

# The Ultimate Guide to Marketing Matching Gifts

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

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I want **my employer** to match my gift!



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We want **your employer** to match your gift!



# Table of Contents

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## Section I:

Introduction to Marketing Matching Gifts .....	4
--	---

## Section II:

Marketing Through the Donation.....	7
-------------------------------------	---

## Section III:

Marketing Across Your Organization's Website.....	11
---	----

## Section IV:

Marketing Across Communications with Donors.....	20
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## Section V:

How Can Double the Donation Help Market Matching Gifts?.....	26
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# **Introduction to Marketing Matching Gifts**

# Marketing Matching Gifts

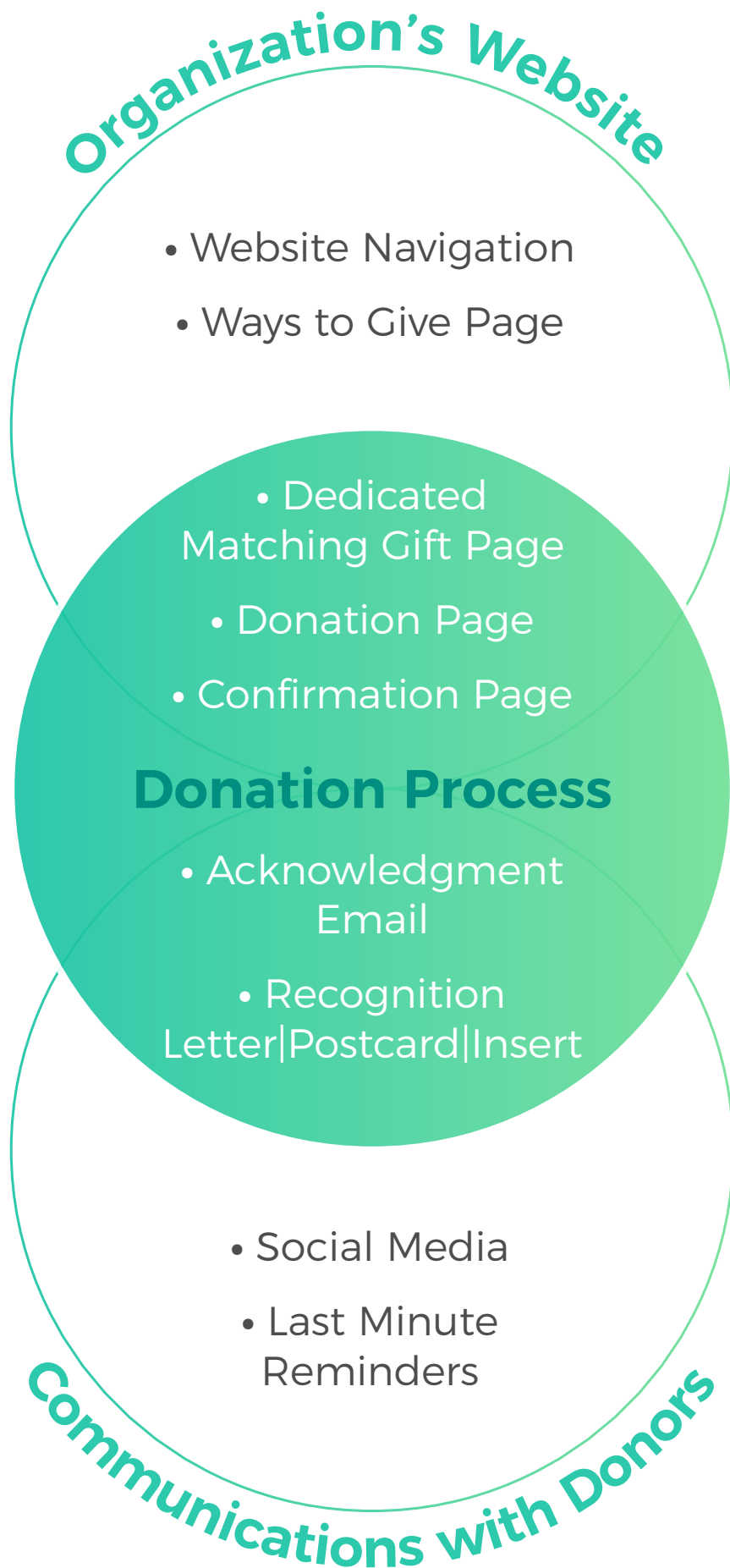
Even your most dedicated donors don't always submit their matching gift requests. Outside of the fundraising community, you'd be surprised by how few people know about corporate giving.

Donors are rarely aware of whether or not their employer, or their spouse's employer, offers a matching gift program. If your donors are already passionate enough to open up their wallets, they are often happy to invest in a simple, short process to double their donations.

The world is not flat, and your bottom line shouldn't be either. Properly market matching gifts through a variety of strategies in order to increase fundraising. Then you can raise more money to pursue your mission and do some good for the world.

**The goal is to prompt your donors to submit their matching gift forms and make it as easy as possible to do so.**









## SECTION II: **Marketing Through the Donation Process**

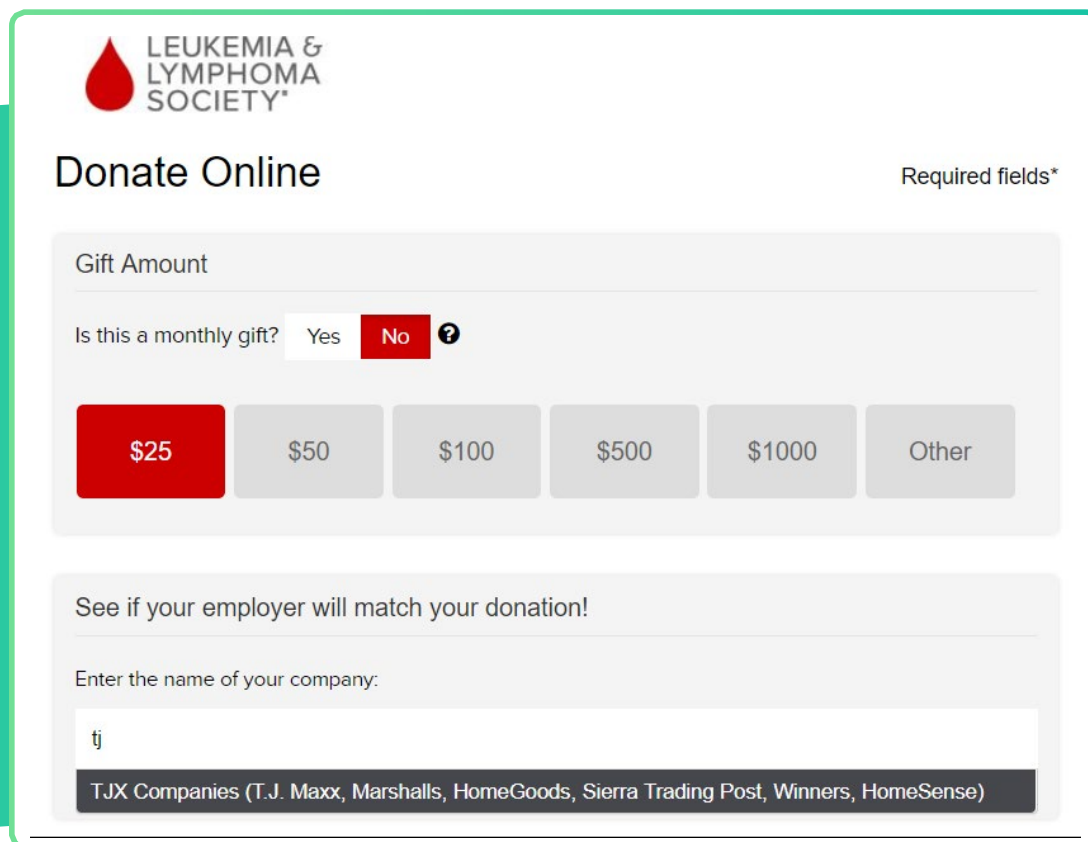
# Marketing Through the Donation Process

The best time to promote matching gifts is when your donors are actually in the process of making their donations.

You can incorporate matching gift asks on both your donation forms and your confirmation screens.

There's no time like the present, and if people are already in the giving mood, then why not show them how they can make twice the impact through corporate giving programs.

Individuals proceeding through the donation process are passionate enough about your organization's cause to contribute monetarily.



The screenshot shows the 'Donate Online' page for the Leukemia & Lymphoma Society. The page includes a logo at the top left, a title 'Donate Online', and a 'Required fields\*' label. The main form area has a 'Gift Amount' section with a dropdown menu. Below this is a question 'Is this a monthly gift?' with 'Yes' and 'No' radio buttons, and a help icon. A row of buttons for donation amounts (\$25, \$50, \$100, \$500, \$1000, and Other) is displayed. The \$25 button is highlighted in red. Below the amount buttons is a section titled 'See if your employer will match your donation!' with a text input field for the company name. The input field contains 'tj' and a dropdown menu showing '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

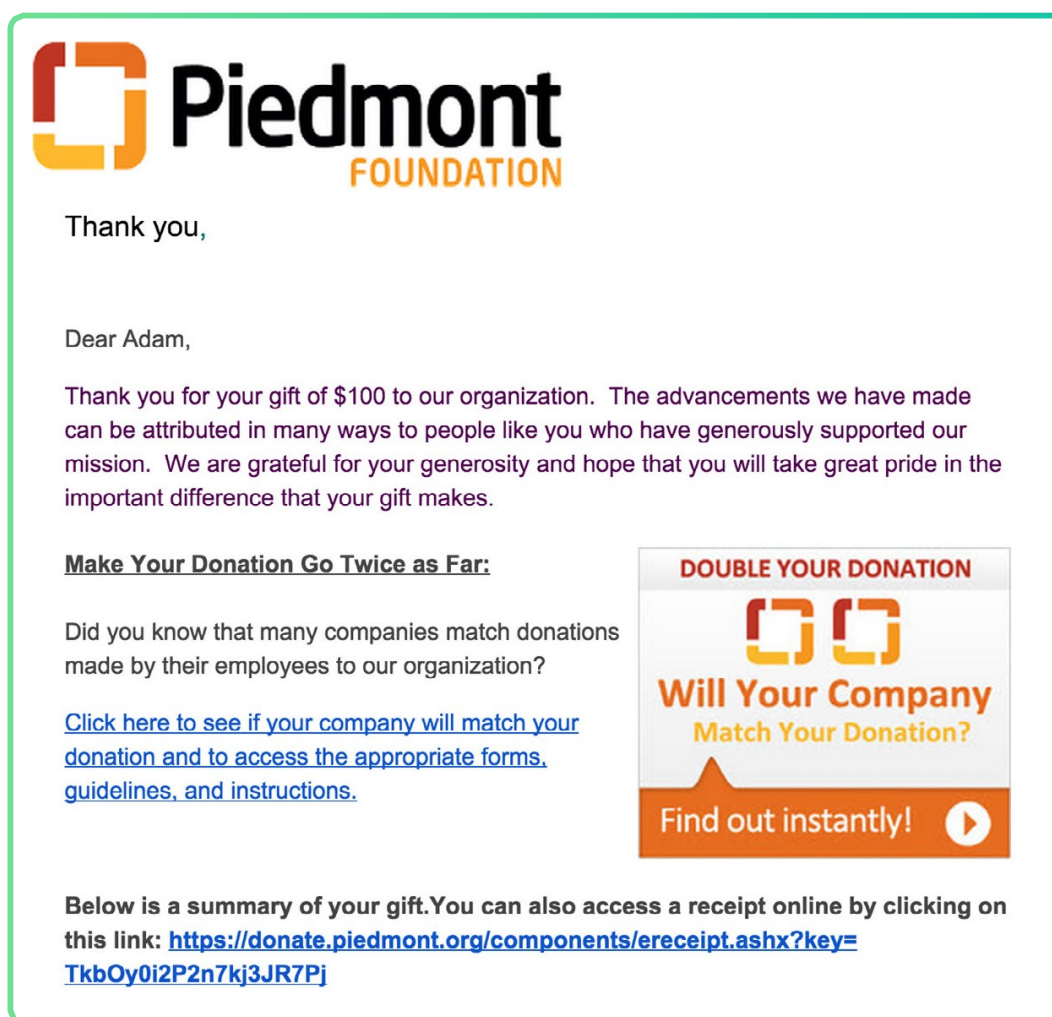


# Marketing Through the Donation Process

## Acknowledgement emails

When you receive a gift, you always say thank you. This thank you message is a great opportunity to promote matching gifts. The donations are fresh in the donors' minds, and a little nudge saying that they can double their donations without sacrificing another cent can go a long way.

Acknowledgment emails thrive because you can provide links to dedicated matching gift pages using text or graphics, such as those that Double the Donation provides for its clients.



Acknowledgement email from the Piedmont Healthcare Foundation

# Marketing Through the Donation Process

*Name*  
*Title*  
*Company*  
*Address*  
*Phone Number*  
*Email*

## DOUBLE YOUR DONATION!

Find out if your employer matches gifts at  
<https://doublethedonation.com/your-organization>

Above: Example of an email signature including a link about matching gifts.

**A simple blurb or a flashy graphic about corporate giving can increase awareness and be the push that a donor needs to submit a matching gift request.**

## EMAIL SIGNATURES

Chances are that you send a ton of emails. Every message is an opportunity to promote matching gifts. An email signature typically details contact information, but it's also a great place to mention matching gifts.



SECTION III:

# **Marketing Across Your Organization's Website**

# Marketing Across Your Organization's Website

A website is much more than a homepage, and with so many donors choosing the convenient option of donating online, the opportunities abound to broadcast matching gift programs.

Your website is your home on the internet. It's where you host people everyday. While many visitors are strangers, the goal is to impress everybody and make sure that all parties leave feeling satisfied and looking forward to their next visit.

A functional website is a great place to market matching gifts. The majority of nonprofits permit online donations, so incorporating matching gift marketing alongside regular donation calls to action on your website is a good practice.



The screenshot shows the ASPCA website's 'Ways to Give' section. At the top, there's a navigation bar with the ASPCA logo, a search icon, and a 'DONATE' button. Below this, a dark banner reads 'WAYS TO GIVE' and 'Ways to Give'. The main content area is titled 'Matching Gifts' and contains the following text:

Did you know many companies offer a matching gift program to encourage philanthropy among their employees? And that some companies will even match to spouses and retirees?

By simply completing a matching gift form (on-line or paper), you may be able to double, or even triple, the impact of your gift! Contributions of any amount help us save and care for abused and homeless animals across the country.

Use the search field below to see if your employer participates in a matching gift program.

Below the text is a search form with a 'Search:' label, a text input field with the placeholder 'Search company name...', and a blue 'Let's Check' button. At the bottom of the form, it says 'All information provided by Double the Donation' with their logo.

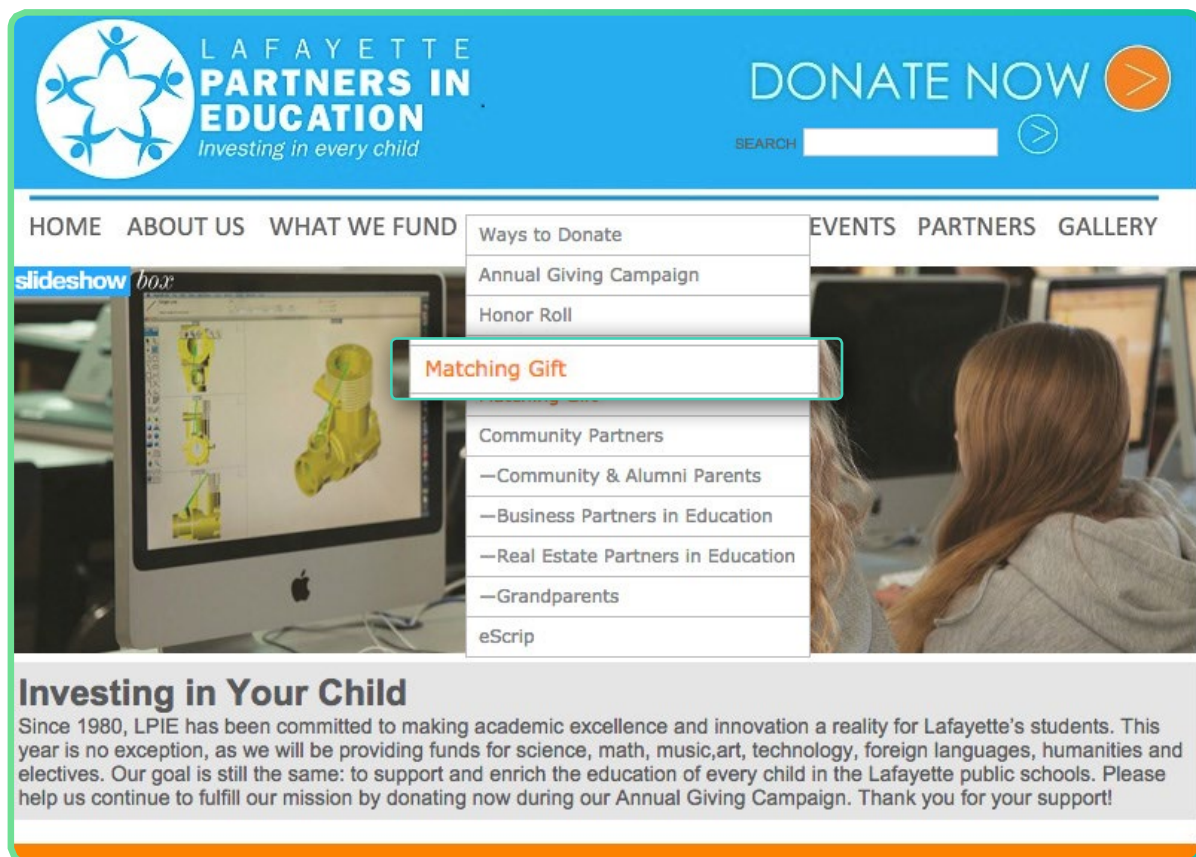
Dedicated Matching Gift Page from ASPCA

# Marketing Across Your Organization's Website

## Homepage & navigation bar

For the love of matching gifts, let the people know that corporate giving exists! Or at least make it easy for them to find out.

Linking to a matching gifts page in your navigation bar allows donors to intuitively discover matching gifts. The links should lead to a dedicated matching gift page, where you can inform donors about all the nitty-gritty matching gift details.



Navigation bar on the homepage of Lafayette Partners in Education



# Marketing Across Your Organization's Website

## Blogs

Blogs tell your nonprofit's story, so why not share ways for donors to double their donations and make a bigger impact on that story? Producing featured content can provide in-depth stories about the importance of matching gifts while simultaneously educating people on how to submit the necessary forms.

Even just including a graphic that advertises matching gifts on the side of a seemingly unrelated blog can help increase awareness.



### 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 Use Dedicated Matching Gift Pages

01

Educate the user about matching gifts in both a general sense and as they pertain to your nonprofit.

02

Make it as simple as possible for the donor to research if his or her company offers a matching gift program.

Has your nonprofit incorporated matching gift language across your fundraising communications? If so, what happens when donors click on the link to matching gifts on your ways-to-give page, within a matching gift email, or in a donation confirmation email?

Ideally, they'll be directed to a landing page dedicated solely to information about matching gift programs and the opportunity to find out if their employers participate in corporate giving.

A dedicated matching gift page can offer relevant facts, such as matching gift statistics and annual donation numbers, and allow donors to find company-specific information using a search tool, like the one that Double the Donation offers.

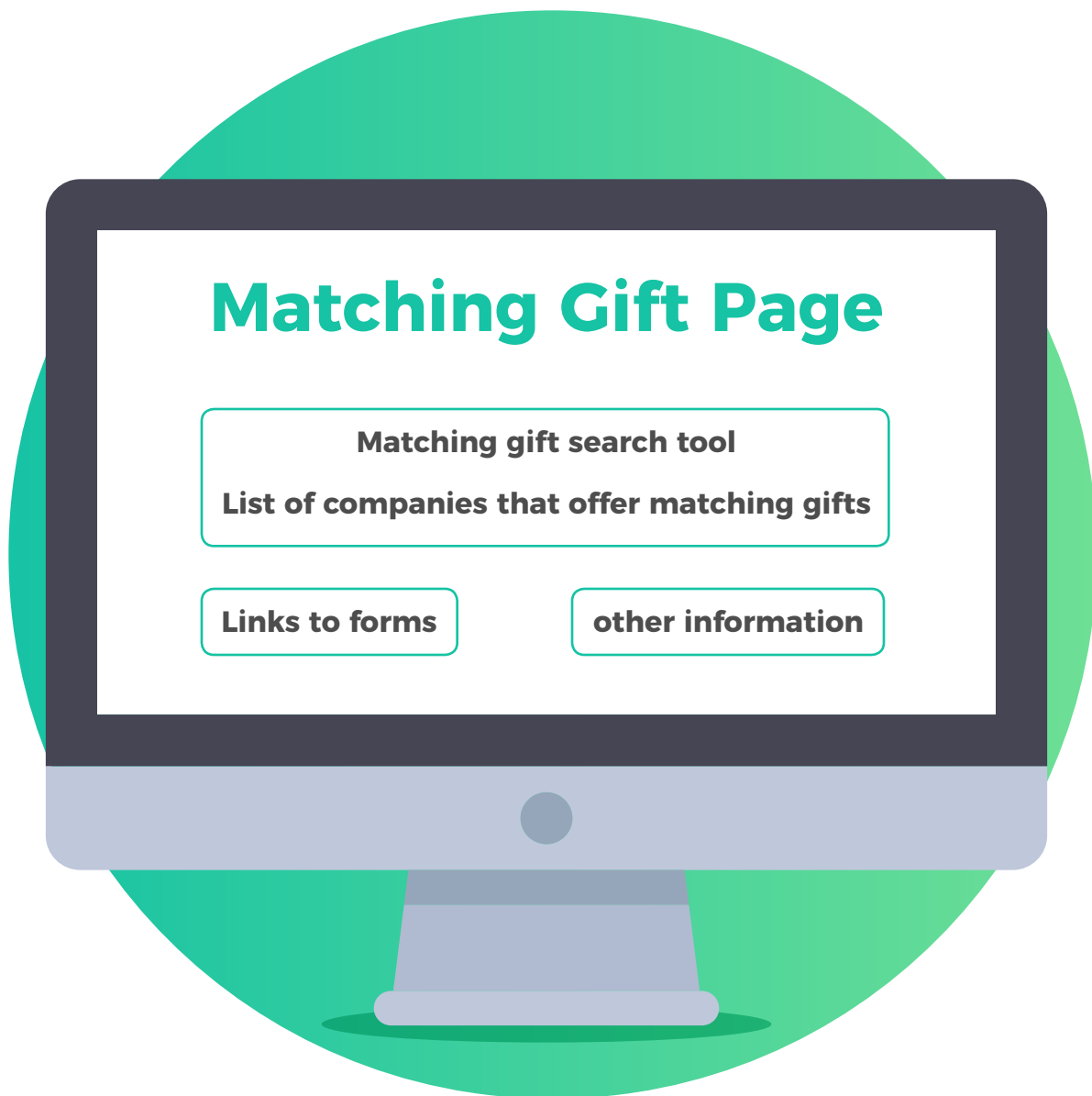
**The goal is to give donors a place to both learn about matching gifts and be spurred into action to submit the necessary forms.**

## What should matching gift pages include?

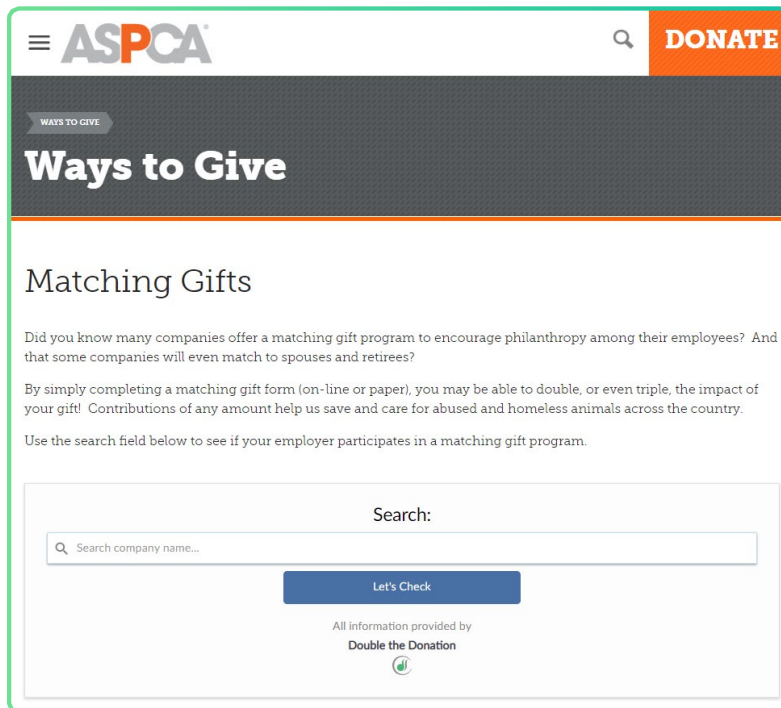
- Matching gift statistics
- Matching gift search tool or a list of companies that offer matching gifts
- Links to matching gift forms, guidelines, and company submission portals
- Explanation of how matching gifts help your nonprofit
- List of previous companies to give matching gifts to your organization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

# How to use dedicated matching gift pages

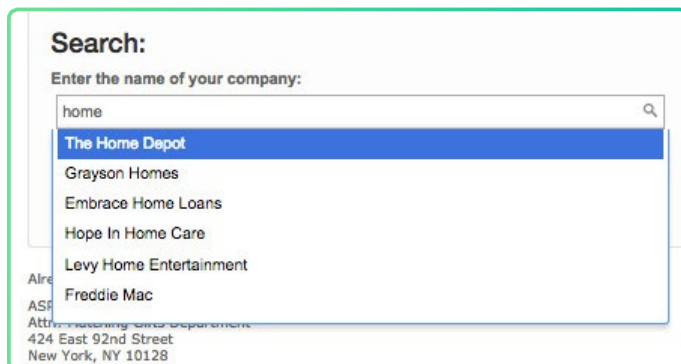
The nonprofit can build its own dedicated matching gift page that includes a matching gift search tool, links to forms, lists of companies that participate, and any other information.



# How to use dedicated matching gift pages



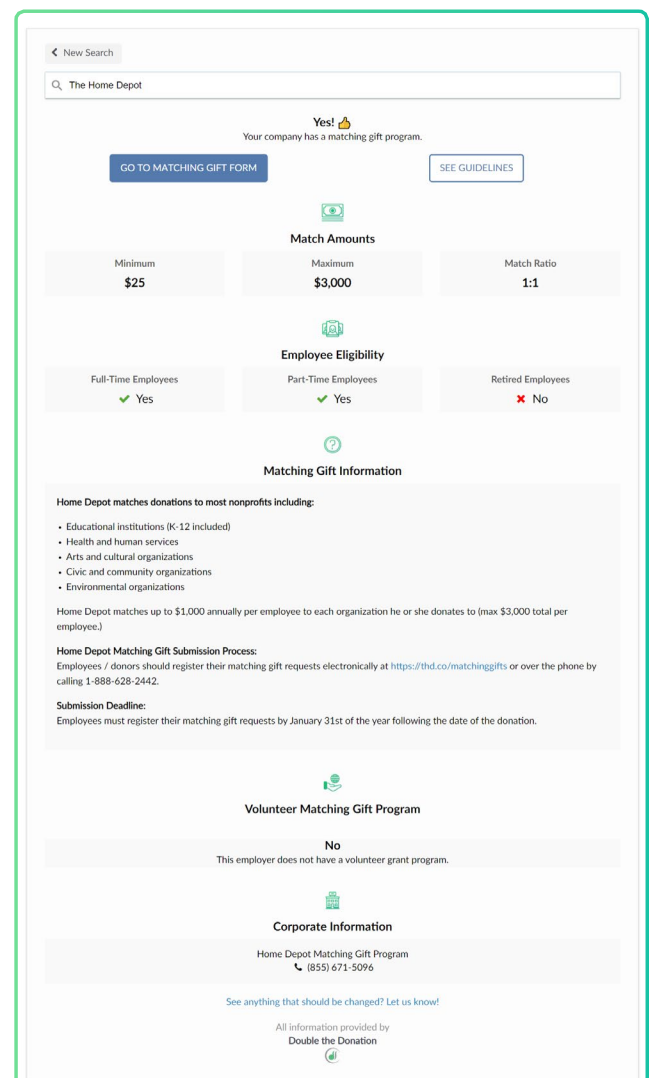
The screenshot shows the ASPCA website's 'Ways to Give' section. Under the 'Matching Gifts' heading, there is an introductory paragraph and a search field. The search field is labeled 'Search:' and contains the placeholder text 'Search company name...'. Below the search field is a blue button labeled 'Let's Check'. At the bottom of the section, it says 'All information provided by Double the Donation' with a logo.



This screenshot shows the search results for 'The Home Depot' on the ASPCA website. The search field is labeled 'Search:' and 'Enter the name of your company:'. The results list several companies, with 'The Home Depot' highlighted in blue. Below the list, there is a small snippet of text: 'All information provided by Double the Donation'.



The nonprofit can include a plug-in, like the one offered by Double the Donation, on their dedicated matching gift page and encourage donors to find out if their employers will match their gifts.



The screenshot shows the Home Depot Matching Gift page. It features a search bar at the top with the text 'The Home Depot'. Below the search bar, there is a confirmation message: 'Yes! Your company has a matching gift program.' followed by a 'GO TO MATCHING GIFT FORM' button and a 'SEE GUIDELINES' button. The page is divided into sections: 'Match Amounts' (Minimum \$25, Maximum \$3,000, Match Ratio 1:1), 'Employee Eligibility' (Full-Time Employees: Yes, Part-Time Employees: Yes, Retired Employees: No), and 'Matching Gift Information' (Home Depot matches donations to most nonprofits including Educational institutions, Health and human services, Arts and cultural organizations, Civic and community organizations, and Environmental organizations). It also includes a 'Home Depot Matching Gift Submission Process' section and a 'Submission Deadline' section. At the bottom, there is a 'Volunteer Matching Gift Program' section (No) and a 'Corporate Information' section (Home Depot Matching Gift Program, (855) 671-5096). The page is branded with the Double the Donation logo and text.

# How to use dedicated matching gift pages

See if your employer will match your donation!

Search company name...

Let's Check

All information provided by Double the Donation

With its renowned collection of classic and contemporary art and award-winning architecture by Richard Meier and Renzo Piano, the High Museum of Art has grown from its origins in a stately home on Peachtree Street to become the leading art museum in the southeastern United States.

Your membership and annual fund gifts help the High bring the art of the world to Atlanta, care for our outstanding permanent collection of over 15,000 works, provide award-winning educational programming for our community, and much more.

Thank you for taking the time to check if your company offers employee giving programs which can double the impact of your donation or membership!

Our Information

Address  
The High Museum of Art  
1280 Peachtree Street, N.E.  
Attn: Ariel Calliste  
Atlanta, GA 30309

Tax ID / EIN  
58-0633971

Contact Person  
Jeff Petrie  
(404) 733-4429  
Jeff.Petrie@High.org

Go Back to The High Museum of Art

The nonprofit can use a hosted page created by a company, like Double the Donation, where they can redirect donors to. This dedicated matching gift page utilizes Double the Donation's matching gift search tool and extensive database to offer donors the opportunity to find their company-specific matching gift information.

New Search

Search The Home Depot

Yes! Your company has a matching gift program.

GO TO MATCHING GIFT FORM

SEE GUIDELINES

Match Amounts

Minimum \$25

Maximum \$3,000

Match Ratio 1:1

Employee Eligibility

Full-Time Employees Yes

Part-Time Employees Yes

Retired Employees No

Matching Gift Information

Home Depot matches donations to most nonprofits including:

- Educational institutions (K-12 included)
- Health and human services
- Arts and cultural organizations
- Civic and community organizations
- Environmental organizations

Home Depot matches up to \$1,000 annually per employee to each organization he or she donates to (max \$3,000 total per employee.)

Home Depot Matching Gift Submission Process:

Employees / donors should register their matching gift requests electronically at <https://thd.co/matchinggifts> or over the phone by calling 1-888-628-2442.

Submission Deadline:

Employees must register their matching gift requests by January 31st of the year following the date of the donation.

Volunteer Matching Gift Program

No

This employer does not have a volunteer grant program.

Corporate Information

Home Depot Matching Gift Program  
(855) 671-5096

See anything that should be changed? Let us know!

All information provided by Double the Donation

Search:

Enter the name of your company:

home

The Home Depot

Grayson Homes

Embrace Home Loans

Hope In Home Care

Levy Home Entertainment

Freddie Mac

All information provided by Double the Donation

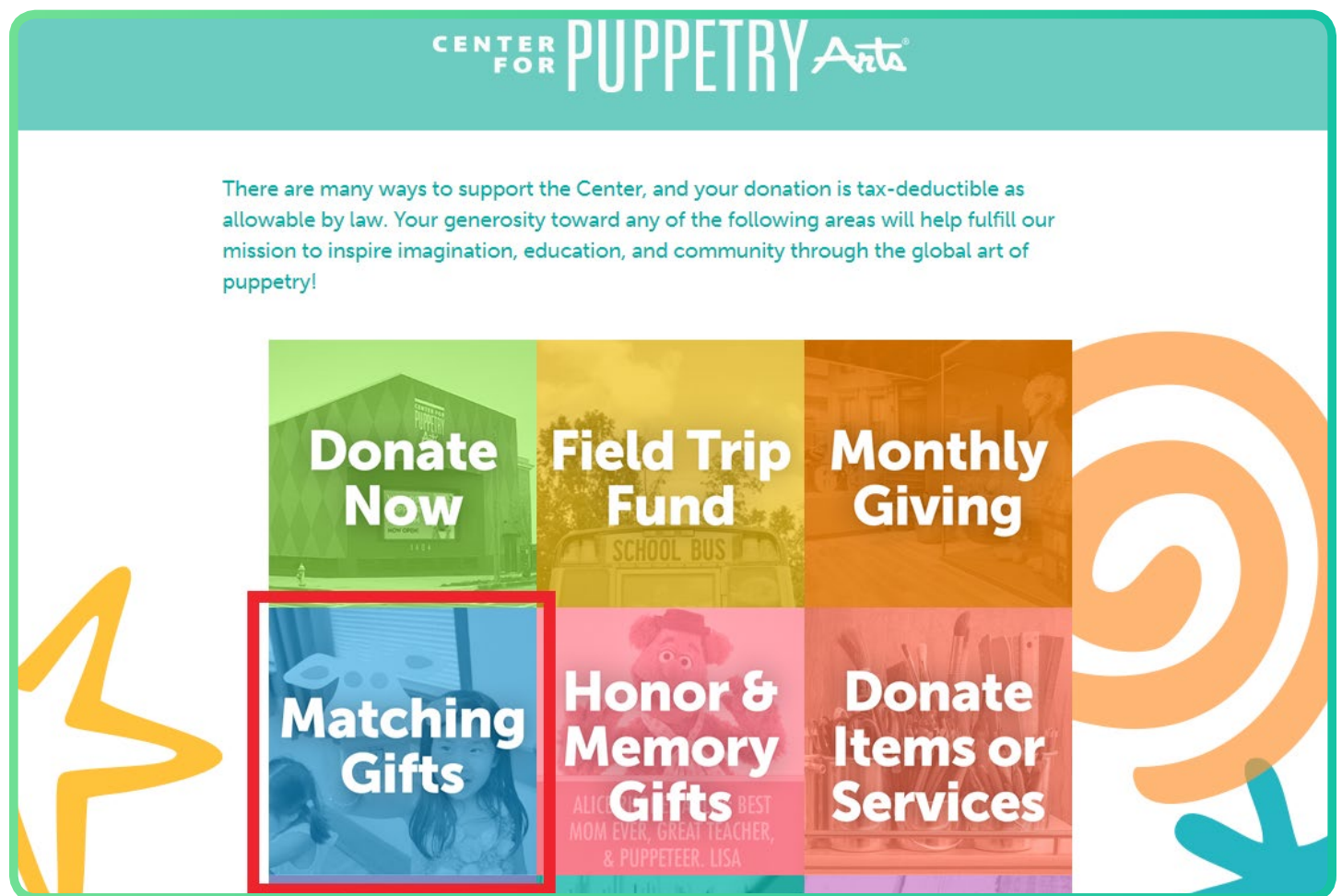


# Marketing Across Your Organization's Website

## Ways to Give Page

This is where people can learn about all of their options for supporting your nonprofit. From regular donations to fundraisers to matching gifts, there are a ton of ways to support your organization, and you want to advertise them all.

Don't forget to include matching gifts on your Ways to Give page - a little link can lead to a major increase in revenue.



Ways to Give page from the Center for Puppetry Arts



SECTION IV:

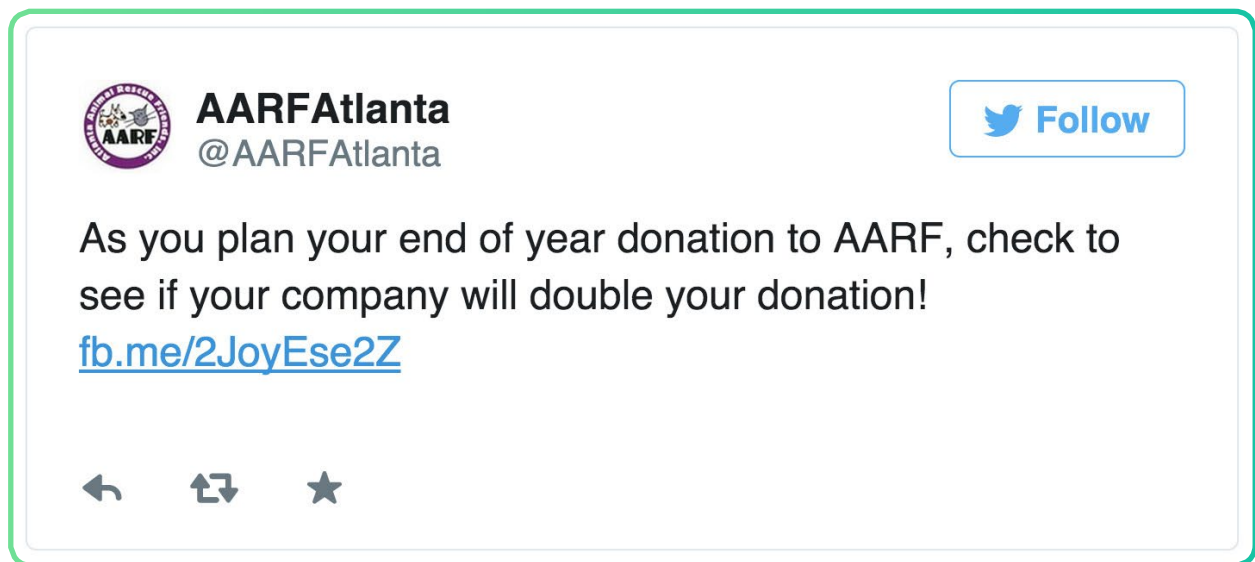
# **Marketing Across Communications with Donors**

# Marketing Across Communications with Donors

## Year-End and New Year Appeals

There is always a deadline for matching gift requests. Donations have a shelf life, so you need to promote matching gifts to eligible donors 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 Communications with 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

## Newsletters

With enough space to write a small blurb or a full article, newsletters give organizations the chance to educate donors about 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.



# Marketing Across Communications with Donors

## Social media

Why should you focus matching gift marketing efforts on social media?

How do you maximize your social media efforts? Can this all be done without shelling out a sizeable sum for featured advertisements? Social media is a vital, contemporary marketing approach through which you will see results without breaking the bank.

People flock to social media to discover the internet's best content. You don't need to produce viral memes every day, but if you want to promote matching gifts, you need to provide compelling and engaging information on a consistent basis.

There are almost as many social media outlets as there are stars in the sky (give or take a few), so it's best to focus on the sites that are most relevant to promoting your matching gift program: Facebook, Twitter, Instagram, LinkedIn, etc.

Whether or not you employ a matching gift service, a simple tweet or Facebook post can spread the word to donors.



Tweet from the American Lung Association of the Midland States



# Marketing Across Communications with Donors

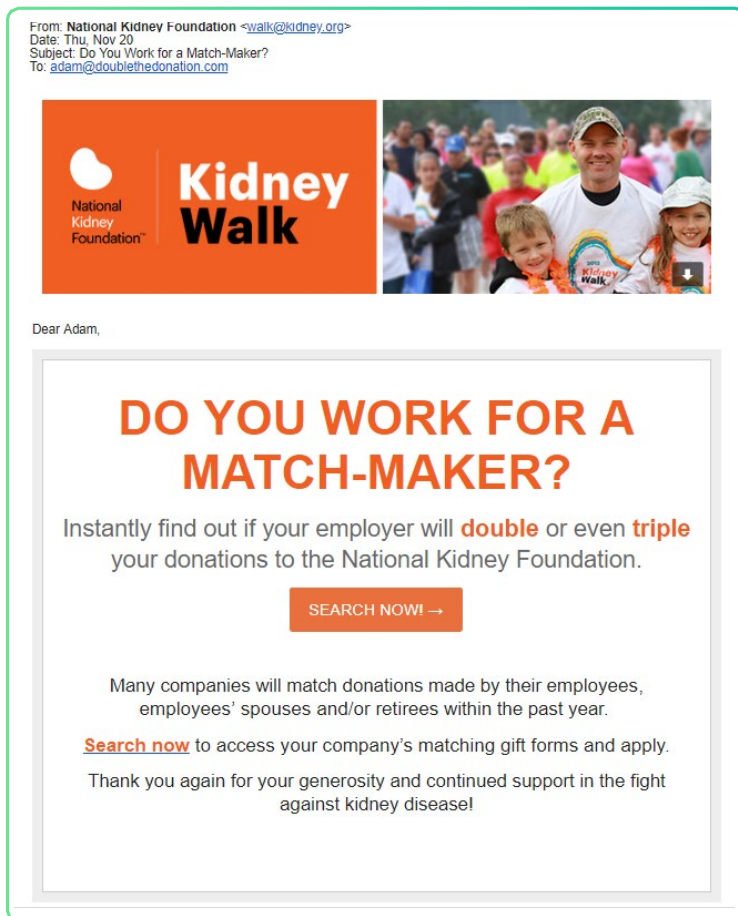
## Email

How do you spend no money, grab the attention of thousands of people, and expend zero breath? Email.

Email provides instantaneous outreach to donors, so you can say, “Hi. What’s up? Have you thought about matching gifts today?” and people can reply just as fast.

Acquiring matching gifts through email is a lot like a game of chess. There are multiple pieces that all do different things, and while one piece could win the game all on its own, it’s more likely that a focused strategy and a team effort will produce optimal results.

Success hinges on a slow, steady procession of the right moves and not reckless bombardment with any and all email.



Email from the National Kidney Foundation

# Marketing Across Communications with Donors

## Direct mail

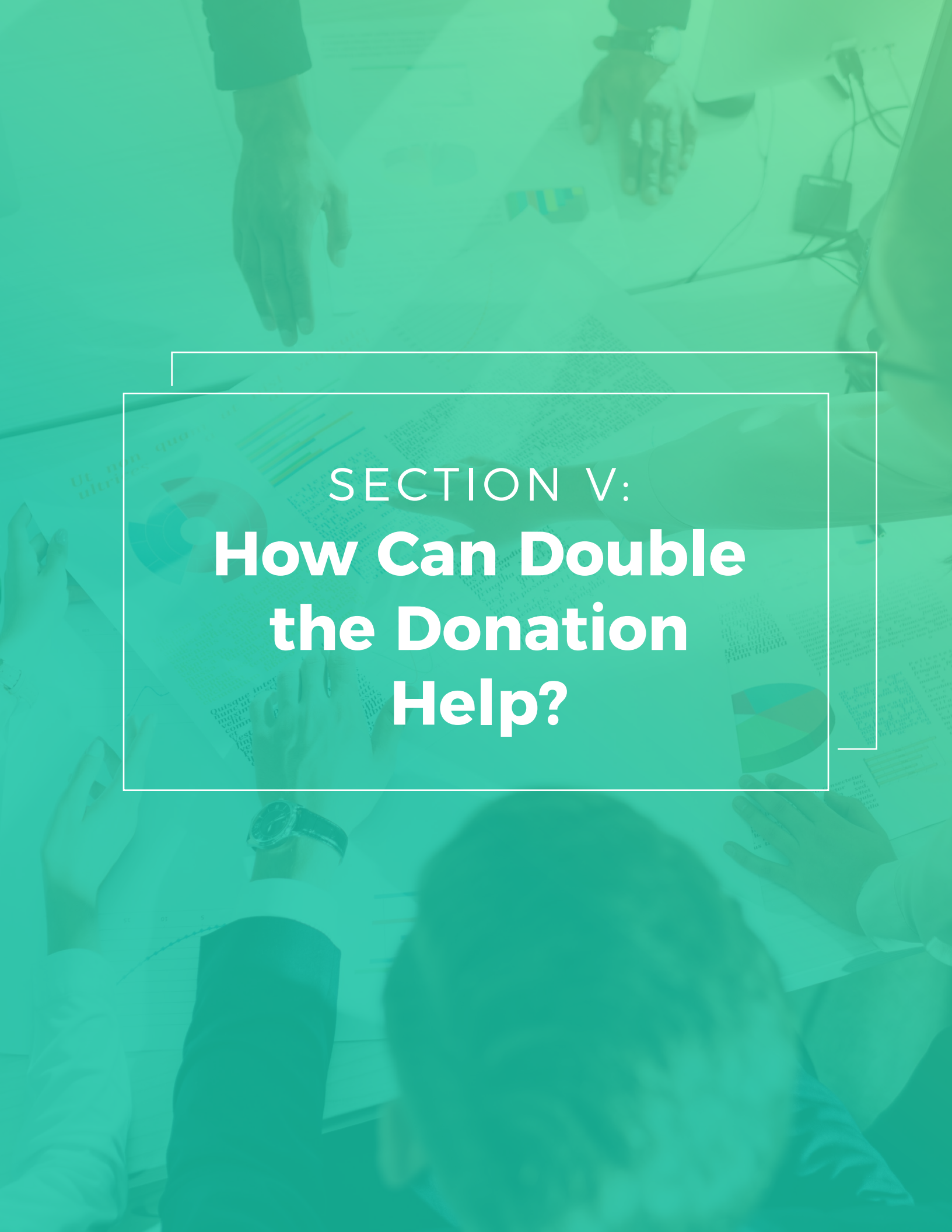
Welcome to the wide world of matching gift marketing materials that require a good old fashioned stamp. Direct mail includes letters, postcards, paper inserts, newsletters, and return envelopes, all of which might sound like archaic forms of marketing. However, when you're marketing matching gifts both online and off, you're reaching a wider audience, which means more matching gifts, and isn't that the goal? You think paper marketing is out of date? We have news for you.

The debate between paper books and e-readers has raged on for years, and the dispute is analogous to deciding between print versus online marketing. A recent study reported that people who use e-readers are worse at story comprehension. Readers of paper texts are better at both placing plot points in order and mentally reconstructing stories. This means that when people read paper mail, as opposed to email, they might be reading the same content, but interaction with physical ink and paper somehow helps people to better remember what they're reading.

You don't just want people to read about matching gift programs, you want people to remember them.



Matching gift postcard from the University of Michigan



SECTION V:

# **How Can Double the Donation Help?**

# How Can Double the Donation Help Market Matching Gifts?

Double the Donation's team maintains the most extensive database of companies and subsidiaries that match donations from their employees to nonprofits, and our tools provide an easy way for your nonprofit to share the necessary, company-specific matching gift information with your donors.

Basically, Double the Donation provides all the instructions and information that your donors need in order to submit matching gift requests.

## BENEFITS:

Oftentimes, all donors need is a bit of guidance on how to get their donations matched.

Donors enter their employers' names and gain immediate access to matching-gift-eligibility, guidance, forms, and more.

Double the Donation's team maintains up-to-date records on corporate employee giving programs, so you don't have to. This ensures that your donors receive accurate and useful matching gift and volunteer grant information. Marketing resources are also provided to help nonprofits promote matching gifts to donors.

Everything Double the Donation's service does is specifically designed to help your nonprofit maximize the amount of money being raised from employee matching gift and volunteer grant programs.

## GETTING STARTED:

The setup is quick and easy. Organizations can get up and running with Double the Donation's Premium Plan instantly by signing up at <https://doublethedonation.com>.

You can also learn more about Double the Donation's most robust, fully automated tool, 360MatchPro, at <https://360MatchPro.com>.

## PREMIUM PLAN:

- Links to companies' submission processes (both paper forms and electronic portals)
- Easy-to-understand instructions & guidelines for donors
- Minimum & maximum amounts matched
- Matching gift ratios
- Volunteer grant information
- Company contact information

## 360MATCHPRO:

- All Premium Plan features
- Automated email outreach and follow-up
- Actionable insights for improving matching gift efforts
- Tracking of all matching gift opportunities



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

[www.doublethedonation.com](http://www.doublethedonation.com)