



End of Year Fundraising

With Employer Matching Engagement

About Us



- Founded AmPLY in 2010
- Passionate about helping nonprofits do more
- Now, trusted by 4,000+ Nonprofits
- Raised \$30M+ in matching gifts
- The only platform w/ e-signature automation for donor processing



Neil Parikh, MD
Founder



Neil Shah
Founder

Companies that Match Gifts: \$10B+ Goes Unmatched Every Year

- Thousands of companies offer matching gift programs
- From the biggest companies to small local businesses
- Companies take different strategies on promoting matching with employees
- In most cases this is a benefit to the employee not the charity



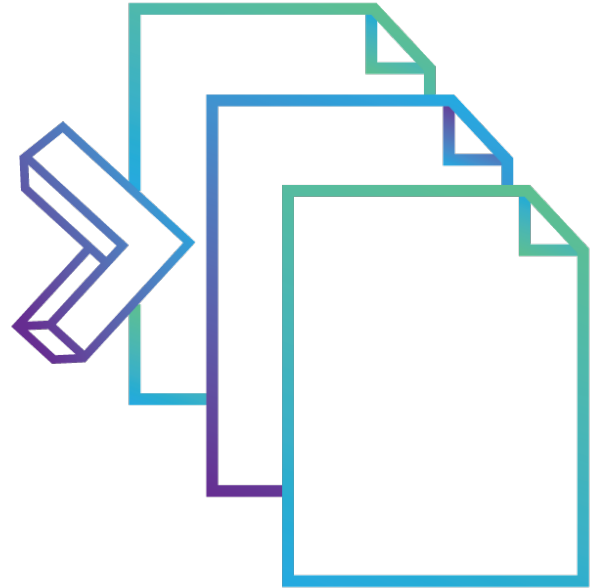
Top Matching Companies 2020

1. Bank of America (200k employees)
2. Google (100k employees)
3. Johnson & Johnson (130k employees)
4. Cisco Systems (75k employees)
5. Salesforce (50k employees)
6. Microsoft (144k employees)
7. UnitedHealth Group (300k employees)
8. Amazon (800k employees)
9. Boeing (144k employees)

Rules of Giving for Companies

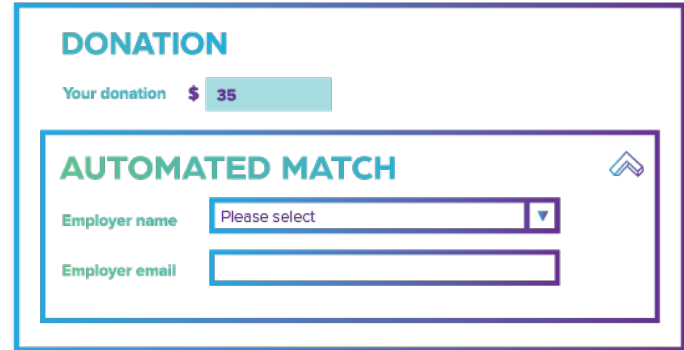
- Companies choose different causes to support
- Set deadlines or time periods for matching
- Matching ratios like 1:1 or even 3:1
- Some match retirees and board members
- Most programs have a minimum gift and an annual maximum total
- Some have geographic limits like only in the HQ city

So... It's complicated



It's Complicated for Donors too

- Donors may not know they are eligible for matching
- Rules and steps are confusing
- Empower your donors to take action and get their gifts matched
- Using a service, like Amply, helps educate the donor about the match is key
- Every fundraising channel from online to special events should include a matching gift message



DONATION

Your donation \$ 35

AUTOMATED MATCH

Employer name

Employer email

End of Year Strategies

The end of the year is about getting people to take action when they are their most charitable

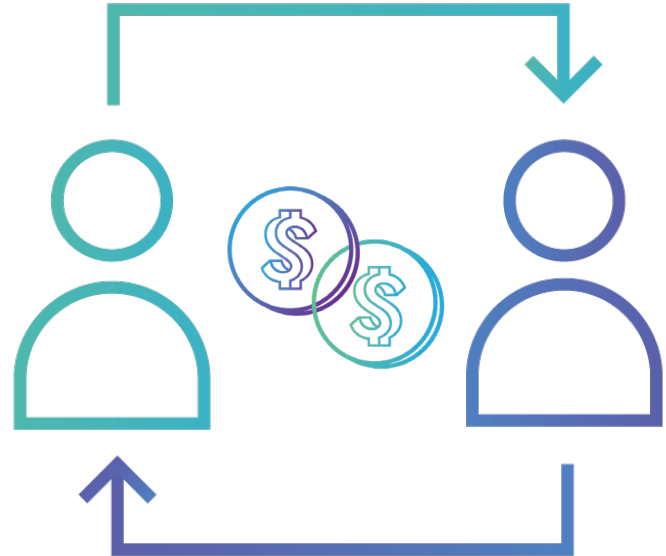
- Make the most impact with matching at year end
- Compliment a board challenge match to message a 2 to 1 match
- Urgency can help- Many company set end of the year deadlines
- Be ready for January, remind people to submit their match request for EOY giving



Leadership Donor Strategies

Cultivate Board members and leadership donors to give more

- Educate your board members about eligible matching gift opportunities
- Offer to help high net worth donors with their matching gift submission
- Identify people who work for companies and use the corporate match as part of a multi-year plan to increase total giving
- Matching gifts can raise giving horizons for your donors



Grow Your Corporate Support

Knowledge is power and we want you to connect with donor's workplaces

- Identify where donors work
- Discuss with them who makes the charitable decisions at the company
- Companies prefer to support organizations their employees care about
- Engage the company to support special events or directly fund programs
- Take a business from cold call to warm lead



Donors who seek matches
are more likely to donate again.



It's all about donor engagement.




Option A: Do Nothing - 1% in Matching

GIVE ONE TIME

GIVE MONTHLY

\$1000	\$500
\$250	\$150
\$50	Other

☐ Give This Donation in Honor ⓘ

 PayPal

- OR -

Donate Via Credit Card

Option B: Text Instructions - upto 3%

Employer-matched giving

One of the easiest ways to increase your gift to Oxfam America is through your employer's matching gift program. Thousands of companies, including corporations, foundations, not-for-profit organizations, and associations, match their employees' charitable contributions—sometimes for as much as double the amount of the initial gift.

Companies have various methods for matching gift request submissions: online forms, automated phone systems, or a paper form that you submit to Oxfam America. Many companies will match personal gifts, such as cash, stocks, marketable securities, and the value of your volunteer time. Companies may also match gifts from employee spouses, retirees, and board members.

Here's how to participate

- Find out if your company matches employee donations. If your company does not currently match employee donations, you might suggest it consider doing so.
- Obtain a matching gift form from your human resources office and review the program guidelines to ensure that Oxfam America is eligible to receive matching gifts. Conditions and criteria for gift matching vary by employer.
- Complete the donor section of the form and submit it, along with your check or credit card authorization, to:

Option C: Automate & Engage w/ Donors

**10%+ in Incremental
Donations**



Matching Made Easy

We developed an end-to-end employer matching solution for non-profit organizations.

Automated Engagement w/ Amply



Donation Form

Would you like your Employer to match the gift?

If so, please enter your Employer Name below:

Employer

Participating Employers

Please click "CONTINUE" to enter your payment information.


CONTINUE

Auto completed forms

The image displays two overlapping digital interfaces. The background is a screenshot of a 'Bank of America Matching Gifts' form, divided into 'Part A: APPLICATION' and 'Part B: VERIFICATION'. Part A contains pre-filled information for Neil Parikh, including his SSN (123456), address (1833 Fullerton Road, La Habra Heights, CA 90631), and phone number ((562) 335-1451). It also shows his employer as 'Team Rubicon'. Part B includes a 'RECEIVING ORGANIZATION' section and a 'FIRST REQUEST' section with checkboxes for IRS Form 501(c)(3) status, accreditation, and a statement of purpose. The background form has a green 'Start' button at the bottom left. Overlaid on the bottom right is a mobile app interface showing a signature 'jeff yen' in a cursive font. Below the signature are 'Back' and 'Apply' buttons. To the right of the signature, there is a link that says 'Sign this document' and another that says 'else should sign'.

Customizable Engagement Emails & Full Whitelabeling





Dear Jon,

Thank you for your lifesaving gift to Doctors Without Borders (MSF) on November 25, 2020 and for pursuing an employer match.


It looks like your company only accepts original, signed forms to be submitted for gift matching. Please follow the steps below so that your gift can be matched.

Feel free to reply to this email if you have any questions.

Thank you for supporting Doctors Without Borders (MSF) and for ensuring your lifesaving gift will be matched!


Sincerely,

Emma Bomster
Workplace Giving Coordinator
Doctors Without Borders/Médecins Sans Frontières (MSF)



STEP 1
Print out your match form, sign, and mail it to the address below.

COMPLETE STEP 1









STEP 2
Confirm you have mailed the match form to Doctors Without Borders USA

COMPLETE STEP 2

STEP 1 ADDRESS
40 Rector St., 16th Floor
New York, NY 10006

Stay connected



Initial Email **First Reminder** **Second Reminder**

Legend: ☐ Default ☒ Uploaded ☒ Live ☐ Viewing

Paper form

Email Subject

Action Required: Your employer match

Select HTML File

Submit Initial Email **Deactivate** Restore Default Template

You can customize your outbound donor emails by uploading the HTML you would like to use for each email/version. The following variables are some of those available for use in your templates. Variables must be enclosed in double brackets [{\$variable}].


Email Title/Header	\$title
Donor First Name	\$user->firstName
Donor Last Name	\$user->lastName
Donor Full Name	\$user->name
Organization Display Name	\$organization->display_name
Organization EIN	\$organization->ein
Organization Notify Email	\$organization->notifyContact->email
Organization Website URL	\$organization->url
Organization Mission Statement	\$organization->mission
Donation Campaign Value	\$donation->campaign
Donation date	\$donation->formattedDate
Donation Amount	\$donation->amount
Donation Transaction ID	\$donation->transaction_id
Company Name	\$company->name
Company Vendor	\$company->vendor

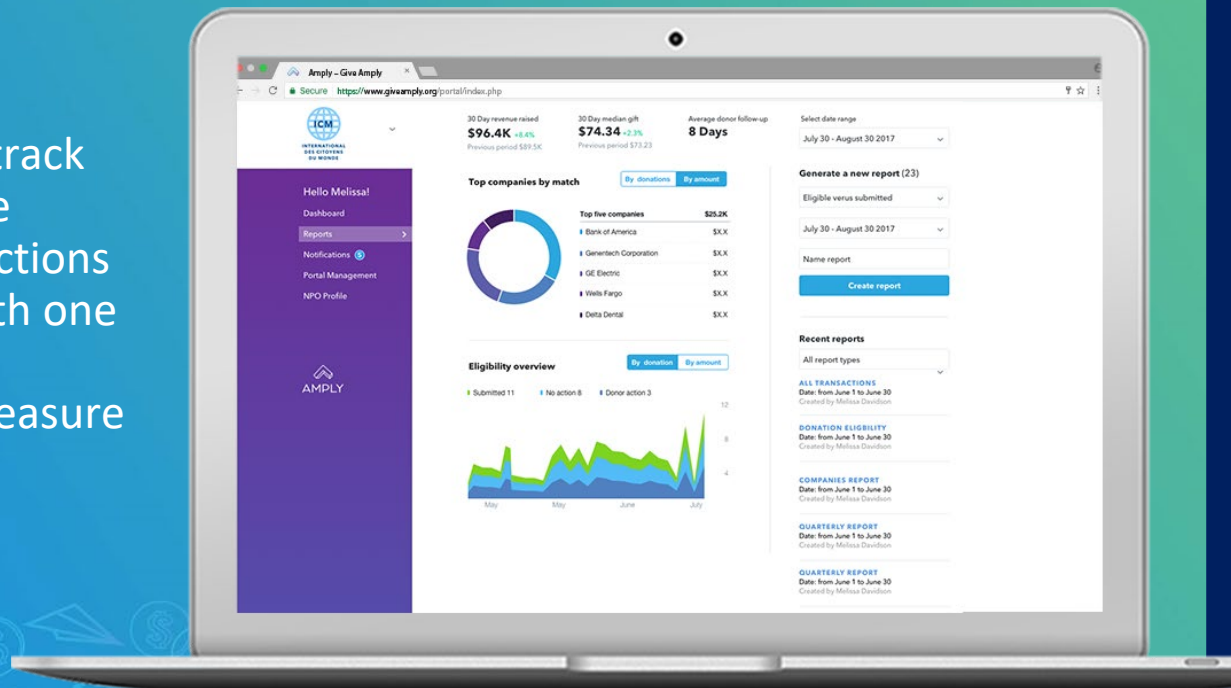
AmPLY Match Portal

- AMP allows you to view & track matching status in real time
- Engage with donors, bulk actions
- Access company portals with one click - stay organized
- Track checks received to measure the impact

Top Companies by Donations

Company	Donations	Dollars	Company Match
Hunter Douglas	1	\$5,000	\$5,000
Hachette Book Group USA	4	\$1,337	\$2,674
Simons Foundation	1	\$441	\$882
Conrail Consolidated Rail	2	\$822	\$822
Red Wing Shoe Company	2	\$799	\$799
Lincoln Financial Group	2	\$795	\$795
Horizon BCBS of NJ	2	\$657	\$657
Reynolds American (RAI)	2	\$646	\$646
The Annie E. Casey...	1	\$315	\$630
Exelon Corporation	2	\$602	\$602

Download CSV 



Centralize matching across all fundraising into Amply

blackbaud®

Classy

DonorDrive®



GivingFuel



GRAVITY



 Custom
AMPLY API's



Feature Packed



EMPLOYER APPEND

"Using proprietary and public data, we can assist with locating employer information for donors who did not take advantage of their company's matching program. The data is yours to keep"



CRM DATA SYNC

"Sync all data including donor names, email, company, match status, custom ids, and more with your CRM platform."



CUSTOMER SERVICE

"We guide both donors and nonprofits through the matching process which includes personal outreach to donor and companies to ensure match completion."



ANALYTICS & REPORTING

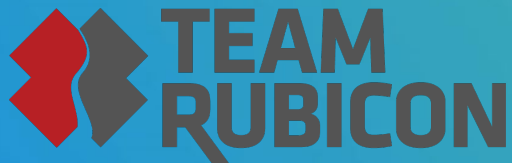
"You can review the real-time status of matches and dive into the data to better understand and fine tune your matching program."

Learn more at www.giveamply.com/features

"Your solution literally brought in millions of dollars for the lifesaving mission of the American Cancer Society"

-Tom M., Former Director





Trusted by over 4,000 nonprofits for employer matching



AMPLY

Why You Should Automate Gift Matching: “10-30-100”

Raise More - Raise 10% more in annual donations

Save Time - 30% less time spent on managing employer gifts

Strategic - 100% more strategic engagement with your donors





Thank You!

*Special Offer: Waived Onboarding Fees
through 12/31/2020*

sales@giveamply.com