

onecause®

# Welcome to our Webinar

## Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



onecause® | WEBINAR

Wednesday, January 22, 2025



# 2025 Fundraising Growth: *Multiply* Contributions and *Maximize* Impact with **Donation Matching**



**Joe Duca**  
*OneCause*



**Amelia Baumann**  
*Double the Donation*



**Diane Dellafiora**  
*OneCause*

# Let's Get Started!

What's one way you incorporated matching gifts into your campaigns last year?



# Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit [OneCause.com/Resources](https://OneCause.com/Resources) for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



**YOUR FEEDBACK MATTERS: WRAP-UP SURVEY**

**WIN: Amazon Gift Card**  
**Help drive future webinar content!**



# Meet Our Fundraising Experts



**Diane Dellafiora**

Senior Customer Success Manager  
National Accounts  
OneCause



**Amelia Baumann**

Director, Product Marketing  
Double the Donation

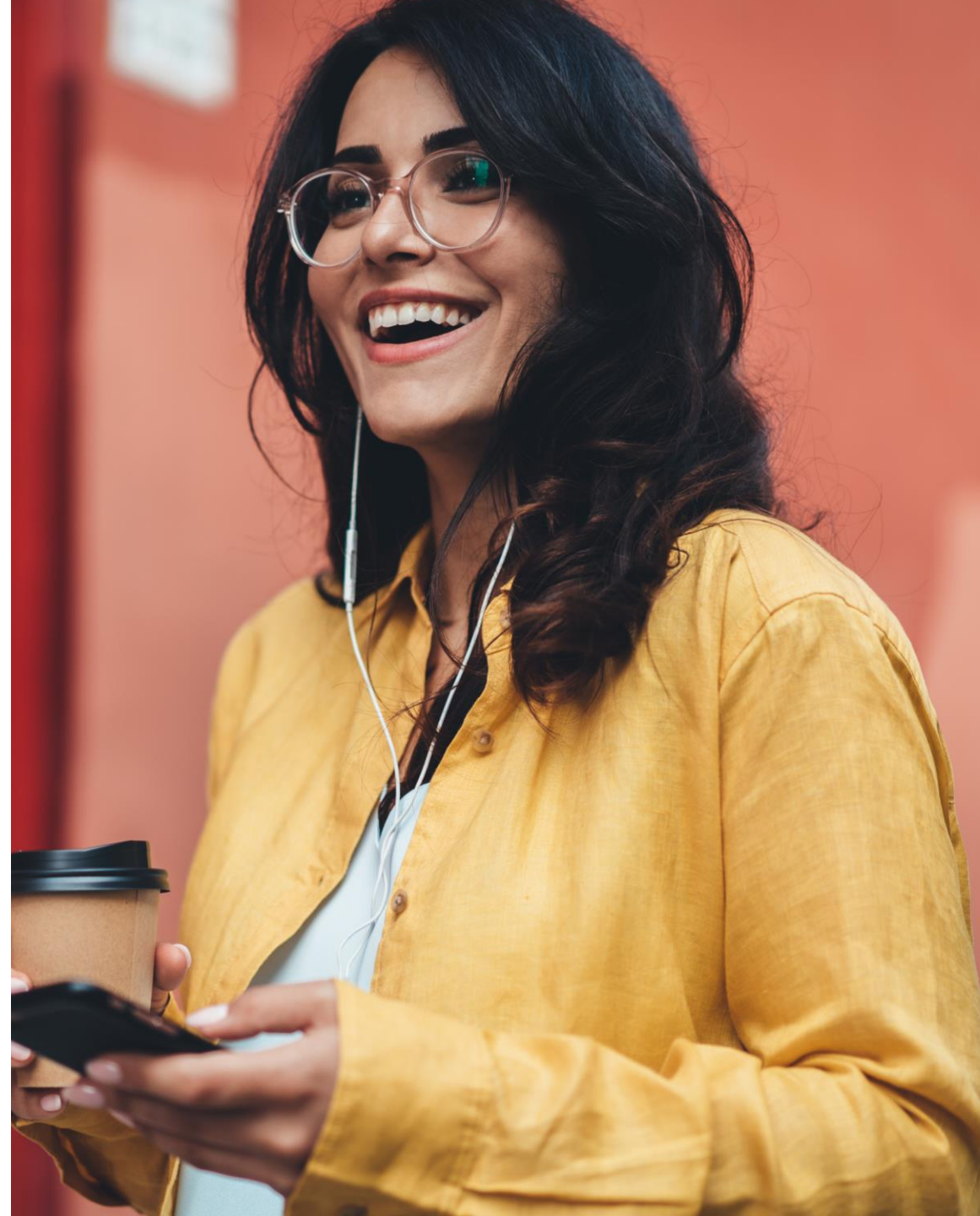


**Joe Duca**

Vice President, Product Strategy  
OneCause

# Agenda

- Corporate Matching Gifts
- Peer to Peer Opportunities
- Event Fundraising
- Top Strategies



# Poll Time!

## How familiar are you with matching gifts?

**Not Familiar** – I've never heard of them.

**Somewhat Familiar** – I've used them in a few campaigns.

**Very Familiar** – I include them in every campaign.

# Corporate Matching Gifts





# Understanding the Essentials

KEY PROGRAM PARAMETERS

- Institution eligibility
- Match ratio
- Employee eligibility
- Gift amount
- Program deadlines





# Power Of Corporate Matching Gifts

MILLIONS ELIGIBLE,  
BILLIONS OF IMPACT

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

**26M+** individuals work for companies with matching gift programs.

# Matching Gift Landscape



J.P.Morgan



The background features a teal-to-blue gradient. In the lower half, there are several stacks of coins of varying heights. Overlaid on this are several white, semi-transparent upward-pointing arrows of different sizes and orientations, along with a white line graph showing an overall upward trend with some fluctuations.

**\$4-7 billion** in corporate matching  
gift revenue goes unclaimed annually!

# Breaking Through Matching Gift Barriers

## COMMON CHALLENGES

- 78% of eligible donors are unaware of matching programs.
- Complex program rules create donor confusion.
- Nonprofit teams lack time to pursue matches.
- Missed opportunities due to limited outreach.



# Top Strategies to Boost Matching Gift Revenue

## EFFECTIVE PROMOTION

- Highlight matching gifts in emails and appeals.
- Add matching gift tools to your website.
- Share stories showcasing donor impact.

## FUNDRAISING INCORPORATION

- Include matching gifts in events and campaigns.
- Train staff and volunteers to promote programs.
- Simplify the donor process with step-by-step guides.

## INSPIRING. GAMIFICATION

- Set match challenges or milestones.
- Offer incentives for donors to double their impact.
- Track progress visually to inspire participation.

# Simplifying the Process

onecause®

+



**Double *the* Donation**  
matching gifts made easy

**Your Information**  
*Hide Header*

**First Name \***  **Last Name \***

**Email Address \***

*Show Header*


**You may be eligible for a matching gift from**  
*Hide Header*

**Employer Name (Optional)**

Home De
Bank of America Home Loans (Bank of America)
<b>The Home Depot</b>

**Email Address \***

*Show Header*

**Employer Name (Optional)** 

Your donation of \$100 could actually be worth **\$200** with a match of \$100 from The Home Depot. The Home Depot matches 100% of your donation (minimum \$25) up to \$3,000.

*Show Header*

# Peer-to-Peer & Online Fundraising Growth



# Top Fundraising Challenges

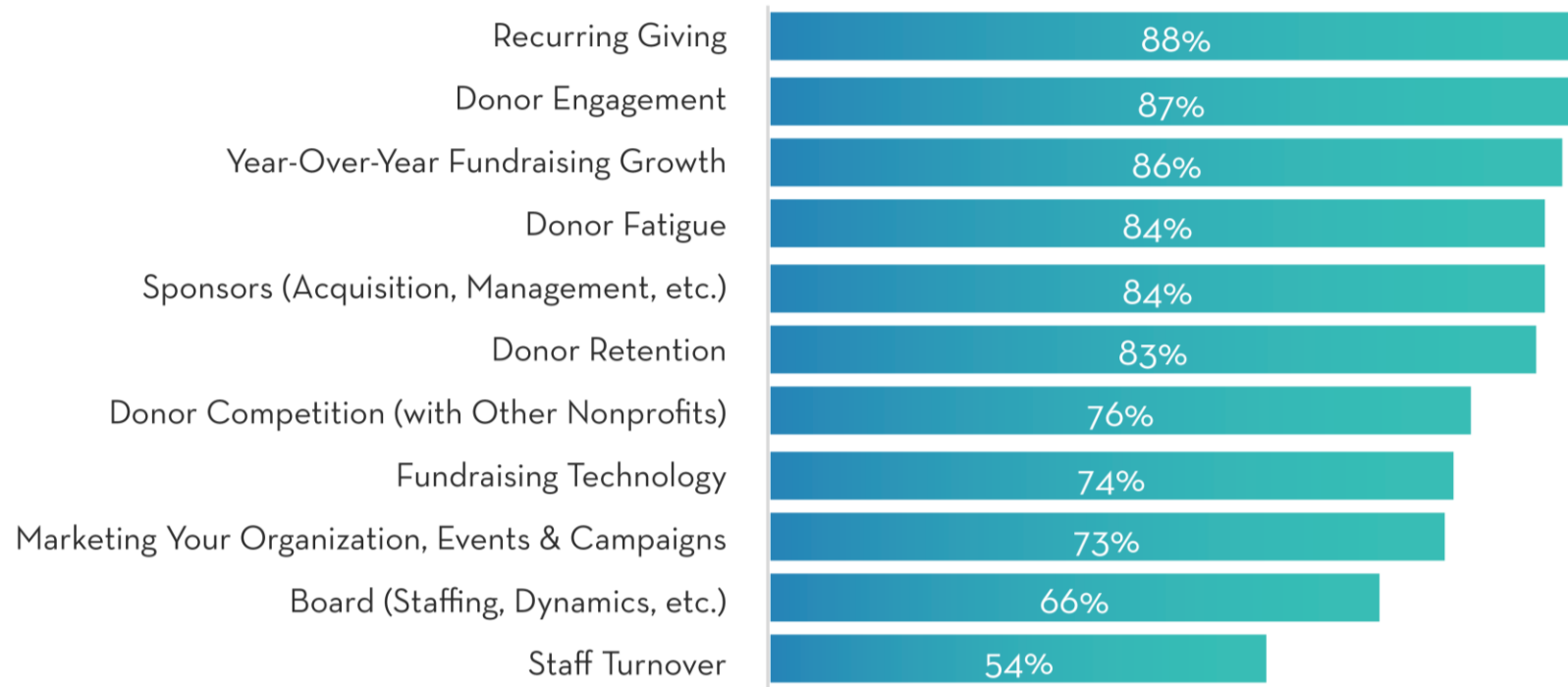


Figure 9: Rate the following fundraising challenges your organization could be facing. (Percentage that said critical concern, definitely a concern, or somewhat a problem)

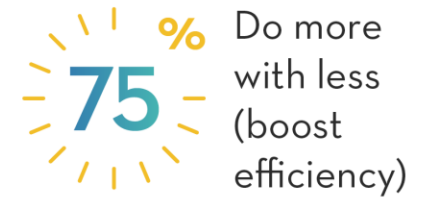


Figure 15: Percentage change of nonprofits who ranked donor retention as "critical" from 2023 to 2024.

Figure 14: Percentage of nonprofits who ranked item

# Why Matching Gifts Work

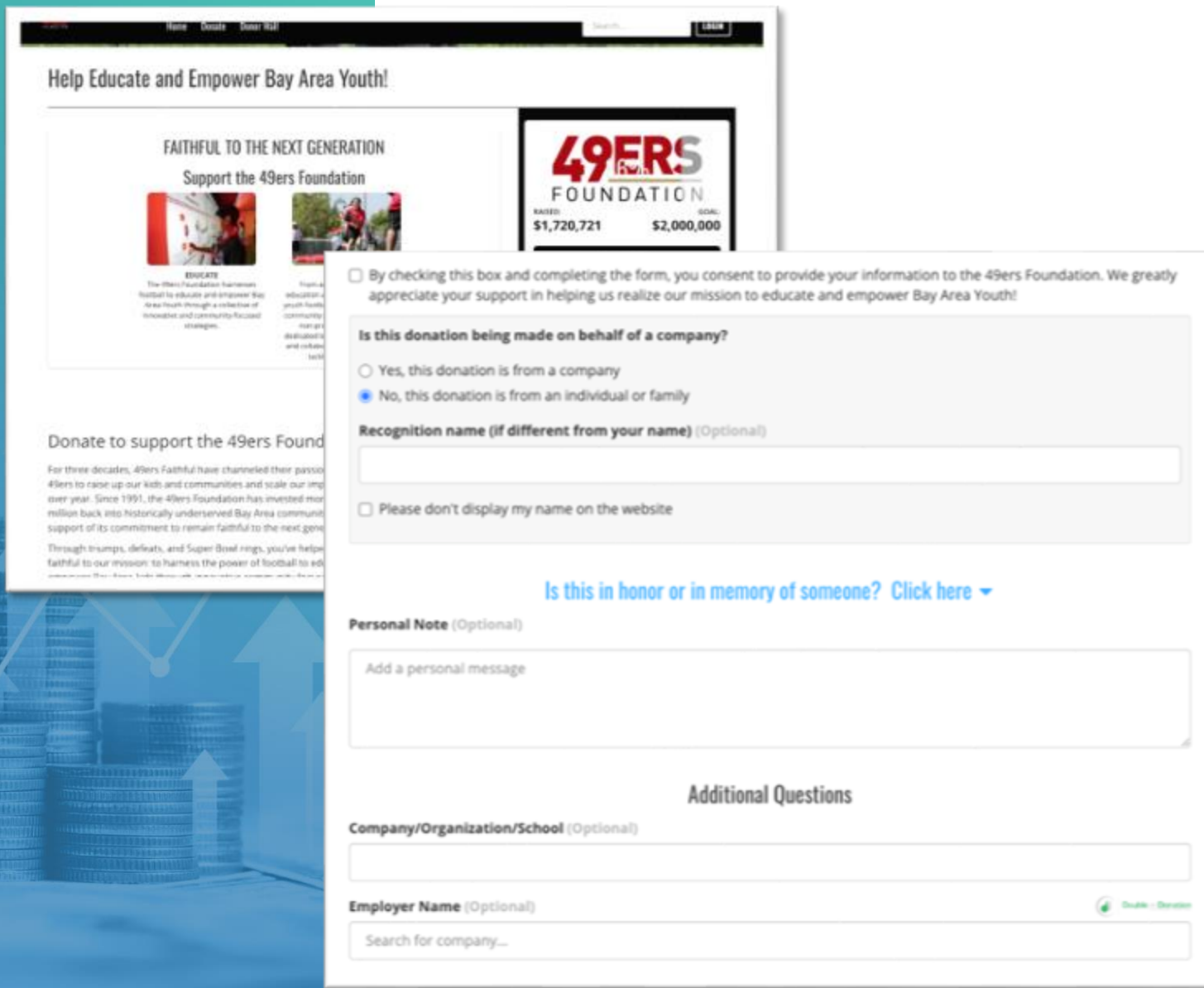
- **Boost Donor Acquisition:** Attract new donors by creating an exciting incentive to give.
- **Improve Donor Retention:** Foster more connection to your cause, increasing the likelihood of recurring support.
- **Maximize Campaign Performance:** Energize both existing and new donors to raise more without increasing solicitation fatigue.

# Integrating Matching Opportunities

- Event registration fees
- Individual peer-to-peer donations
- Total collected gifts
- Custom partnerships with sponsors



# Leverage Matching Gifts



The screenshot shows a donation form for the 49ers Foundation. At the top, it says "Help Educate and Empower Bay Area Youth!". Below this is a banner for "FAITHFUL TO THE NEXT GENERATION" with the text "Support the 49ers Foundation". To the right of the banner is a progress bar for the 49ers Foundation, showing a raised amount of \$1,720,721 and a goal of \$2,000,000. The form includes a consent checkbox, a question about whether the donation is for a company, a field for a recognition name, a checkbox to not display the name, a link for honor or memory, a personal note field, and an "Additional Questions" section with fields for company/organization/school and employer name.

Home Donate Donate Mail Search LOGIN

## Help Educate and Empower Bay Area Youth!

**FAITHFUL TO THE NEXT GENERATION**  
Support the 49ers Foundation

**49ERS**  
FOUNDATION  
RAISED: \$1,720,721 GOAL: \$2,000,000

By checking this box and completing the form, you consent to provide your information to the 49ers Foundation. We greatly appreciate your support in helping us realize our mission to educate and empower Bay Area Youth!

**Is this donation being made on behalf of a company?**

Yes, this donation is from a company  
 No, this donation is from an individual or family

**Recognition name (if different from your name)** (Optional)

Please don't display my name on the website

[Is this in honor or in memory of someone? Click here](#) ▼

**Personal Note** (Optional)

Add a personal message

**Additional Questions**

**Company/Organization/School** (Optional)

**Employer Name** (Optional)

Search for company...

- Promote opportunities
- Motivate donors
- Make it easy
- Foster competition
- Recognize & celebrate
- Track & measure results

San Francisco Forty Niners Foundation  
<https://donate.onecause.com/49ersfoundation>



### How It Works:

Through out the months of March, April and May, on an assigned day, donations that you received at a predetermined amount will be matched by the sponsoring company.

Each Match Day is sponsored by a different company.

When a donation is made on the specific day and to your fundraising page, the "match" will automatically be added to your page.

The match will be dollar for dollar, up to the specific amount (example: the match is up to \$25 and someone donates \$50 then only \$25 will be matched).

"Matches" are limited to that specific match day amount and will continue until the funds are depleted.

You've instantly doubled that gift and quickly increased your fundraising efforts.

### 2024 MATCH DAY SPONSORS

**Monday, March 11:** [Bank of America](#) will be matching donations up to \$100.

**Thursday, March 21:** [Avita Pharmacy](#) will be matching donations up to \$25.

**Tuesday, March 26:** [Walgreens](#) will be matching donations up to \$10.

**Wednesday, April 3:** [TowneBank](#) will be matching donations up to \$10.

**Tuesday, April 9:** [Rosedale Health+Wellness](#) will be matching donations up to \$50.

**Friday, April 19:** [Atrium Health](#) will be matching donations up to \$25.

**Wednesday, April 24:** [Tito's Handmade Vodka](#) will be matching donations up to \$100.

**Thursday, May 2:** [Novant Health](#) will be matching donations up to \$10.

RAIN Inc

AIDS WALK Charlotte

<https://p2p.onecause.com/aidswalkclt>

# Incorporating Matching Gifts into Event Fundraising



# Power Hour

MAKING THE MINUTES COUNT

- **How it Works:** A sponsor matches all donations during a specific hour.
- **Why it Works:** Creates urgency and boosts participation.



# Milestone Matching

CELEBRATING TOGETHER



- **How it Works:** A sponsor matches donations upon reaching fundraising milestones.
- **Why it Works:** Adds a fun, goal-oriented element that motivates collective giving.

# Celebrate Good Times, C'mon!





# Table Challenge

ENCOURAGING FRIENDLY  
COMPETITION

- **How it Works:** Attendees compete in teams (e.g., by table or sponsor), with a match for the top fundraiser.
- **Why it Works:** Adds a fun, goal-oriented element that motivates the crowd.

# Creating Awareness

1. LIVE ANNOUNCEMENTS
2. VISUAL IMPACT
3. MATCH ACTIVATION
4. THEMED MATCHING
5. TABLE-SIDE MESSAGING
6. DONOR RECOGNITION
7. SOCIAL MEDIA MATCH
8. MATCHING STATION
9. TEXT MESSAGING

# Top Strategies for Boosting Matching Gifts



# Amplify Matching Gift Success

## STRATEGIES FOR IMPACT

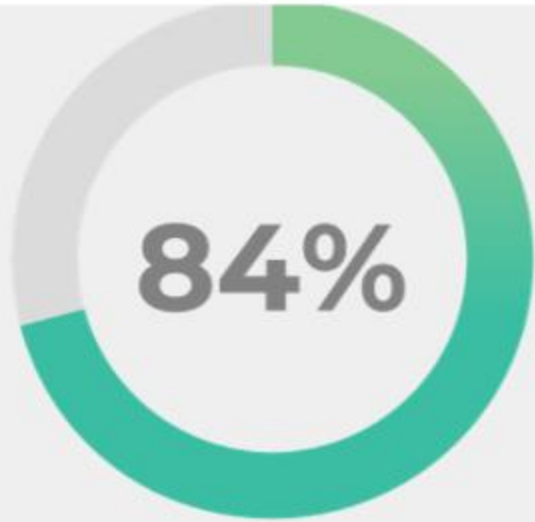
- Assess matching gift health.
- Promote early and often.
- Emphasize donation impact.
- Seek corporate partners.

# Identify Growth Opportunities



**FREE ASSESSMENT**

<https://doublethedonation.com/matching-gift-assessment/>



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



INCREASE IN RESPONSE RATE



INCREASE IN AVERAGE DONATION AMOUNT

# Promoting Your Match

CREATE URGENCY

- Website
- Email
- Phone
- Newsletters
- Conversations



# Communication Template

EMPHASIZE IMPACT

We believe in the power of unity and giving back—and your employer might want to join in!

Through corporate matching gifts, our nonprofit has partnered with incredible companies to amplify the impact of generosity.

When you donate, your contribution could be multiplied, empowering us to create an even greater impact in [MISSION SUMMARY].

Be part of this inspiring movement! Donate today and see if your employer participates: [LINK]

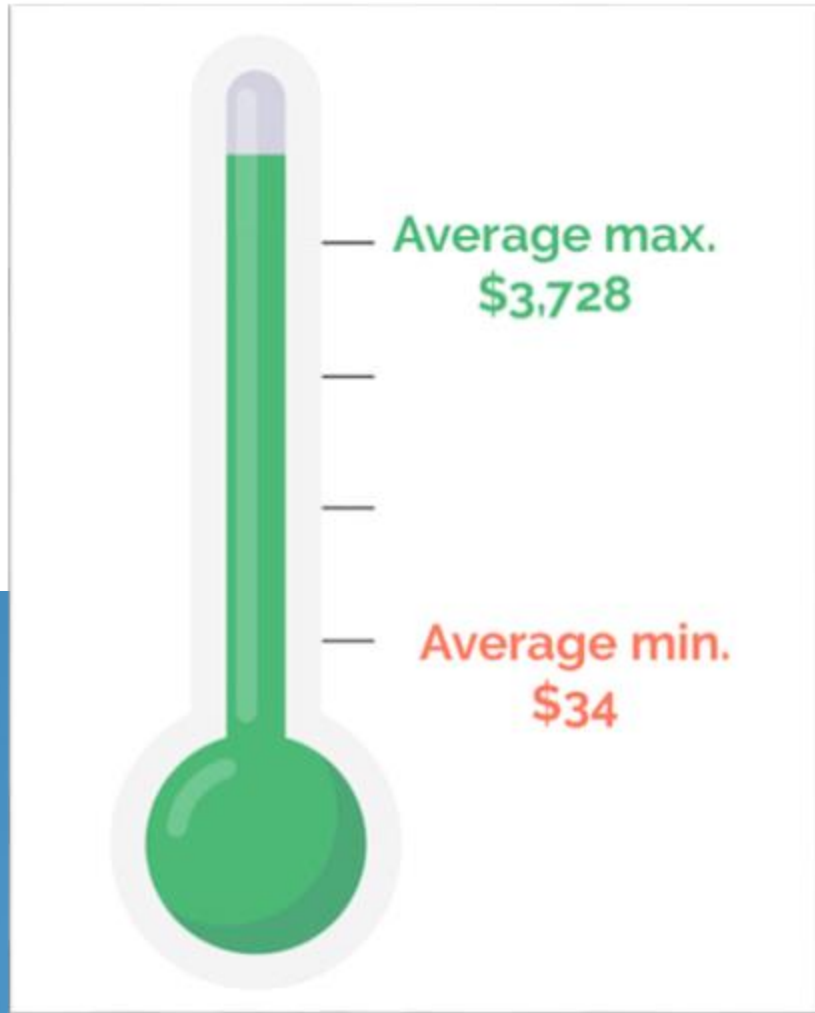
# Building Strategic Corporate Partnerships

## KEY CRITERIA

- Philanthropic affinity
- Relationship strength
- Employer industry
- CSR involvement



# Rising Corporate Generosity Trends



- **Low Barriers:** 93% of companies match gifts starting at \$50 or less.
- **Generous Limits:** Average minimum is \$34; maximum is \$3,728.
- **Higher Matches:** 5% of companies offer 2:1 or 3:1 matching rates

# Maximizing Post-Match Impact

1. TRACK
2. SEGMENT
3. THANK
4. RECOGNIZE
5. NURTURE
6. COLLABORATE
7. UPDATE
8. ENGAGE
9. ANALYZE
10. REFINE

# Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

POWERED BY PROFESSIONALS  
WEBINAR  
Thursday, January 30, 2025  
CFRE

## THE AUCTIONEER'S PLAYBOOK: Winning Strategies for Fundraising Events

**Darren Port**  
Powered by Professionals

**TiWanna A. Kenney**  
Astounding Auctions

**Pat Tully**  
Pat Tully Inc.

**Jamie McDonald**  
January Point

SPONSORED BY onecause®

onecause® | WEBINAR  
Wednesday, February 2, 2025  
CFRE

## From Ordinary to **Extraordinary**: How to Make Your Spring Events Stand Out and Inspire

**Dan Campbell, BAS, AMM**  
Raising Paddles

**Hannah Hegman**  
Do Good Events

**Christina Serrano Taylor**  
TaylorMade Experience

**Darren Port**  
Powered by Professionals



# Raise<sup>®</sup> 2025

Be Our Guest!

San Antonio, TX | September 8 & 9, 2025

**ENTER PROMO CODE **WEBINAR25** FOR \$200 OFF**

[www.onecause.com/raise](http://www.onecause.com/raise)

★ on air ★

**Raise**<sup>®</sup>  
N A T I O N

★ since 2021 ★

CELEBRATING

150

EPISODES

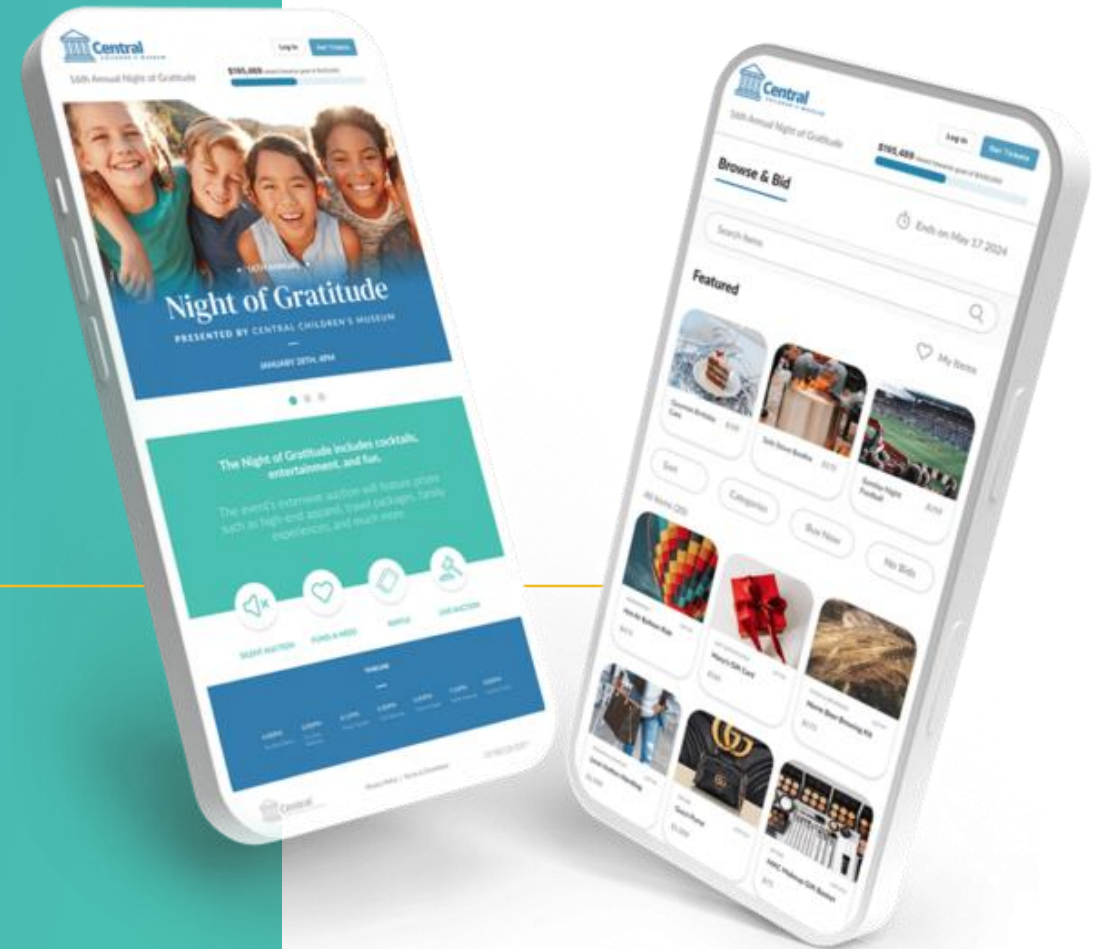
# Raise Nation Radio

The Podcast for Fearless Fundraisers



# Thank you!

Fundraising Software  
to Raise and Reach More



onecause®

Full participation in *Strategic Growth & Adaptation: 2025 Fundraising Outlook Report Key Findings* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



[hello@onecause.com](mailto:hello@onecause.com) | [onecause.com](https://onecause.com)