Top Matching Gift Strategies: A Quick Toolkit for Nonprofits
Research from Double the Donation shows that over 26 million individuals in the U.S. work for companies that will match charitable employee donations. Yet more than 78% of that group is completely unaware of the opportunities offered by their employers. As a result, an average of $4 to $7 billion in available matching gift revenue goes unclaimed by nonprofits and donors each year.

That's why implementing the right matching gift fundraising strategies is of utmost importance. In this guide, we'll share three of our favorite marketing tactics, as well as what you can do to maximize your funding with matching gift software.

1. Increase awareness with strategic marketing efforts.

Because the #1 roadblock facing maximal matching gift success is a lack of awareness among eligible donors, the greatest solution begins with effective marketing efforts. Therefore, we recommend sharing matching gift information on multiple (or all) of your organization’s favorite marketing channels. This may include email blasts, social media postings, and your nonprofit website.
Regardless of the avenues you utilize, when marketing matching gifts to your donors, be sure to emphasize the increased impact that each donor's gift can make with corporate matching. When an individual secures a match from their employer, their initial donation essentially goes twice as far toward a cause they care about (yours!) without having to reach back into their own wallets.

Donors love these opportunities—they just have to be informed of them in the first place in order to participate.

2. Collect employment data about your donors.

Peak donor engagement often relies on the collection and utilization of donor data. You should already collect a range of donor information during the supporter life cycle. For instance, you should have access to their name, phone number, email, mailing address, and more.

In terms of matching gifts, the most important data point you’re looking for is each donor’s employer. That’s why we suggest collecting employment information in one of a few ways. Some donors may give using a corporate email address—and you can assume your donor, jared@homedeport.com likely works for the Home Depot. Or, you can conduct a Google search of a particular donor, checking LinkedIn and other social networking sites for insight into their employment.

And for those whose employer you can’t find with a quick scan, you can always ask them directly. In order to encourage donors to share their employment information, consider providing a quick explanation about matching gifts within the message as well. When donors understand why you’re asking about their
workplace (which is to determine their eligibility for corporate matching gifts), they tend to be more likely to comply.

3. **Provide company-specific info and next steps post-transaction.**

After a donor submits their gift, you still have time to drive them to submit a match request. We recommend sending donors matching gift follow-up emails in the few days following their donation. And the more personalized your communications, the better!

For example, suppose you know the company your donor works for. In that case, you can share detailed information about that company's minimum and maximum qualifying donations, types of employees and nonprofits to which they'll match, submission deadlines, and more. Not to mention, incorporating direct links to the company's online matching gift request forms can encourage more donors to take the next steps and actually request a match from their employer.

If you *don't* know where a donor works, still encourage them to look into matching gifts through their employer with targeted email follow-ups. Consider something along the lines of, “Will your employer match your donation? Find out whether you can stretch your gift twice as far!” Then, by providing supporters with access to a matching gift company database, you can make this process even simpler!
Bonus Tip! Automate matching gifts with the Double the Donation integration.

Leveraging matching gift software is one of the best things you can do to increase matching gift funding while expending less time, effort, and resources on your strategies. Luckily, Give Lively integrates seamlessly with the industry-leading matching gift software provider, Double the Donation.

Through this integration, organizations can easily incorporate an embeddable matching gift search widget in their donation confirmation page. This allows them to inform donors about the opportunities at hand and encourage them to take the next steps with employer-specific guidelines and submission forms. Overall, Double the Donation’s software helps screen donor information to identify match-eligible donations, trigger automated and personalized follow-up messaging, and save more time and resources for mission-related tasks and highest-value prospects.

Find out more about matching gift strategies and tools at https://doublethedonation.com/. 