with matching  
gift programs

**\$4-7**  
**BILLION**

in potential corporate  
matching gift revenue goes  
unclaimed annually due to the  
lack of employee awareness

## Seamless Integration with Fundraise Up!

Help your donors discover their employer-matching gift eligibility and empower them to drive those matches to completion with the **Fundraise Up** and **360MatchPro integration**.

- ▶ Identify match opportunities so you know which donations are eligible for a match.
- ▶ Share the right information with the right donors at the right time with various automated email streams.
- ▶ Provide your team with actionable insights so you can focus on your top matching gift revenue opportunities.

The Fundraise Up and 360MatchPro integration is designed to help your organization maximize the amount of money you raise from employee matching gift programs with minimum effort!

Ready to  
get started  
raising  
more from  
Matching  
Gifts?



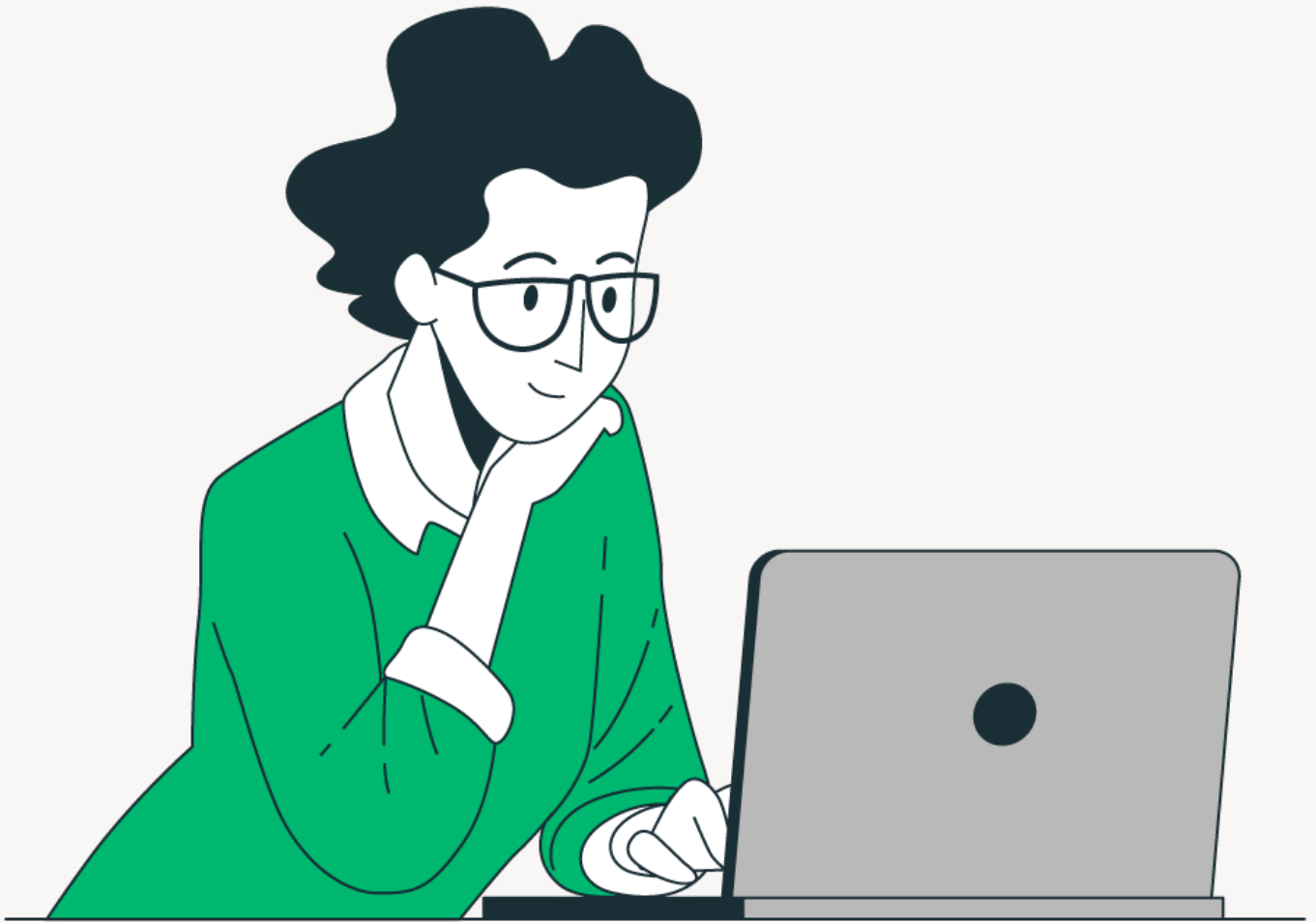
Get a Demo by  
scanning the code  
or clicking [here](#).

Want to  
learn more  
about our  
Fundraise Up  
Integration?



Learn more about our  
integration by  
scanning the QR code  
or clicking [here](#).

# Guide to Matching Gifts



# The Ultimate Matching Gift Fundraising Guide for Nonprofits

A comprehensive resource on how to raise more for your mission by making the most of corporate matching gifts



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# Introduction



# Introduction

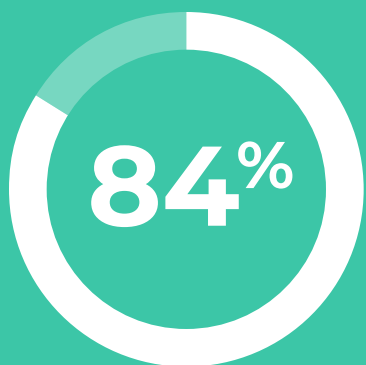
Matching gifts are a particular form of [corporate philanthropy initiative](#) in which charitable-minded companies offer to match donations made to nonprofits by their employees.

**Essentially, these programs enable for-profit businesses to empower social change by funding the mission-driven organizations that their staffs are already passionate about.** Participating companies can also receive increased CSR (or corporate social responsibility) as well as improved reputation among consumers.

On the other hand, the employees who initially supported the nonprofit get the chance to see their donated dollars go twice as far—meaning twice as much impact on the organization’s mission.

Then, of course, there are significant benefits to the nonprofits receiving corporate matches. Matching gifts allow organizations to make the most of their fundraising efforts, better engage donors, and leverage a “two for one” sale on charitable donations.

Our  
research  
shows  
that



of individuals are  
more likely to give if  
a match is offered,  
while 1 in 3 donors  
tend to make an even  
larger donation.

*It’s a win-win-win situation, but unfortunately, these giving programs continue to be underutilized. In order to maximize matching gift revenue, it often falls on the nonprofit to ensure effective gift-matching practices.*

In this guide, we’ll share everything you need to know about corporate matching gift programs and answer the most-asked questions, such as how to market the opportunities to your supporters and how automation software can help.

Let’s jump in!



# Understanding Corporate Matching Gifts

# Understanding Corporate Matching Gifts

In order to drive matching gifts among donors, it's important that your fundraising team first has a solid understanding of matching gifts and their impact. Here's what you'll need to know!

## Data-Driven Benefits of Matching Gifts

There's been a lot of [research conducted surrounding matching gifts](#) and their effects on fundraising—all of it positive! If you're looking to get your team on board with matching gifts, the following stats can help illustrate their impact effectively:

**84%**



of survey respondents indicated a higher likelihood to give if a match is being offered by their employer.

**1 in 3**



donors acknowledged that they'd make a larger donation if a match is applied (an average of 51% increase in donation amount).

Incorporating matching gifts in fundraising appeals typically results in a

**71%**

increase in response rate.



Matching gift reminder emails sent within 24 hours of a donation result in a

**53%**



open rate, which is 2-3 times higher than the average nonprofit email open rate.

Donors love matching gifts because they allow supporters to watch their donation dollars stretch twice as far without having to reach back into their own wallets. When you prioritize matching donations in your fundraising efforts, you can drive exponential growth as well as increased corporate and individual revenue.

## Companies with Matching Gift Programs

How do you know if any of your donors are employed by companies that match gifts? Statistically speaking, it's very likely. More than [65% of Fortune 500 companies offer matching gift programs](#), in addition to more than 24,000 smaller businesses—representing more than 18 million match-eligible individuals.

Looking for some well-known examples?

- **General Electric** (matches up to \$5,000 per employee per year)
- **Gap Corporation** (matches up to \$10,000 per employee per year)
- **Johnson & Johnson** (matches up to \$20,000 per employee per year, up to a 2:1 ratio)
- **Coca-Cola** (matches up to \$20,000 per employee per year at a 2:1 ratio)
- **ExxonMobil** (matches up to \$22,500 per employee per year, up to a 3:1 ratio)

If you already know who some of your donors work for, start by cross-referencing that information against [lists of popular companies](#) with particularly strong matching gift programs.

As you conduct research on matching gift companies, you might find yourself surprised at how many businesses today offer these programs!

### FUN FACT!

**General Electric was the first company to offer a matching gift program to employees starting in 1954. Today, they match more than \$35 million annually!**



# Program Guidelines

Each matching gift company derives its own unique guidelines, communicating which donations qualify for a corporate match. These eligibility guidelines are often in terms of:

- **Minimum and maximum donations matched:** Donations must fall within a set threshold provided by the company. If a business offers to match gifts between \$25 and \$10,000 and the donation in question is \$7,500, you're good to go! If a donor tries giving less than the match minimum, you can encourage them to increase their donation to qualify, while a donor giving more than the max amount may only get the first \$X,000 matched.
- **Qualifying types of employees:** A business can choose which types of employees are eligible for a company match. Some might match gifts made by full-time, part-time, and retired employees, while others limit matches to current full-time staff. Others yet will extend their match offer to spouses of employees as well!
- **Qualifying types of nonprofits:** Unfortunately, not all businesses will donate to all nonprofit organizations. While the most common exclusion concerns houses of worship, some companies choose narrower verticals to be eligible to receive matches (i.e., only educational institutions). On the other hand, many corporations will match to any registered 501(c)(3) organization.
- **Submission deadlines:** Companies determine how long after the initial donation is made that they're willing to provide a match. This is often based on a certain number of months past the donation date, though many companies impose deadlines that coincide with the ending of the calendar year.



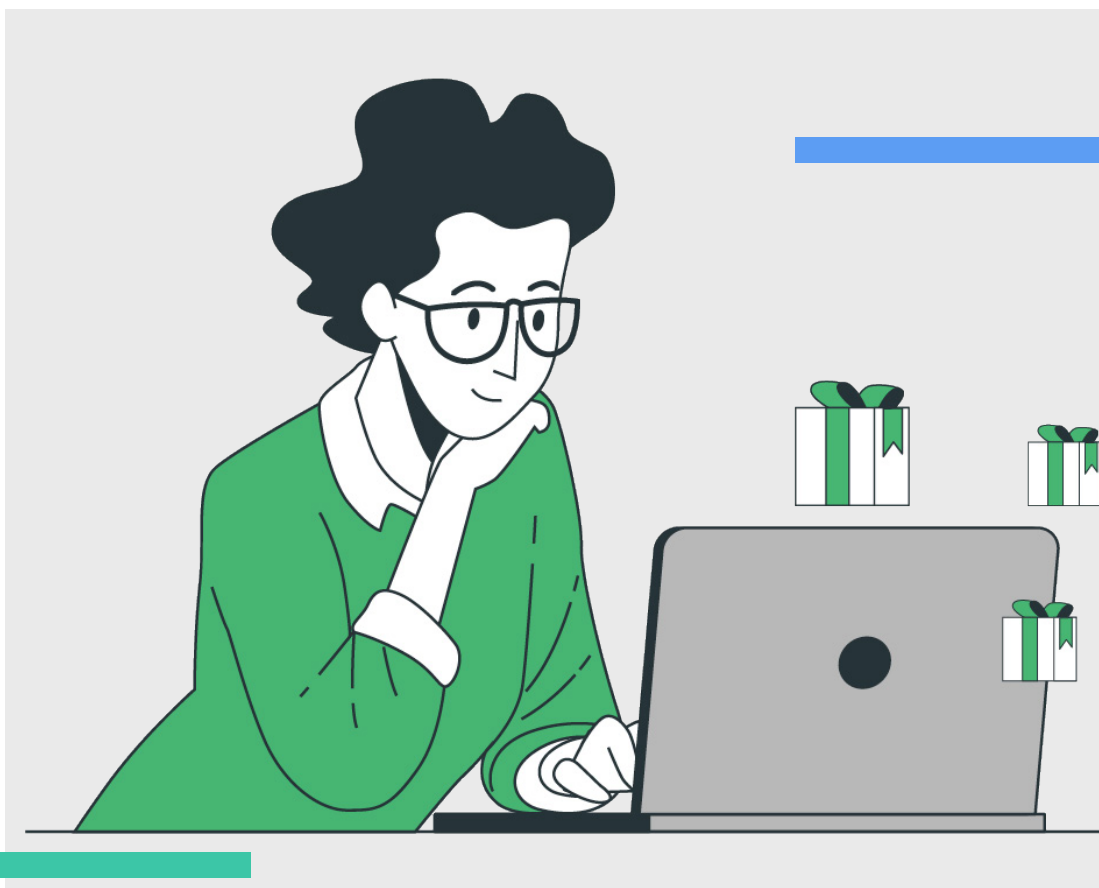
Once a donor has determined that their gift is match-eligible through their employer, additional program guidelines, such as match ratios, come into play. While 91% of companies match at a dollar-for-dollar rate, others choose a lower (i.e., .5:1) or higher (i.e., 2:1 or 3:1) rate.

# Matching Gift Fundraising Process

The matching gift fundraising process can vary depending on the companies giving and the organizations receiving the revenue. However, it tends to follow the same basic procedures:

1. A donor makes a donation to a nonprofit organization.
2. The donor is informed about matching gift programs and encouraged to determine their eligibility for a match.
3. The donor conducts a search for their employer's giving programs (either by reaching out to their employer personally or being provided with information from a company database tool).
4. The donor follows the steps required of their employer to request a match (i.e., submit an online form, forward their donation receipt, etc.)
5. The employer confirms that the initial donation was made with the nonprofit.
6. The employer completes their own matching donation to the organization at the pre-determined match ratio.

There are several ways to streamline this process, both for your fundraising team and the donors requesting company matches when you employ the right types of tools. For example, we'll discuss matching gift automation and its invaluable benefits later on. The most important thing to note, however, is that it's not too complicated either way!





# Promoting Matching Gifts to Donors

# Promoting Matching Gifts to Donors

The biggest obstacle facing matching gift participation is a widespread lack of awareness about these programs. The way to overcome that obstacle is with a well-thought-out marketing strategy.

Not only that, but matching gift promotion can also serve as a unique form of donor engagement, provide individuals with an easy way to support your cause that doesn't require an additional investment on their end, and keep your organization at the forefront of the donor's mind for longer. **And when donors care about your cause—which they do—they'll certainly want to provide additional support and doubled impact.**

So how can you ensure donors are aware of these powerful opportunities? We suggest taking a multi-channel approach to get the word out and reach donors where they are, and these are a few of the best ways to do so.

## Website

### Matching Gift Page

Create a dedicated matching gift page on your nonprofit website, and include it in your navigation menu!

This should house ample details on matching gifts, how a donor can determine whether they qualify, and contact information for your nonprofit (such as address and tax ID number).

### Ways to Give Page

If you already have a "ways to give" page on your site (which you should!), be sure to highlight matching gifts as an easy way to support your cause.

This can just be a quick blurb. For more information, direct users to your dedicated matching gift page to learn more!

### Donation Page

Supporters are at their highest level of engagement while on your donation page. Don't forget to incorporate matching gifts here to make the most of it!

This can be as simple as asking donors who they work for or encouraging them to research their eligibility before clicking *submit*.



## Email

Email marketing is one of the top ways that nonprofits communicate with their donors, which makes it an excellent avenue for promoting matching gifts. Here are a few ideas:

- Send out a **virtual newsletter** with a section regarding matching gift opportunities.
- Mention matching gifts in personalized **donation appeals**.
- Highlight matching gift information in your donation **follow-ups and acknowledgments**.
- Incorporate matching gifts in your **end-of-year fundraising outreach**.

This channel offers several benefits, including that it allows organizations to easily send personalized, individual messages to donors—taking an interpersonal rather than a mass media approach. Plus, it's low-cost compared to other forms of direct outreach!



## Social media

Meet your donors where they already are—which is on social media! You probably even have a number of profiles set up for your organization already, which can become the perfect matching gift venues. Consider these tips to optimize your results:

- Target a **few social platforms** that your donors tend to frequent.
- Incorporate **eye-catching and relevant imagery** in your posts.
- Encourage supporters to **interact with and share your content**.
- Include **links to additional resources**, such as your dedicated match web page.

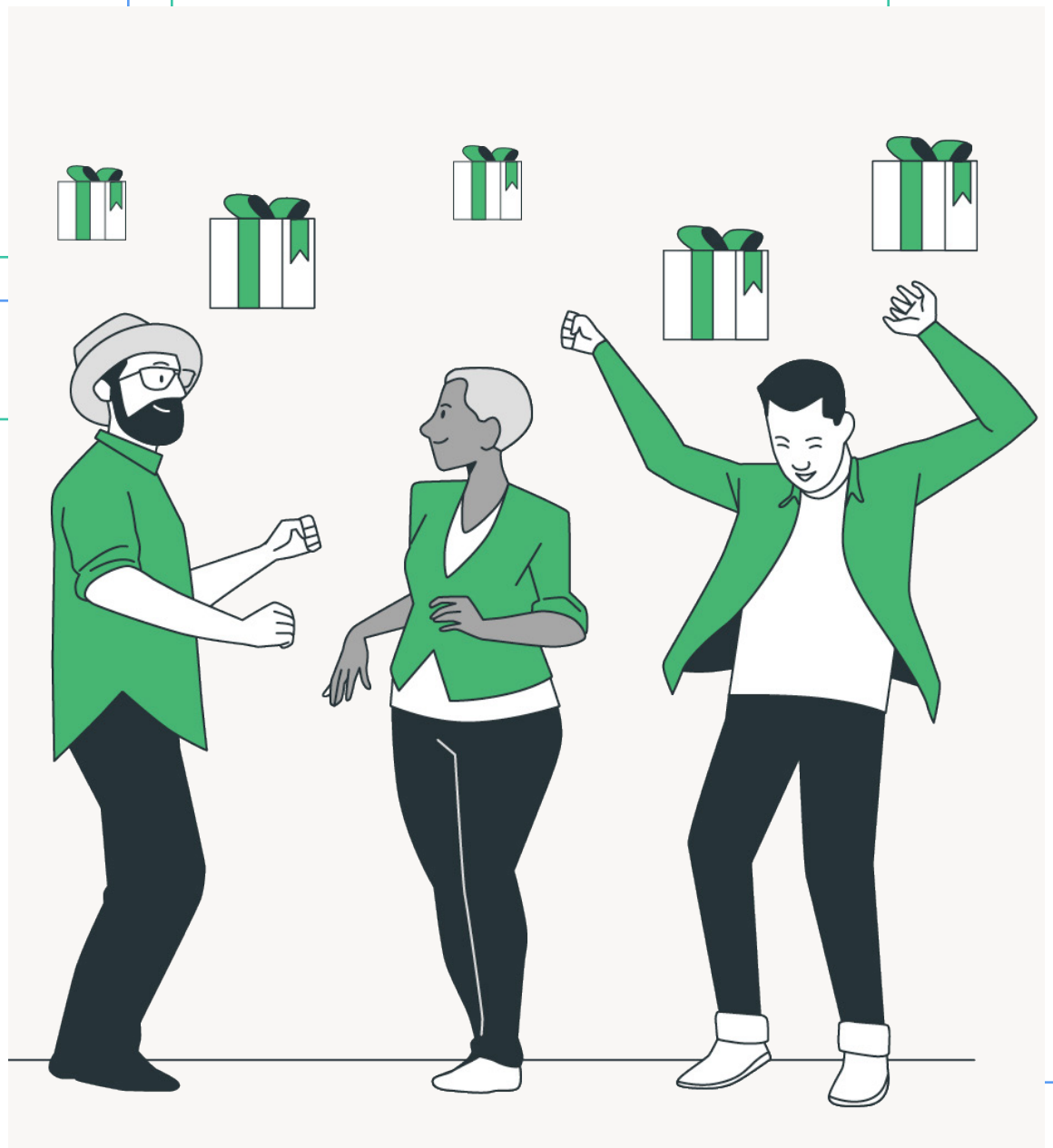
A social post showing up in a follower's feed might be just the encouragement they needed to make the leap from supporter to donor. Not to mention, the shareability of social media allows you to expand your reach significantly and engage new groups of people.



# Reaching Out to Retroactive Donors

Did you know that it's not just current and future donors you should be marketing gift-matching opportunities to? Donors who have given to your organization within the last year—and have not yet secured a company match—may still be eligible to request one!

Consider looking through your CRM to uncover individuals who were previously determined to qualify for a match. If you have no record of a matching donation for that individual, send out a friendly reminder about the availability and impact of corporate matches, as well as detailed next steps.



# Making the Most of Matching Gift Automation

# Making the Most of Matching Gift Automation

Matching gift fundraising can be handled manually, but it's a lot easier on everyone if you opt for the automated approach. Let's explore what matching gift automation is, how it can benefit your fundraising efforts, and what to look for in a matching gift automation system.

## What Is Automation? | Purpose + Benefits

Like any other type of automation, matching gift automation leverages innovative technology to reduce the amount of manual intervention involved with matching gift fundraising. With matching gift automation, the most important step is simply selecting your tool—and the rest takes care of itself!

When employed, automation allows nonprofits to raise a ton more in matching gift revenue while minimizing the time and resources required of your team.

**Research from Double the Donation shows that leveraging a matching gift automation tool helps organizations collect up to 3x the amount of match revenue as they had without.**



Automating your donor follow-ups also helps ensure no match-eligible prospects fall through the cracks—which is significantly more difficult to guarantee on your own.

# Features of a Matching Gift Automation Tool

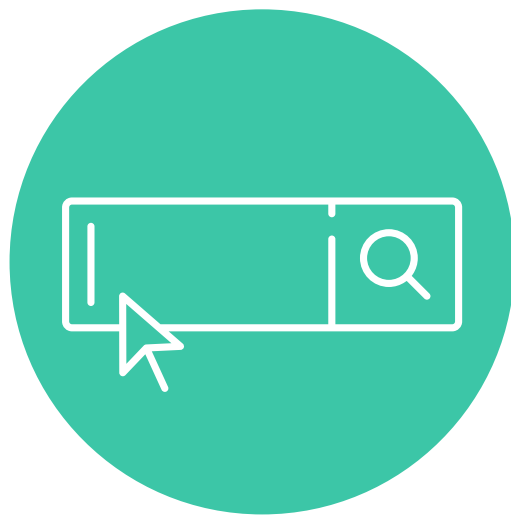
Automation software can streamline matching gifts from start to finish, but it all starts with choosing the right tool. Here's what you'll want to look for!

## Company Search Plugin

Arguably the most important component of an optimized matching gift process is your company search plugin. This intuitive tool allows its user to conduct a quick search for program guidelines of thousands of companies, pulling from an extensive matching gift database.

The more businesses included in this database, the more likely your donors are to find the information they need. That's why we recommend the industry-leading solution, [360MatchPro](#), which contains records for more than 24,000 companies and subsidiaries—equating to 99.68% coverage of all match-eligible donors.

Once you have the plugin or search widget, you can easily embed this resource in your online donation form and dedicated matching gift page, as well as any other high-traffic locations on your site.



## Matching Gift Upsells

[Matching gift upsell functionality](#) is a powerful offering that can not only increase the number of match-eligible donations you receive but also boost the size of initial donations in the first place.

*Here's how it works:* as a donor completes your online donation form, they choose their intended donation amount and are prompted to input their employer information. Their employer's matching gift guidelines are then automatically scanned against the selected donation.

If it falls below the minimum donation threshold, they're encouraged to increase their gift to reach a match-eligible level. Voilà—more dollars toward your mission!



## Automated Outreach

We touched on the importance of reaching out to match-eligible donors after they submit their gifts. But do you want to handle all of those follow-ups by hand? Probably not!

Luckily, a matching gift automation tool can screen donors for employer information, trigger tailored email outreach with company-specific program guidelines, and drive additional matches to completion.

This will save your team a ton of time which can then be reallocated toward your highest-value matching gift prospects for a more personalized approach!



## Fundraising Integrations

Your matching gift software can elevate your fundraising efforts, but it's certainly not the only tool you'll need to optimize success. You may also need an online donation platform, peer-to-peer fundraising tools, donor database, and marketing software—and that's just the basics!

As you select your matching gift solution, be sure to look for the types of software integrations it offers. For example, 360MatchPro by Double the Donation offers seamless integrations with a variety of systems, [including Fundraise Up](#), allowing users to easily incorporate matching gift promotion at multiple touchpoints throughout the donor journey.





## Concluding Thoughts & Additional Resources

# Concluding Thoughts & Additional Resources

Matching gifts can go a long way for elevating a nonprofit's fundraising strategies—and it all starts with a solid foundation of matching gift information. Then, you'll be able to position yourself to begin promoting gift-matching opportunities to your supporters.

Remember, minimizing the gap between *available* corporate dollars and collected corporate dollars can help you better engage donors, build corporate partnerships, and pursue your mission more effectively.

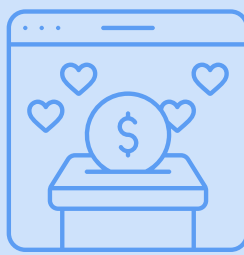
**Looking to learn more about matching gifts? Be sure to check out our other educational resources:**



## Marketing Matching Gifts: Best Ways to Reach Your Donors

Getting the word out about matching gifts is crucial. Take a look at our favorite channels for promoting corporate matching gifts to donors and see where you can get started.

[READ NOW!](#)



## Improving the Donor Journey With Matching Gifts

Donors love matching gifts, but many are unaware of the opportunities to get involved. Browse this resource to uncover the best ways to incorporate matching gifts in your optimal donor journey.

[READ NOW!](#)



## Matching Gift Databases: Our Comprehensive Guide

Find out more about leading matching gift databases, what they are, and how they can assist your fundraising efforts. Explore our recommended solution, 360MatchPro, in this guide!

[READ NOW!](#)





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

# About Double the Donation

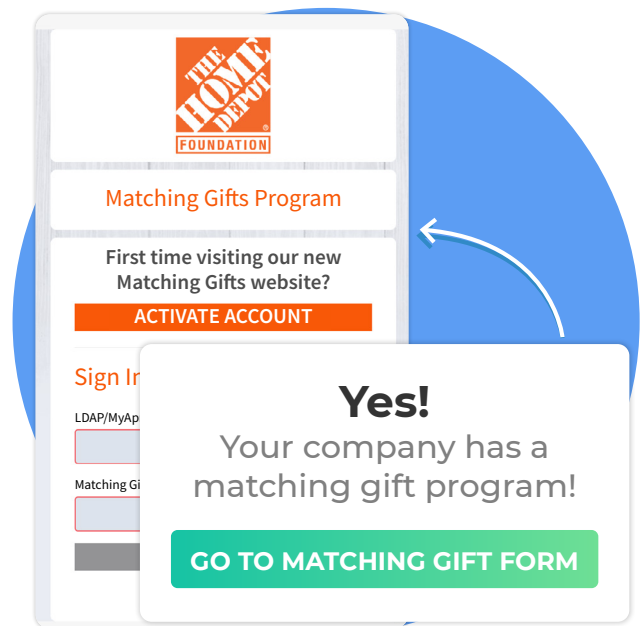
# About Double the Donation



## ADAM WEINGER

is the President of [Double the Donation](#), the leading provider of nonprofit tools to help raise more money from corporate matching gift and volunteer grant programs.

Automate your matching gift fundraising with the industry-leading solution from Double the Donation. [The 360MatchPro platform](#) provides nonprofits with tools to identify match-eligible donors, drive matches to completion, and gain actionable insights. 360MatchPro integrates directly into donation forms, CRMs, social fundraising software, and other nonprofit technology solutions ([including Fundraise Up!](#)) to capture employment information and follow up appropriately with donors about matching gifts.



## Looking to raise more with matching gifts?

GET STARTED WITH DOUBLE THE DONATION





# Partnerships Story



# Double the Donation and Fundraise Up

Advanced technology platforms that provide fundraising software to social good organizations.



**MatchPro**  
BY DOUBLE THE DONATION

## About Fundraise Up

Founded in 2018, Fundraise Up quickly gained recognition as an impressive, AI-powered donation platform serving the world's leading nonprofits. With a simplified and individualized donation experience that offers a quick checkout process and a diverse suite of payment options, nonprofits using Fundraise Up effortlessly convert more visitors into donors.

This platform serves enterprise-level nonprofits, which see great success with the platform. In fact, Fundraise Up often helps their clients double online revenue and triple recurring donors. With the average conversion rate of a donation form being 18% across the nonprofit sector, nonprofits using Fundraise Up witness a 37% conversion rate.

Fundraise Up integrates seamlessly with 360MatchPro by Double the Donation, providing organizations with an optimized fundraising experience. Using this integration, fundraisers can increase donation amounts, supporter engagement, and matching-gift funds all through automated avenues. This leads to greater success without any unnecessary effort.

## Partnership

The Fundraise Up team initially worked with a different matching-gift provider but made the switch to exclusively work with Double the Donation, the leader in matching-gift software. "The transition to Double the Donation was a no-brainer," said Salvatore Salpietro, Chief Partnership Officer at Fundraise Up. "Clients had a loud-and-clear preference in the matching-gift provider they wanted as their fundraising partner. And the innovation Double the Donation has demonstrated with its 360MatchPro automation platform goes beyond what anyone else is doing right now."

As proud integration partners, Double the Donation and Fundraise Up have developed a well-engineered solution that ensures fundraising success for their mutual clients.



"We've had great success working with Double the Donation as it relates to technology, customer satisfaction, and overall fundraising innovation,"

*said Salvatore Salpietro,  
Chief Partnership Officer at  
Fundraise Up.*

"Through our seamless 360MatchPro integration, we can provide fundraisers with the best possible matching-gift technology. This focus on optimal user experience and high-client success rates aligns perfectly with the Fundraise Up mission of simplifying the giving process to increase nonprofit revenue."



## Integration Overview

360MatchPro integrates directly into Fundraise Up donation forms, allowing donors to identify themselves as match-eligible during the giving process. 360MatchPro can then provide automated matching gift follow ups, which contain a direct link to donors' matching gift request forms.

The 360MatchPro and Fundraise Up integration includes a unique matching-gift upsell: This feature allows donors to increase their initial donation to meet their matching-gift requirements.

## How does it work?

If a user is about to make a gift that falls below the minimum threshold for their employer, they are automatically notified of the donation gap and asked to increase their contribution to meet program requirements.

This advanced functionality allows donors to adjust their giving before clicking "Submit," leading to increases both in donation sizes and matching-gift eligibility. In fact, there is a 93.3% average increase in gift size as a result of this upsell.

## Integration Highlights



Unique matching gift upsell, which leads to a 93.3% average increase in gift size



32.9% upsell conversion rate



Turnkey implementation process

## Mutual Users

360MatchPro and Fundraise Up serve hundreds of clients. Check out our [mutual client matching gift case study](#) to learn how these platforms have enabled organizations to raise more matching gift revenue

## Available Features

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Unique matching gift upsell
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending domain and subject lines
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access
- ✓ Two-way data synchronization

# Case Study



# 360MatchPro and Fundraise Up:

Streamline matching gifts for your donors and  
your team to fuel fundraising success



Double the Donation  
matching gifts made easy



Fundraise Up

SOLES4  
SOULS

## Soles4Souls

Year Founded: 2006

Annual Fundraising: \$2 million in donations with millions of additional in-kind contributions

Soles4Souls aims to create sustainable jobs and provides relief through the distribution of shoes and clothing around the world.

## Matching Gifts: Roadblocks and Solutions for Soles4Souls

Before implementing 360MatchPro with Fundraise Up, the Soles4Souls team pursued matching gift funds manually via phone and email. This process cost entirely too much time and effort. Soles4Souls had lower conversion rates and was consistently seeing matching gift revenue falling through the cracks.

With the 360MatchPro and Fundraise Up integration, Soles4Souls could streamline the matching gift process while increasing conversion rates. Since this integration identifies match-eligible donors then sends them automated follow ups, Soles4Souls no longer had to spend time manually pursuing match-opportunities, sifting through corporate giving data, or encouraging donors to submit matching gift requests. With a simple setup process, this fundraising technology became incredibly powerful to Soles4Souls, immediately helping them grow their fundraising without increasing effort.

## Integration at a Glance



Streamlined search field on donation form to determine donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard that outlines success metrics



Over **\$36,000** matches identified in 2021 alone



**48%** matching gift email open rate, compared to industry average of 20-30%



**52%** of donors using search tools, accessing matching gift forms or guidelines, or opening multiple emails

“

Using 360MatchPro with Fundraise Up has dramatically helped grow our fundraising. We've had tremendous success with this integration, and instantly saw an increase in giving

—Rod Arnold, CMO, Soles4Souls

”

Want to see what 360MatchPro + Fundraise Up can do for your organization?  
Connect with our team today.