

The Ultimate Guide to Drive Donations

Corporate Philanthropy and Matching Gift Fundraising

We need your help



Double the Donation
matching gifts made easy

Today's Presenters



Julia Beltran

Partnerships Team, Double the Donation

Double the Donation is the leading provider of tools to nonprofits and educational institutions to help them raise more money from corporate matching gift and volunteer grant programs.



Matt Burnell

Founder and CEO, ClickBid

Charities use ClickBid to raise more and delight donors. The seamless experience of ticket sales, event promotion, online/in-person bidding, live auction, fund-a-need and real-time video broadcasting makes ClickBid your single solution.

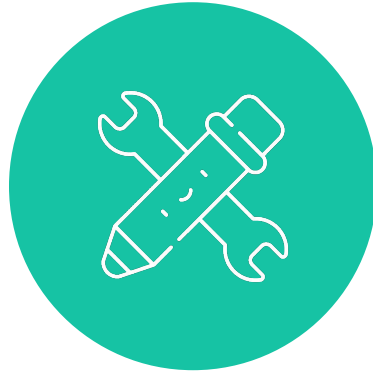


Today's Agenda



#1

**CSR and Matching Gifts:
Industry Overview**



#2

**Matching Gift Best Practices
and Automation Options**



#3

**Q&A with
the Presenters**



Proud Partners





CSR and Matching Gifts: Industry Overview

Corporate Social Responsibility: Overview

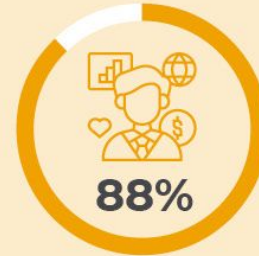
Corporate social responsibility (also known as CSR) is a term used to describe a company's efforts to improve society in some way. These efforts can range from donating money to nonprofits to implementing environmentally friendly policies in the workplace.



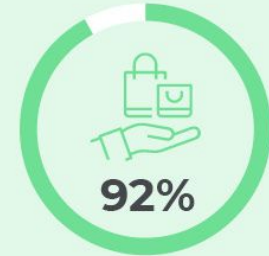
of consumers aim to **support socially responsible companies.**



of employees **believe companies must lead with purpose.**



of individuals would like to **know about a company's CSR efforts.**



would **buy a product** that supports a good cause.

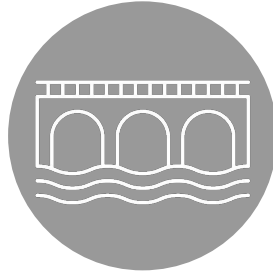
Types of Corporate Social Responsibility



**Corporate
Philanthropy**



**Corporate
Volunteerism**



**Environmental
Leadership**



**Ethical Labor
Practices**



**Economic
Responsibility**

Corporate Philanthropy

Corporate philanthropy occurs when a corporation promotes the welfare of others, usually through **charitable donations of funds**.

Companies can leverage this type of CSR in various ways (most commonly through matching gifts).

Corporate philanthropy can occur through a well-established program or a newly formed relationship.



Matching Gift Process



STEP 1

Donor submits a donation to your organization



STEP 2

Donor submits a matching gift request to their employer



STEP 3

Company approves the request per their company program



STEP 4

Company issues payment to your organization!



Matching Gift Components



**Organization
Eligibility**



**Match
Ratio**



**Employee
Eligibility**



**Gift
Amount**

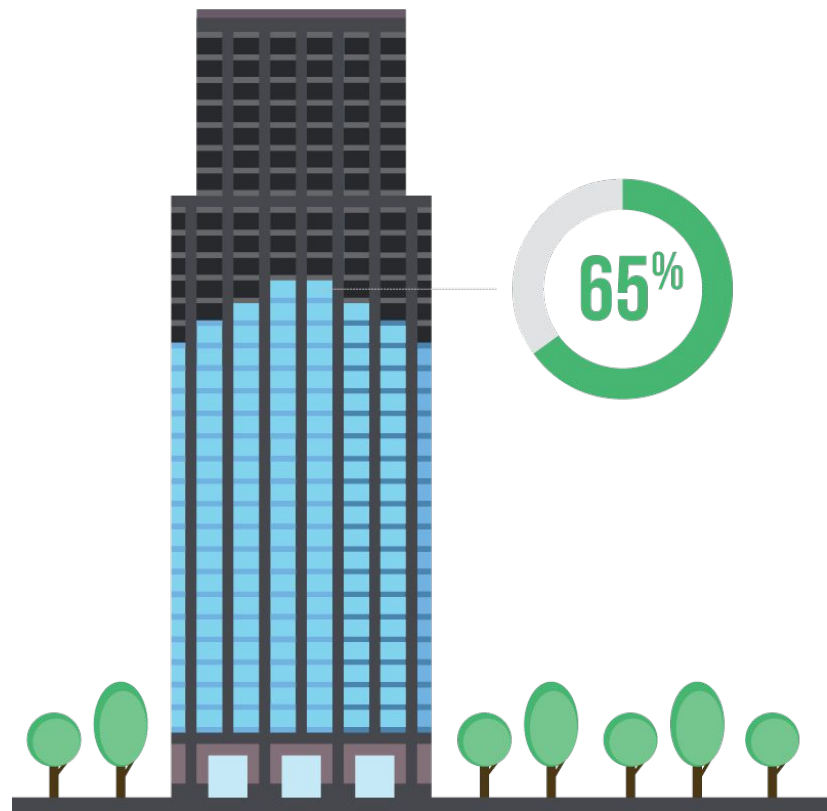


**Program
Deadlines**

Corporate Matching Gifts are Everywhere

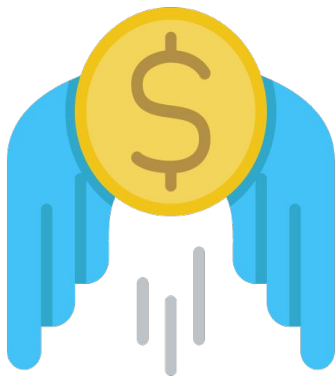
65% of Fortune 500 companies offer corporate matching gift programs.

Over 26 million individuals in the US (**10%** of the US workforce) are eligible for corporate matching gifts.



Organizations are Still Missing Out

\$4-7 billion in potential corporate matching gift revenue goes unclaimed annually.



The average fundraising institution receives just **1.31%** of individual contributions in corporate matching gifts.



Where's the Disconnect?



STEP 1

Donor submits a donation to your organization



STEP 2

Donor submits a matching gift request to their employer



STEP 3

Company approves the request per their company program

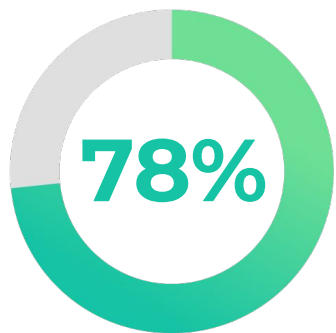


STEP 4

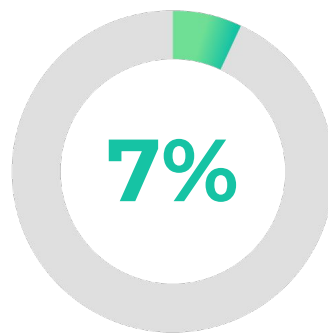
Company issues payment to your organization!



Donors Need Help Navigating Corporate Matching



of match-eligible donors have no idea whether their employer offers a matching gift program



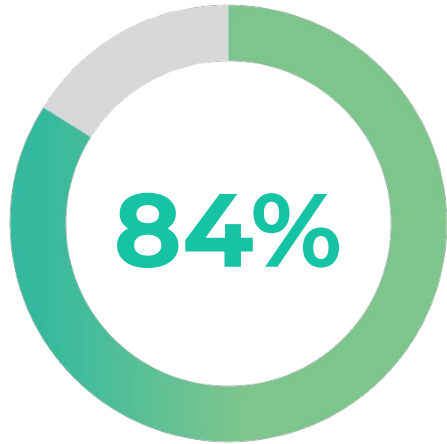
of match-eligible donors actually submit a matching gift request.



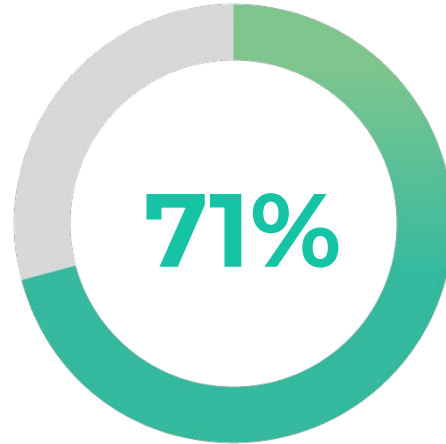
Our research consistently shows that donors are not well informed of their own employer's matching gift programs.



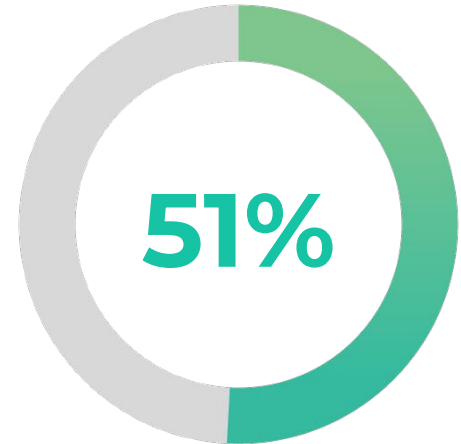
Marketing Matching Gifts



of donors are more likely to donate if their gifts are matched.



more donors respond to fundraising appeals mentioning matching.



increase in donation amount results from mentioning matching.

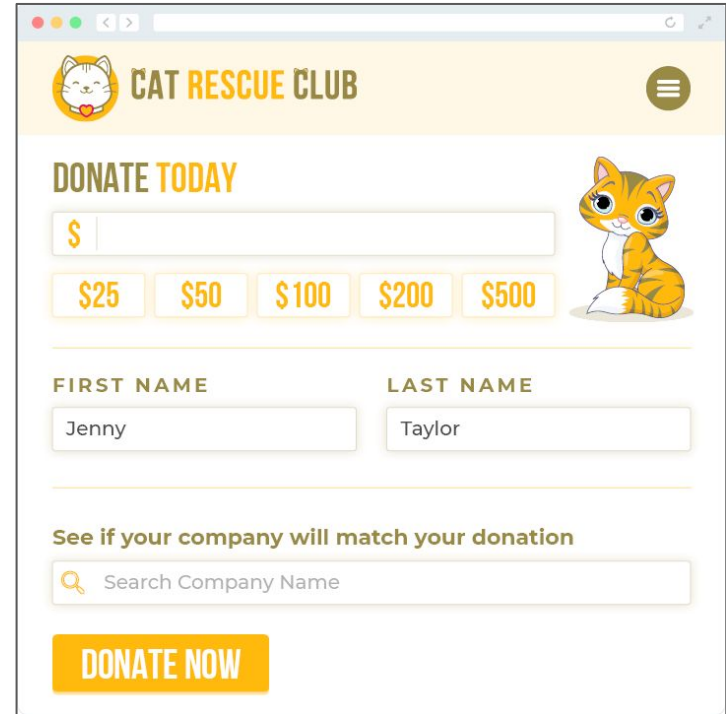


Matching Gifts Best Practices and Automation Options

Best Practice: Donation Forms

Capture employment information on your online donation form, and ensure your donors know why you're asking for it and what to do with it.

Ensure you keep record of where your donors work to track valuable corporate giving opportunities.

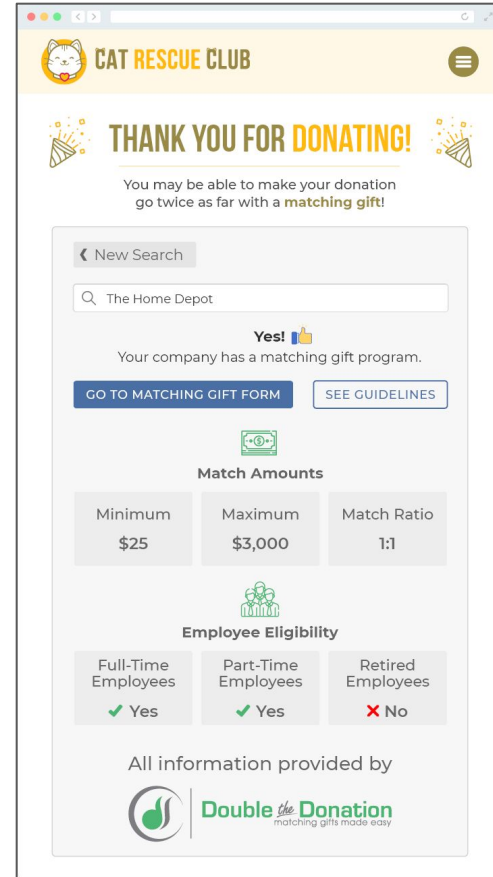


The image shows a screenshot of a web browser displaying a donation form for 'CAT RESCUE CLUB'. The form is titled 'DONATE TODAY' and features a cartoon illustration of an orange and white cat. The donation amount is entered as '\$' in a text box, with preset buttons for '\$25', '\$50', '\$100', '\$200', and '\$500'. Below the amount field, there are two text boxes for 'FIRST NAME' (containing 'Jenny') and 'LAST NAME' (containing 'Taylor'). A section titled 'See if your company will match your donation' includes a search box with a magnifying glass icon and the text 'Search Company Name'. At the bottom of the form is a large orange button labeled 'DONATE NOW'.

Best Practice: Confirmation Pages

Give donors clear directions for what to do next to get their gifts matched when those directions are most timely.

Donors feel most engaged during the giving process - don't miss out on their momentum! Encourage them to submit a matching gift request.

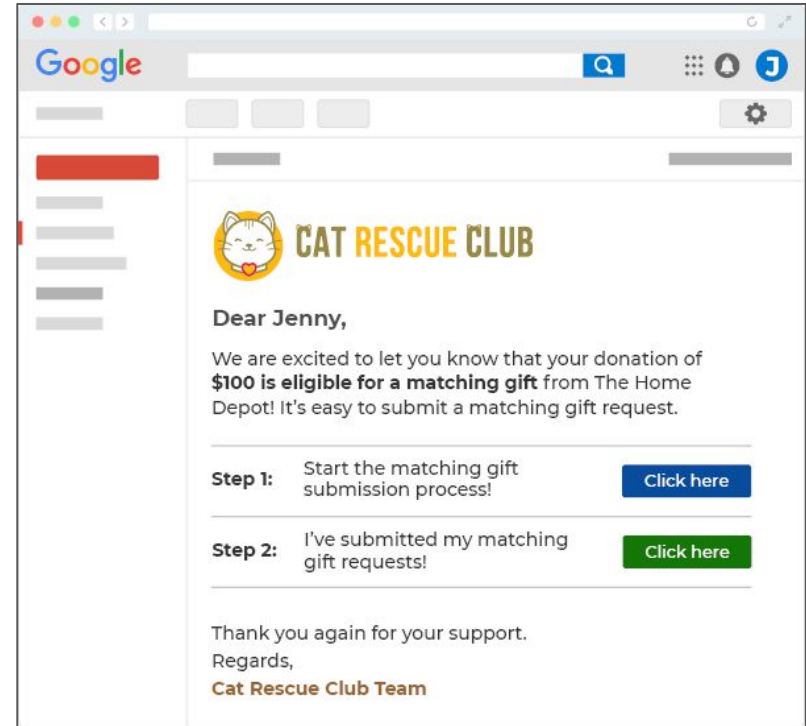


Best Practice: Matching Gift Emails

Follow up with donors who just gave about their matching gift eligibility.

Focus on education and empowerment to ensure your donors understand the request and know what next steps they should take.

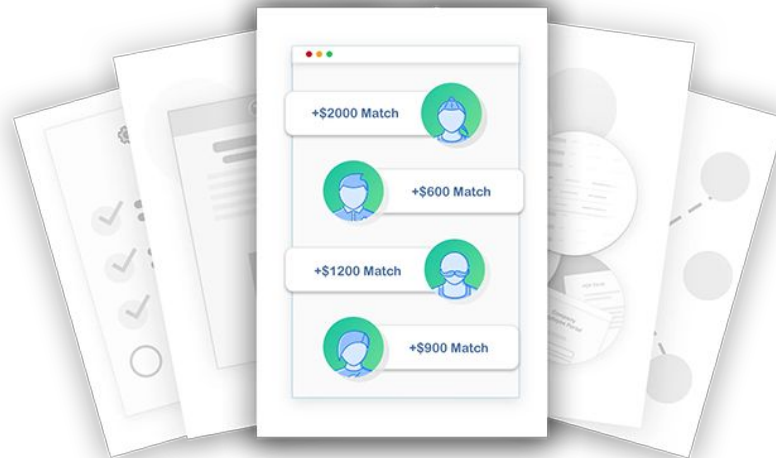
Include matching gifts in your other email campaigns.



Best Practice: Matching Gift Page

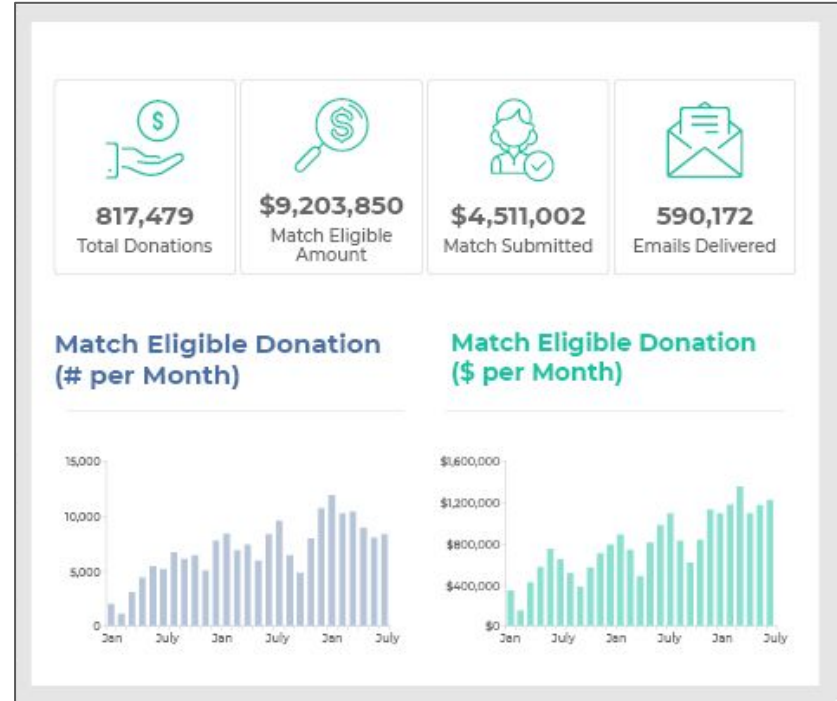
Tell all website visitors (not just those on your online donation form) why they should get their gifts matched and make it easy for them.

Reassure them that your organization accepts matching gift submissions.



Best Practice: Track Your Data

Make sure to measure your gift matching performance! By tracking the **number of match-eligible donations, total number of matched donations, and total revenue from gift matching**, you can ensure your plan is sustainable.



A hand is pointing at a tablet displaying various analytics charts and data. The tablet screen shows a 'Users right now' widget with the number 13, a 'Page views per minute' bar chart, and a 'Top Active Pages' table. The laptop in the background displays a dashboard with a bar chart and a line graph. The entire scene is overlaid with a blue tint.

360MatchPro-ClickBid Integration Overview

360MatchPro-ClickBid Integrated Flow



STEP 1

Donor makes a gift on a giving form, identifying their corporate match eligibility on the giving form.



STEP 2

360MatchPro provides next steps directly on the page.



STEP 3

360MatchPro automatically sends matching gift information to donors, either delivering next steps or discovering eligibility. (Configurable)



STEP 4

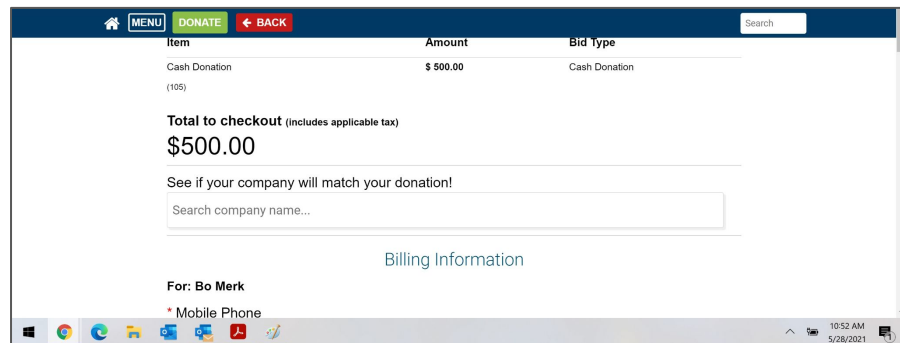
360MatchPro delivers actionable analytics back to your organization.



Step 1: Giving Form

- Streamlined search field will auto-complete the donor's entry whether they begin typing at the beginning, middle, or end of their company name.
- Field accounts for major brands, subsidiaries, parent companies, etc.
- If the company isn't in the database, the donor's entry is stored as plain text and still passed into 360MatchPro.

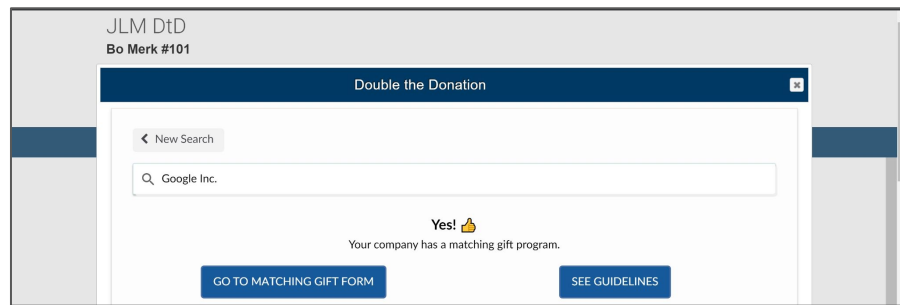
Result: Maintain streamlined donation process while increasing matching gift opportunities identified.



Confirmation Page

- Provide follow ups immediately after the donation process
- Include a link to the matching gift submission form along with valuable matching gift guidelines
- Educate and encourage donors to take action

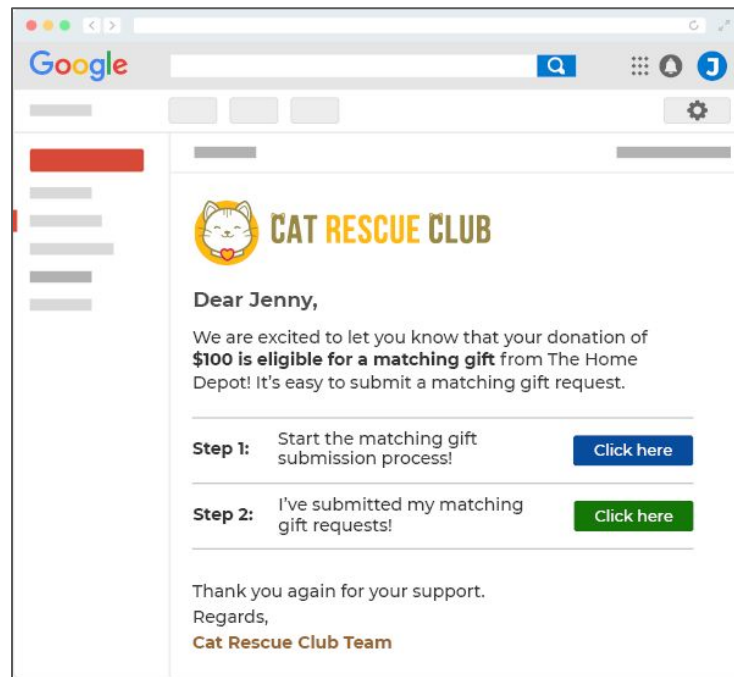
Remember! A vast majority of donors don't know what corporate matching gifts are, how to check if they're eligible, or what to do. You need to provide this information or a way for them to get it quickly.



Step 3: Automated Emails

- Post-transaction, donors receive follow-up email messaging encouraging them to take their matching gift next steps, which are directly linked in the email.
- Emails come directly from your organization's email domain.
- Organizations can set sending delays to deliver emails hours or days after the initial donation

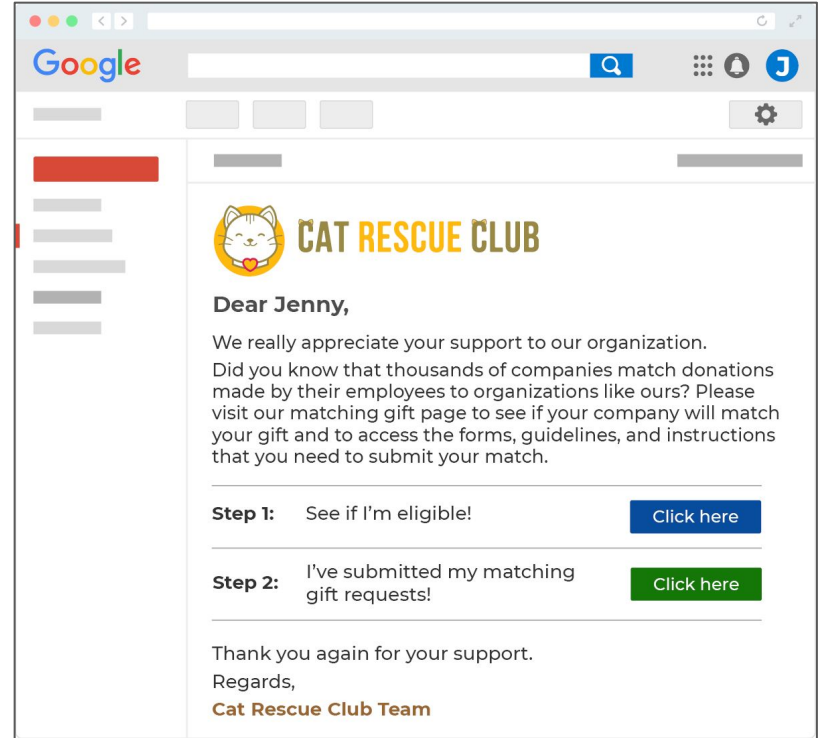
Result: Emails are less likely to be caught in a spam filter when they come from a recognizable email domain. Donors are less likely to archive or delete emails that aren't sent directly after a transaction is made because they don't seem like a receipt.



Step 3: Automated Emails

- **All donors** will receive follow-up email messaging, not just those who identified their employer during the donation process.
- Donors with unknown employers will be prompted to search for their company name.
- Once 360MatchPro identifies where donors work, donors receive all the information they need to take their next steps.

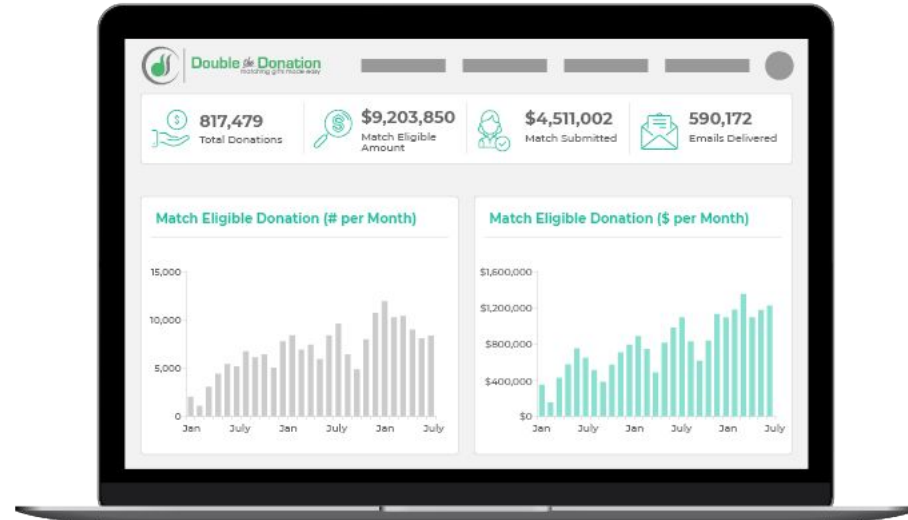
Result: Many donors are eligible for matching gifts even though they skipped the company name search field on the donation form. These emails give donors with unknown eligibility another opportunity for matching gift identification.



Step 4: Data, Data, Data!

- Your 360MatchPro portal displays all the information you need about each transaction.
- Company name, matching gift status, and email activity are recorded.
- Track down individual gifts or get high-level reports on your corporate matching gift progress, filtered and processed however you need.

Result: Let 360MatchPro automation handle the majority of your matching gift operations while you focus on developing closer relationships with major corporate partnership opportunities.



▶ Let's check it out!



Q&A:

How Can We Help?



doublethedonation.com



partners@doublethedonation.com



doublethedonation.com/contact-us



Double *the* Donation
matching gifts made easy