

MATCHING GIFTS 411

Do you believe in Magic?

Raise more money from corporate matching gifts!

*Did you know? 84% of donors are more likely to donate if a match is offered. 1 in 3 will give a LARGER gift if a match is offered! **Read on!***



WHAT? Matching gifts are a form of **corporate philanthropy** in which employers financially match the donations that their employees make to nonprofits. This type of matching gift program can bring in more donations than ever because it's easy for donors to **maximize** their gifts **without reaching back into their own pockets**. \$25 = \$50 It's magical!

When an employee donates, they'll request the matching gift from their employer, who then makes their own donation. **Companies usually match donations at a 1:1 ratio, but some will match at a 2:1, 3:1, or even a 4:1 ratio.** Check-out [this list](#) of top matching gift companies.

WHY? Corporate philanthropy and matching gifts are valuable because they are **free money!** It gives you more bang for your fundraising buck, so to speak. If you receive a donation from a donor whose company offers a matching gift program, you will receive two donations towards your fundraising efforts for the work of soliciting one! **And donors love knowing their gifts went twice as far!** The problem is many employees don't realize that their company offers these matching gifts. It our job to tell them! Easy peasy!



HOW? Once an individual donates to a nonprofit, they can determine their match eligibility to see if their employers will match their donation by using a company name search tool, which populates results from a large matching gift database. If they learn their company offers a matching gift program, they can submit a match request to their employer, which the nonprofit will verify, and the company will then issue a check to the nonprofit. **HOWEVER**, not all companies are in the database. Employees should ask their HR manager or accounting department, CSR manager (Consumer Social Responsibility), etc., to confirm if their company offers a matching gift program.

What is the impact of matching gifts? Approximately **\$2-3 billion is donated annually** through matching gift programs. **However**, matching gifts are often overlooked by organizations due to limited information on their donors' employers, as well as limited resources and time available to devote to securing matching gifts. In fact, **an estimated \$4-7 billion in matching gift revenue goes unclaimed each year!! Let's change that!**



What's the morale of the story? **Take advantage of matching gifts and double your donations and impact!** When you ask for a donation, don't forget or be afraid to ask your donor if their employer matches! The money is there for the taking!



GOOD LUCK!

Still have questions? No problem! Contact: Michele – michele.steigerwald@cancer.org

****Source: 2023 aggregate Double the Donation data***