

# 10 Steps To Building A Matching Gift Program



**Double the Donation**  
matching gifts made easy

01

**Know which of your donors submitted matching gifts in the past.** There is a good chance they still work at the same company. Design a special campaign or email for those donors as their donations can likely go twice as far.

06

**Feature matching gifts across your website and emails.** Check and see if matching gift information is displayed prominently on your website? Send out a dedicated matching gift email to supporters. You don't want to lose funds due to lack of awareness.

02

**Make it a team effort.** Clearly define staff roles and responsibilities for matching gift solicitation and fulfillment processes. Who is responsible for modifying the website? Who verifies the matching gift requests? Who sends matching gift emails to donors?

07

**Make sure your internal processes are in order.** It's amazing how often we hear about a donor submitting the appropriate matching gift form, but the nonprofit never verifies the donation. There's nothing worse than losing out on free funding!

03

**Feature matching gifts in the donation process.** This can either be on the donation form or confirmation screen. Your donors are passionate about your cause, and prompting eligible donors at the appropriate time will increase matching gift request submissions.

08

**Feature matching gifts in your offline marketing.** This could be an article in your newsletter, a paragraph in thank you letters, a paper insert with a link to your matching gift page, or a matching gift postcard to previous donors about submitting matching gift requests.

04

**Major gifts represent huge matching gift potential.** Make sure that your major gift officers are familiar with matching gift programs and that they bring the appropriate forms, guidelines, and instructions with them when they speak with potential major donors.

09

**Identify your organization's matching gift potential.** Review your organization's historical matching gift figures and establish annual goals. Track how you're performing and share this information with your colleagues. It's impossible to know how you're doing without reporting.

05

**Incorporate a matching gift search tool throughout your digital fundraising.** This allows donors to instantly determine if they're eligible to have their donation matched and obtain company-specific matching gift information such as forms, guidelines, and instructions.

10

**Say thanks to your matching gift donors!** The additional funds wouldn't be possible without them spending five minutes to make the request. Leave an outstanding impression on the donor and they'll be more likely to donate again - and get it matched - in the future.