



# **Giving Tuesday Toolkit: Matching Gifts for Nonprofits**

As Giving Tuesday approaches, nonprofits across the globe are seeking the best and most effective ways to raise money for this annual giving day campaign. Yet many are still lacking a concrete strategy to [maximize matching gifts!](#)

But it's not too late—here's what your team can do to get started on matching gifts leading up to and long after Giving Tuesday.

# 1. Understanding Matching Gifts

Corporate matching gifts are a particular form of [corporate philanthropy](#) that benefits nonprofits, participating businesses and employee donors alike. Before you can maximize this source of funding for your organization, it's important that you build a solid foundation of knowledge surrounding matching gifts, including how they function and who benefits from these initiatives.



Companies that [offer corporate matching gift programs](#) aim to financially support the charitable causes about which their staff cares. This is often done by making dollar-for-dollar matching donations to qualifying organizations to which their employees give.

But some companies will even match at a higher (i.e., 2:1 or 3:1) rate as well. In doing so, they are able to increase employee engagement levels while simultaneously improving their reputations and CSR among consumers.

The original donors get the advantage of knowing their gift is going twice as far (and making double the impact) for your mission—a cause that they obviously already care about. And you, the nonprofit, receive a significant amount of bonus funding in the form of corporate matches.

It's what we like to call a win-win-win situation.

## 2. Marketing Matching Gift Opportunities

According to [matching gift studies by Double the Donation](#), more than 18 million individuals work for companies that match charitable gifts. Unfortunately, the vast majority of this group remains unaware of these matching gift programs in place—let alone that they are eligible.



This, essentially, poses a critical marketing challenge. Donors won't request matching gifts from their employers if they don't know about them! But when they hear about matching gifts through multiple touchpoints over a span of time, they'll become comfortable with the idea and will be more likely to secure a match for your fundraiser.

Therefore, be sure to get the word out about matching gifts to your audience in creative ways. Send attention-grabbing e-blasts. [Create a TikTok](#). Encourage supporters to share your content on social media. The possibilities are endless! The bottom line is to share matching gift information as far and as wide as possible.

## 3. Integrating Matching Gifts In The Donation Process

If you want to be absolutely certain that your donors are exposed to matching gift information, simply highlight these opportunities directly within your online giving form.



As the donor fills out the donation form, make sure to mention company gift-matching and prompt the user to enter their employer's name. This can be as simple as incorporating an optional field stating: *"Thousands of companies match charitable*

*donations by their employees. Enter your employer here to find out if your gift is eligible for a match."*

Then, follow up with match-eligible donors to encourage them to request a company match from their employer.

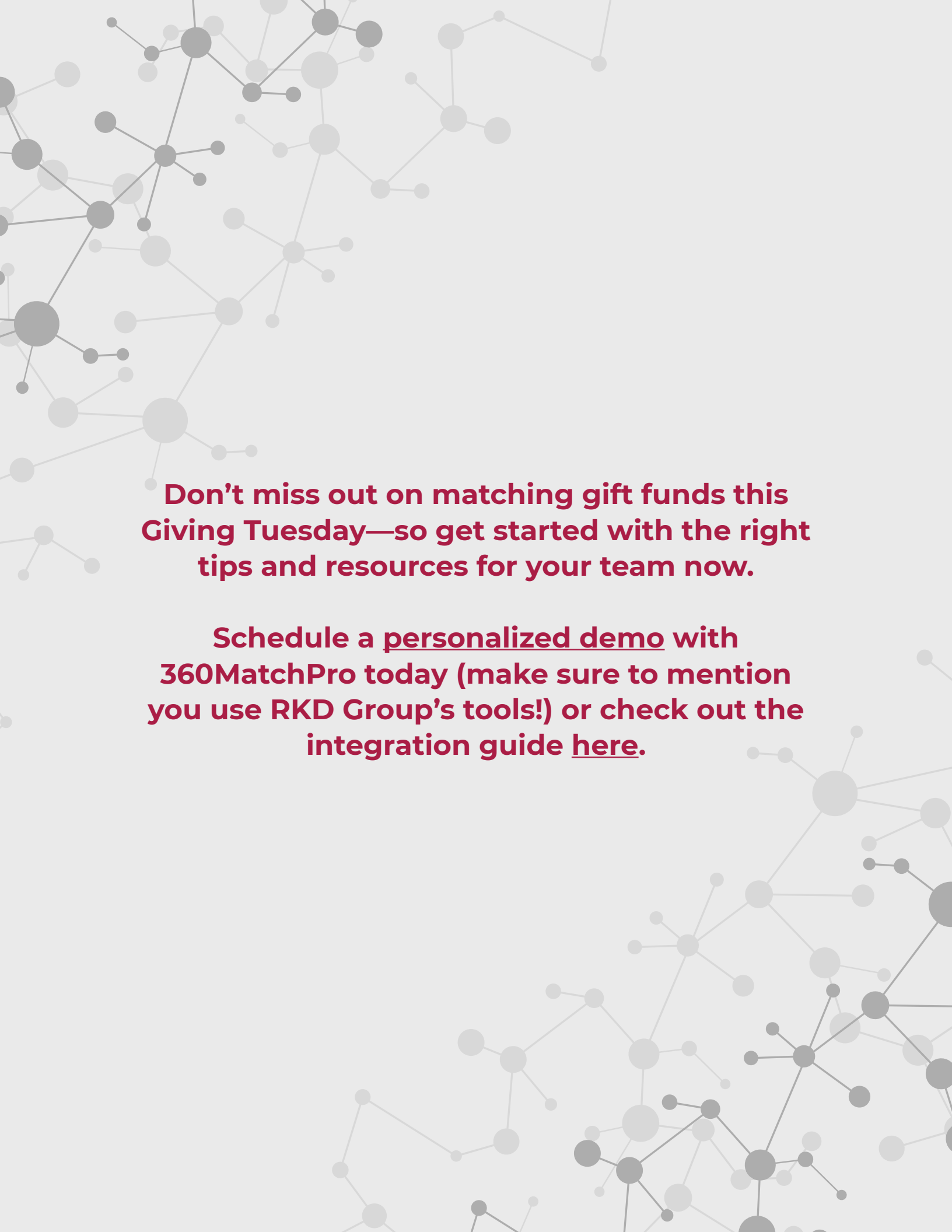
## **4. Following Up With Match-Eligible Donors**

After a donor submits their gift online, you still have multiple opportunities to inform and remind them about matching gifts. One of the most effective ways to do so is by following up with match-eligible (or perhaps all) donors a few days after the initial gift was made.



You can even automate your donor follow-ups to further streamline the process and save a ton of time and effort for your fundraising team. [With a matching gift database and automation tool](#), you can easily screen donor information to identify match-eligible gifts. Then, trigger tailored messaging with company-specific instructions encouraging donors to request a corporate match.

To get started with matching gift automation, be sure to look for a solution that integrates seamlessly with your existing fundraising tools. For example, the industry-leading provider of matching gift software, 360MatchPro by Double the Donation, offers a native integration with [RKD Group's DMC donation forms](#)!



**Don't miss out on matching gift funds this Giving Tuesday—so get started with the right tips and resources for your team now.**

**Schedule a personalized demo with 360MatchPro today (make sure to mention you use RKD Group's tools!) or check out the integration guide [here](#).**