

A Nonprofit's Guide to Matching Gifts:



*Untapped Revenue
At Your Fingertips*

Corporate gift matching allows your donors to involve their workplaces in their generosity, increasing the overall reach of your fundraising campaign.

What is a matching gift?

A matching gift is a donation made through a corporate workplace program that matches employee donations, usually dollar for dollar. Simply put, some employee donations are matched by the corporation they work for, potentially doubling the value of each donation up to 100%.

It's a lot more common than you think, and growing...

Almost 65% of Fortune 500 companies offer a corporate gift matching program, with a common minimum donation amount of \$25. In some companies, full-time and part-time employees, spouses and board members may all submit donation requests. Nearly two-thirds of all large companies will match donations, and 80% of those companies use some kind of technology platform to empower employees to access their matching gift program.¹

Yikes! Too many charities & nonprofits are leaving money on the table

Most employees don't know their donations are eligible to be matched! An estimated \$6-\$10 billion in matching gift funds goes unclaimed per year, yet this is easily remedied!² 84% of UK respondents to The Big Give Research Report shared that they would be more likely to donate if a match was offered.³



Why should you integrate matching gifts into your peer-to-peer fundraising campaign?



1 They extend the value of one-time donors

Most peer-to-peer event supporters make a donation because someone they care about asked them to do so - for instance, a cancer survivor raising funds for a foundation, or a friend collecting money for her child's school. These donors are loyal to the friend, but not generally to the cause. The stats show that typically only few peer-to-peer donors make a second gift. Corporate gift matching allows your organization to maximize that donation's potential.

2 They encourage people to give more

Here's a little bit of exciting donor psychology ... The Chronicle of Philanthropy reported that just seeing the option for a corporate gift match on donation forms results in a 71% increase in response and a 51% increase in the average donation amount. That's amazing!

3 They give you an extra touch point with your donors (and registrants!)

When you know that your donor has submitted corporate gift match details with their donation, you can use that information to customize your follow-up communications. Your registrants (especially team captains) will also be interested to hear that corporate gift matching is important to your cause. Let them know how they can reach out to their donors and remind them about gift matching. Everybody wants to help your cause raise as much money as possible.

Did you know: 8-10% of peer-to-peer event donors on the Panorama platform submitted a corporate gift match. That means, for every \$1,000 raised by fundraisers, a cause received an additional \$80 - \$100 from corporations who make it a priority to match employee donations.

Corporate gift matching made easy online

Your online fundraising platform should include a seamless matching gift selection process. All Panorama fundraising solutions include a “Matching Gift” section that enables any donor to search for the name of their employer.

If an employer is found, the donor simply clicks on the employer’s name to read detailed instructions about matching gift eligibility, and the steps required for the charity to receive the matching gift. This fast and easy process occurs on the nonprofit’s own branded donation form, just before a donor submits payment details.

Matching Gift

Your employer may match your gift. Enter your employer name below to see if your company offers matching gift.

Yes, Microsoft is match eligible. 1 matching gift company(ies) were returned under that name in the Gift Plus matching gift database.

- Microsoft Corporation

Choose an online donation platform that offers:

- ✓ **FREE integration with a corporate gift matching database**
- ✓ **Corporate gift matching on monthly gifts, tribute donations, and peer-to-peer event pages**
- ✓ **Full and accessible reporting so it’s easy to follow up with your donors**

Integrating matching gifts into your peer-to-peer campaign with targeted communications

Now that you know how powerful corporate gift matching is, you'll want to make sure everyone in your campaign hears about it.

We've come up with a messaging checklist so that you never forget an opportunity!

Brochures.

Add messaging to every event brochure that includes the following: "Your donations may be eligible for matching funds from employers. Be sure to ask your employer, and create more impact with every gift."

Flyers.

A simple line communicates this opportunity, such as: "Corporate sponsors and corporate gift matches are welcome."

At event registration.

Place a table-top sign prominently next to each registrar. Suggested language could include: "Does your company match donations? Let us know! (Credit & cash donations can be doubled with a matching donation.)"

Your event website.

Don't forget to include this information on the FAQs (Do You Accept Matching Gifts?) and event information pages. Suggested copy to include: "We support all corporate matching gift programs. If your company matches charitable donations, it's easy to initiate the match through our event donation page."

Social media.

Include gift-matching stories with your event information on social media. Create featured quotes, images of a donor or company, and stories to support the matching gift features. You might share the story of a donor who made a large donation because of a gift match, or a company that understands of the impact of a gift match. Stories resonate, and double the impact of a simple message as well!

Targeted emails to event donors

Email is another ideal way to communicate with event donors and get the word out on your cause. It's also the perfect opportunity to remind them about corporate gift matching. Here's our checklist for targeted emails:

❑ *Before the event:*

Send a mass thank-you to all donors thanking them for their donation to the event, as well as some information about the event, and a note on how to secure the corporate match, if applicable.

❑ *After the event:*

Send a thank-you email after the event to every donor and event participant, referencing the power of the event and impact of the funds raised. Include a brief message just for donors who might be eligible for a corporate match: "We can't wait to receive your matching gift! Please speak with your HR department about completing the necessary paperwork to ensure that your gift is processed as intended."

❑ *Just for gift match employees:*

Follow up with donors who have indicated they work for an employee with a matching gifts program, including participant donors who registered the day of the event. Simply run a report from your donation software program showing which donors have checked off that their company matches gifts.

❑ *Then send a targeted email:*

To those donors reminding them that their donation is important, and even more powerful because of the matched gift from their employer. Suggested language to include: "We can't wait to receive your matching gift! Please speak with your HR department about completing the necessary paperwork to ensure that your gift is processed as intended."

"Every time I send out a reminder, I get money in the door."

- Linda Stark, California Polytechnic State University, Matching Gift Specialist



Find new corporate sponsors through matching gifts

Corporate gift match donors also bring opportunities for new relationships. After looking over the list of companies matching donations, you may notice local employers on the list with a group of enthusiastic cause donors. This company may be interested in following the generosity of its employees by looking more closely at your nonprofit, and welcoming a conversation about event sponsorship in the coming year.

A few ideas for developing new corporate relationships

- *Cross-check the list of donors who indicated their companies match gifts with those that offer Corporate Social Responsibility (CSR) programs in alignment with your mission, and approach those companies with event sponsorship or donation opportunities.*
- *Create a data set of local businesses and corporations that have matched event donor gifts, with the total amount matched over the past year, and number of donors from the company that you can use to approach companies for sponsorship.*
- *Create corporate sponsorship kits for local companies who have matched donor gifts at your events using the donor data you've gathered.*
- *Send a personalized email to local businesses that match donor gifts.*

Establishing philanthropic partnerships with engaged businesses can increase your event revenue in more ways than one!

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Top US employers with corporate gift matching programs*

- Bank of America
- General Electric
- MetLife
- TransPerfect
- Verizon
- CVC
- Pfizer
- IBM
- Microsoft Corporation
- Regions Financial Corporation
- T. Rowe Price Foundation, Inc

* Data from the FrontStream platform, 2016

Further reading and resources:

- *FrontStream Blog: Corporate Social Responsibility*
- *How Nonprofits Use Social Media to Promote Matching Gifts*
- *Which Companies Match Gifts Most?*
- *How Matching Gifts Unlock Fundraising Potential for Nonprofits*
- *FrontStream Offers Free HEPdata Corporate Gift Matching to Charities & Nonprofits!*
- *How Matching Gift Programs Work*
- *Match Funding Research Report Launched*

Citations:

1. <http://nonprofitshub.org/fundraising/corporate-philanthropy-trends-affecting-nonprofits-in-2016/>
2. <https://doublethedonation.com/blog/2015/05/matching-gift-participation-rates/>
3. <https://www.thebiggive.org.uk/match-funding-research-report-launched/>

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