



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip Oct. 28, 2024 Quick tips to help secure Corporate Matching Gifts



Dear Ministry Leader

One of the key elements of effective development is being wise regarding the age-old notion of "leave no stone unturned."

I've found during these past several years that one of those "stones" has to do with Corporate Matching funds.

Not aware of the concept? Let me explain.

A fair number of companies incentivize their employees given to charitable causes by matching all or a portion of their gift(s) to the charity of their own choosing. For example, Company XYZ offers a 50% matching plan, and Employee A gives \$1000. The company steps up with their 50% and now the charity has received a total of \$1500 in gifts.

It's truly a win-win-win-win scenario. So let's turn over that stone and here is a list of a few ideas on how to do just that.

Educate Donors on Matching Gifts

Many employees are unaware that their companies offer matching gift programs. Include information in your thank-you notes, emails, and donor acknowledgment letters, mentioning that they may be able to double or triple their impact through a matching gift. You could also create a page on your website detailing the benefits and the process of matching gifts.

Make It Easy for Donors to Submit Matches

Simplify the matching gift process for your donors by providing them with the steps needed to submit a match. Consider integrating a matching gift search tool on your donation page so donors can quickly check if their employer participates and get guidance on submitting their match requests. ([Ask me about some of the software platforms that provide this service](#)).

Build Relationships with Corporate Giving Departments

Reach out to local companies' HR or Corporate Social Responsibility (CSR) departments and introduce your organization. Explain how their employees' donations are making an impact and see if there are opportunities to promote matching gifts internally or even build a partnership that enhances visibility for both parties.

Encourage Donors to Initiate Conversations at Work

Empower your donors to act as advocates within their companies. Encourage them to bring up your nonprofit's work with their HR or CSR teams. A small nudge from an enthusiastic employee can go a long way toward getting the organization on their company's matching gift radar.

Share Stories and Impact of Matching Gifts

Use examples of past matching gifts to demonstrate the doubled impact they've made in your programs. Share stories, quotes, and statistics to show how matching gifts multiply generosity and make a tangible difference. This helps donors and companies feel part of something meaningful and may inspire other employees to participate in the program.

By combining donor education, ease of action, and meaningful storytelling, you can tap into the potential of corporate matching gifts and make a stronger case for ongoing support from both employees and their companies.

Passionately,

Rick

P.S. Need some help with any of these ideas? Just let me know at (209) 541-5720 or rjf@multiply417.com.
