



onecause[®]
POWERFUL FUNDRAISING SOLUTIONS



Double the Donation
matching gifts made easy

Marketing
**Matching
Gifts**

Ask the Experts

WED OCT 23 1 PM ET | 12 PM CT | 10 AM PT

onecause®

POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers

About Double the Donation

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



Hannah Silvers

Partnership Manager



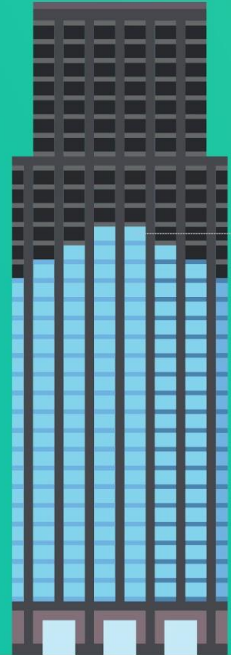


Agenda

- Matching Gifts Basics
- Marketing Matching Gifts [With Expert Examples!]
- **BONUS! Matching Gifts Made Easy for OneCause Peer-to-Peer Fundraising**
- Q&A

Matching Gifts Basics

The background image is a blue-tinted photograph of a person's hand pointing at a tablet. The tablet displays a dashboard with various analytics: a 'Users right now' card showing '13', a 'Page views per minute' bar chart, and a 'Top Active Pages' table. The laptop in the background shows a similar dashboard with a bar chart and a line graph titled 'How are your active users trending over time?'. The overall scene suggests a data analysis or reporting environment.



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

That means **15-19 million individuals** (**10%** of the U.S. workforce) are eligible for matching gifts.



Double the Donation
matching gifts made easy



\$4

— TO —

\$7

BILLION

in **matching gift revenue** is
left on the table every year.

Where Is the Drop-Off?



Donor makes a contribution



Donor submits a matching gift request



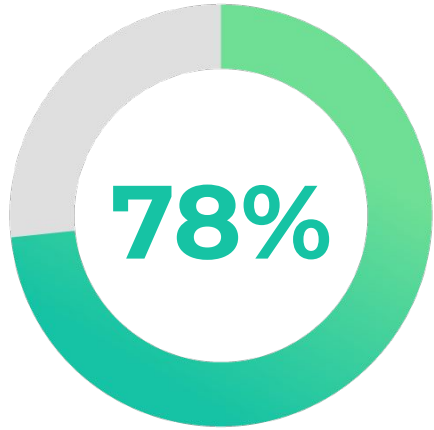
Company approves request



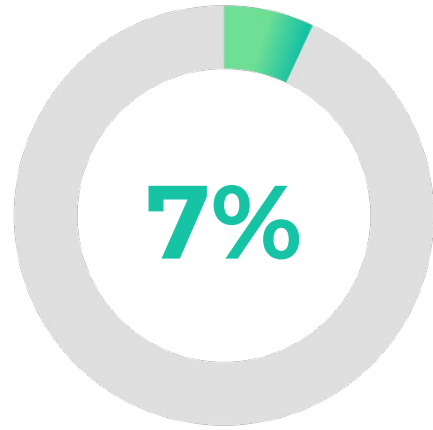
Company sends a check



Lack of Donor Awareness



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

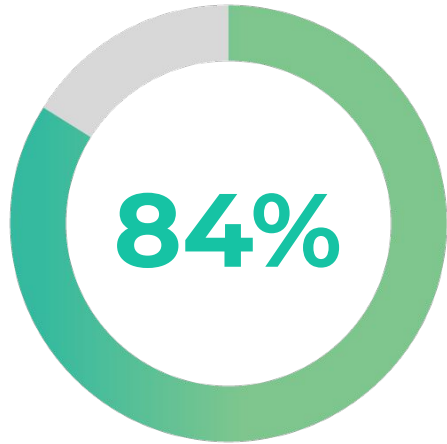


of match-eligible donors actually submit a matching gift request.

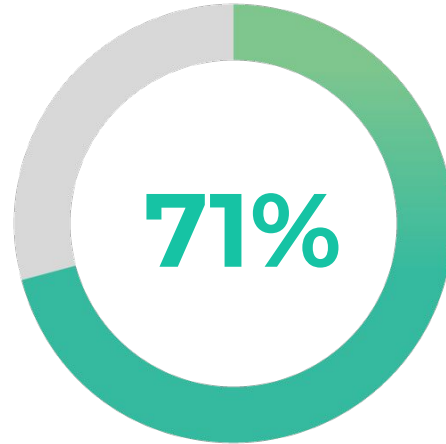


Marketing Matching Gifts

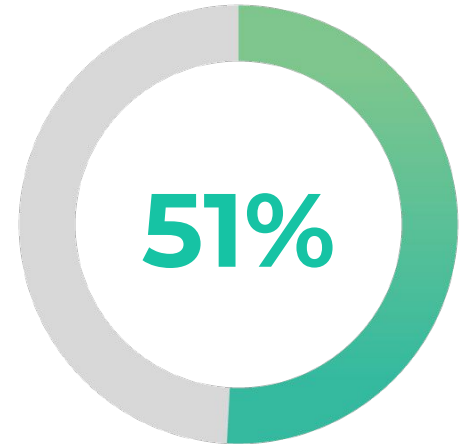
Marketing Matching Gifts



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.



Marketing Matching Gifts: Donation Forms


 **Donate Today to Create More Survivors** ✕

I would like to give... *


\$36	Home-Cooked Meals
\$64	Legal Services
\$125 ✓	Clinical Breast Exam
\$300	Mammogram
\$488	Patient Navigation

\$ Other Amount

Add \$3.75 to cover the processing fees for my donation.




CLINICAL BREAST EXAM
\$125 will cover the cost of a clinical breast exam.

 1933 people donated \$125

First Name *

Last Name *

Email Address *


Employer Name (Optional)  Double Donation

Start typing your company name. Even if we don't find it, we can still help get your donation matched.

Donate \$125




Marketing Matching Gifts: Donation Forms

 **Donate Today to Create More Survivors** ✕

I would like to give... *

\$36	Home-Cooked Meals
\$64	Legal Services
\$125 ✓	Clinical Breast Exam
\$300	Mammogram




Employer Name (Optional)



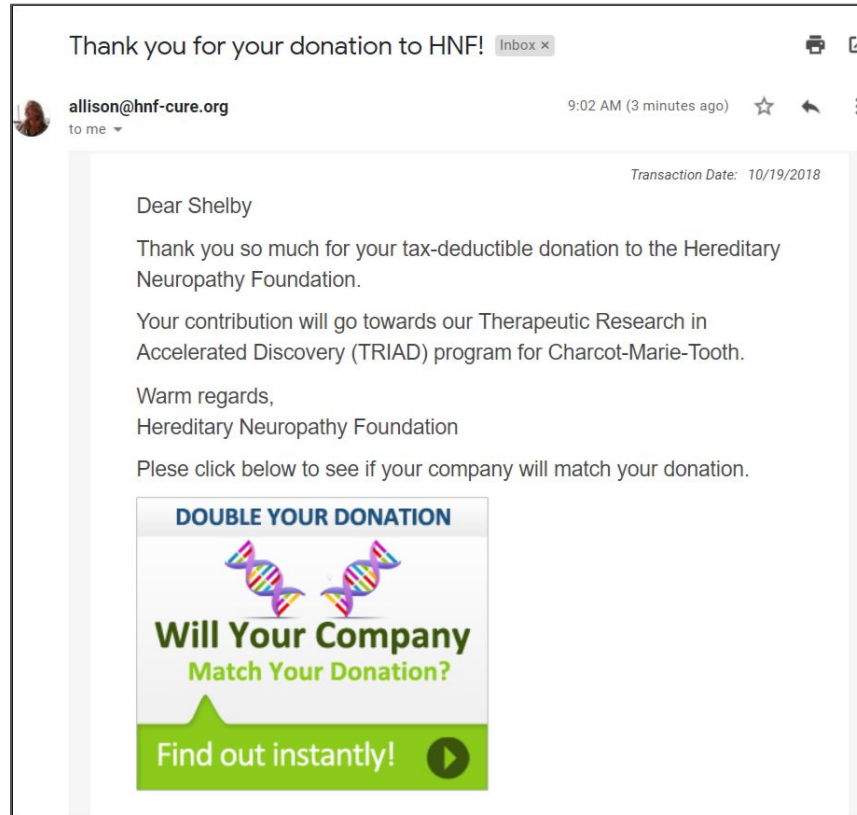
Start typing your company name. Even if we don't find it, we can still help get your donation matched.

Email Address *

Employer Name (Optional) 

Start typing your company name. Even if we don't find it, we can still help get your donation matched.

Marketing Matching Gifts: Confirmation Emails



Marketing Matching Gifts: Matching Gift Page

The screenshot displays the St. Jude Children's Research Hospital website's matching gift page. At the top left is the St. Jude logo. The top right contains links for 'CONTACT US', 'ESPAÑOL', 'Patient Referrals', and 'Donate Now'. A navigation menu includes 'About Us', 'Care & Treatment', 'Research', 'Training', 'Get Involved', 'Ways to Give', and a search icon. The main content area features a photo of a young boy with a shaved head and his mother, with the caption 'St. Jude patient Carson with his mother'. To the right of the photo, the text reads: 'Matching gifts can double your donation to St. Jude' and 'Your support helps ensure families never receive a bill for anything. See if your employer matches donations.' Below this is a search box titled 'See if your employer will match your donation!' with a search icon and the placeholder text 'Search company name...'. A blue 'Let's Check' button is positioned below the search box. Underneath the button, it says 'All information provided by Double the Donation' with a logo. A red horizontal bar separates this section from the next. The bottom section is titled 'How to have your gift matched:' and contains three steps, each with an icon: Step 1 (hand holding heart) 'Make a donation to St. Jude.' with a red 'Make A Donation' button; Step 2 (magnifying glass) 'Search to see if your employer matches gifts to St. Jude.'; and Step 3 (list icon) 'Follow the instructions, specific to your employer, to have your gift matched.'

Timing Your Matching Gift Marketing



Automated emails



Common corporate deadlines



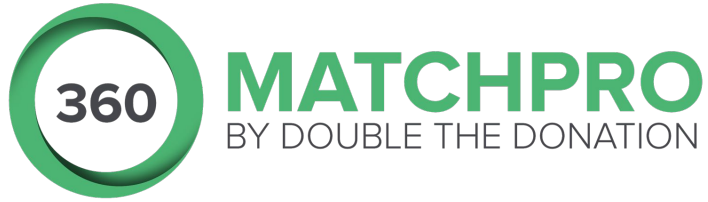
End of calendar year, fiscal year;
beginning of tax season





**Matching Gifts Made Easy for
OneCause Peer-to-Peer Fundraising**

Streamline and automate matching gift marketing.



Donation
tracking




Automated
email outreach



Actionable
insights

Donation Forms

 **Donate Today to Create More Survivors**

I would like to give... *

\$36	Home-Cooked Meals
\$64	Legal Services
\$125 ✓	Clinical Breast Exam
\$300	Mammogram
\$488	Patient Navigation

\$ Other Amount

Add \$3.75 to cover the processing fees for my donation.

First Name * Kathy **Last Name *** Smith

Email Address * kathy@gmail.com

Employer Name (Optional)


Start typing your company name. Even if we don't find it, we can still help get your donation matched.

Donate \$125

First Name * Kathy

Last Name * Smith

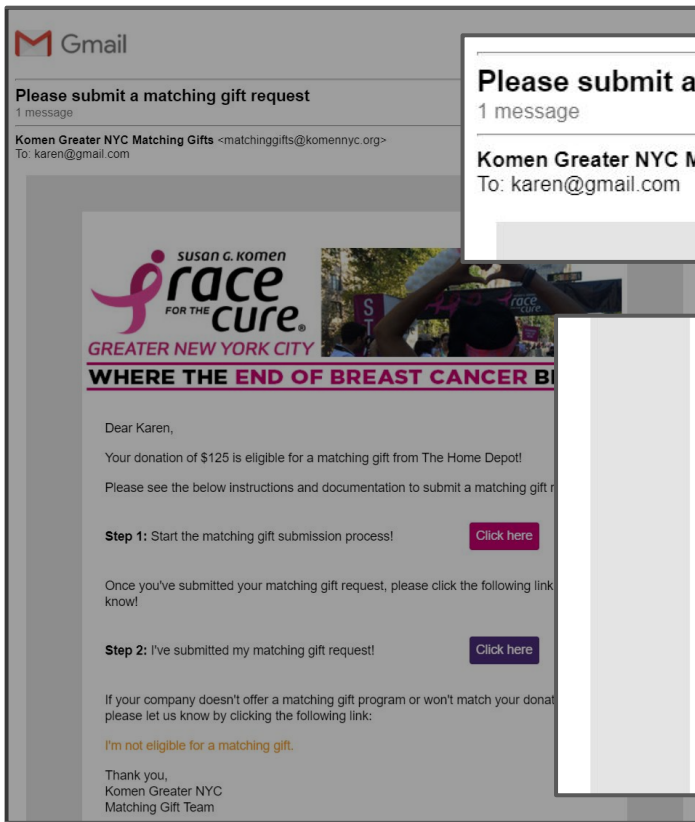
Email Address * kathy@gmail.com

Employer Name (Optional)  Double Donation

Start typing your company name. Even if we don't find it, we can still help get your donation matched.

Donate \$125

Automated Emails: Match-Eligible Donors



Please submit a matching gift request

1 message

Komen Greater NYC Matching Gifts <matchinggifts@komennyc.org>
To: karen@gmail.com

Dear Karen,

Your donation of \$125 is eligible for a matching gift from The Home Depot!

Please see the below instructions and documentation to submit a matching gift request.

Step 1: Start the matching gift submission process!

[Click here](#)

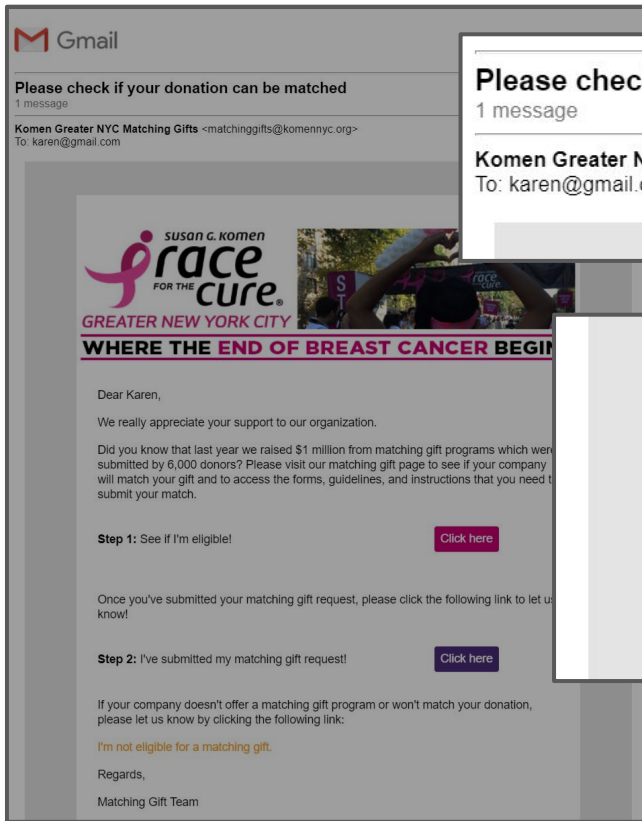
Once you've submitted your matching gift request, please click the following link to let us know!

Step 2: I've submitted my matching gift request!

[Click here](#)



Automated Emails: Unknown Eligibility Donors



Please check if your donation can be matched

1 message

Komen Greater NYC Matching Gifts <matchinggifts@komennyc.org>

To: karen@gmail.com

Dear Karen,

We really appreciate your support to our organization.

Did you know that last year we raised \$1 million from matching gift programs which were submitted by 6,000 donors? Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match.

Step 1: See if I'm eligible!

[Click here](#)



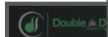
Double the Donation

matching gifts made easy

Reporting Within 360MatchPro

Showing 1 to 25 of 52 entries (filtered from 5,038 total entries)

Date	First Name	Last Name	Amount	Email	Phone	Company	Status	Insights
2019-04-17	John	Davidson	\$100	john davidson@gmail.com		FactSet Research Systems	Waiting for Donor	MG Forms
2019-04-16	Sally	Liu	\$5	sliu503@yahoo.com			Ineligible	MG Forms
2019-04-16	Kelly	Johannasen	\$25	love_johannasen@gmail.com		Xerox Corporation	Waiting for Donor	MG Forms
2019-04-15	Hannah	Kate	\$100	hannah.kate@homedepot.com		The Home Depot	Waiting for Donor	MG Forms



- Admin
- Dashboard
- Donations
- Views
- Stats
- Automated Out
- Settings
- Portal Logins
- Billing
- Settings Overview
- Logout

2019-04-16	Sally	Liu	\$5	sliu503@yahoo.com		Ineligible	MG Forms	Cat Rescue Club	9a0bba2cb5665fde319abb439772d6ef	
2019-04-16	Kelly	Johannasen	\$25	love_johannasen@gmail.com		Xerox Corporation	Waiting for Donor	MG Forms	Cat Rescue Club	4720c35db23c8a6c1093ca8dfc3036b9
2019-04-15	Hannah	Kate	\$100	hannah.kate@homedepot.com		The Home Depot	Waiting for Donor	MG Forms	Tiger Trot 2019	7d638c3d10da4cbb2f72f518239db81
2019-04-12	Betty	Andrews	\$25	bettya3@verizon.com		Verizon	Waiting for Donor	MG VG Forms	Cat Rescue Club	b03f07d533e84675d3656d496f91d17
2019-04-12	John	Thompson	\$100	444john@gmail.com		The Home Depot	Match Submitted	MG Forms	Tiger Trot 2019	10efdb55ab2dcb4c08f3c321d84cdc
2019-04-12	Tim	Martin	\$25	Tim.Martin@WaltDisneyCorp.com		The Walt Disney Corporation	Waiting for Donor	MG VG Forms	Cat Rescue Club	9ce2d24c57c39185290ecf5750a2493f
2019-04-12	Jason	Andrews	\$25	jasonmichaelgives@gmail.com			Waiting for Donor	MG Forms	Cat Rescue Club	b712ab8b2f695a592308736f9d5ed2e
2019-04-11	Luis	McDonald	\$250	mcdonald5@veritas.org		Veritas	Waiting for Donor	MG VG Forms	Annual Fund	94cd0e1b74d087128c6922ef58a958a5



Reporting Within OneCause

Reports > 360MatchPro Matching Gift Information

Showing 4 of 4 records

Donor Name	Email	Amount	Employer Name	Employer Match Amount	Employer Match Id
David Hart	[REDACTED]	\$125.00 USD	Callison	\$125.00 USD	5cf95f82ee4c2600041b73f1
David Hart	[REDACTED]	\$300.00 USD	Toyota Motor Corporation	\$300.00 USD	5cf95ab6ee4c2600041b73ed
David Hart	[REDACTED]	\$125.00 USD	IBM - International Business Machines	\$125.00 USD	5cf959d4ee4c2600041b73e9
David Hart	[REDACTED]	\$300.00 USD		\$0.00 USD	



Activation Within OneCause

onecause®
PEER-TO-PEER SOCIAL FUNDRAISING

Dashboard
Settings
Organization
Campaigns
Salesforce
Supporters
Donations
Reports
Change Client

Information Address Mission Gratitude PDF Receipts Links Payment Gateway

Employer Matching

Do you want to set up employer matching with one of our partners? *

- No thanks, not using employer matching
- Amply (formerly Donate Double)
- Double the Donation

Double the Donation Credentials

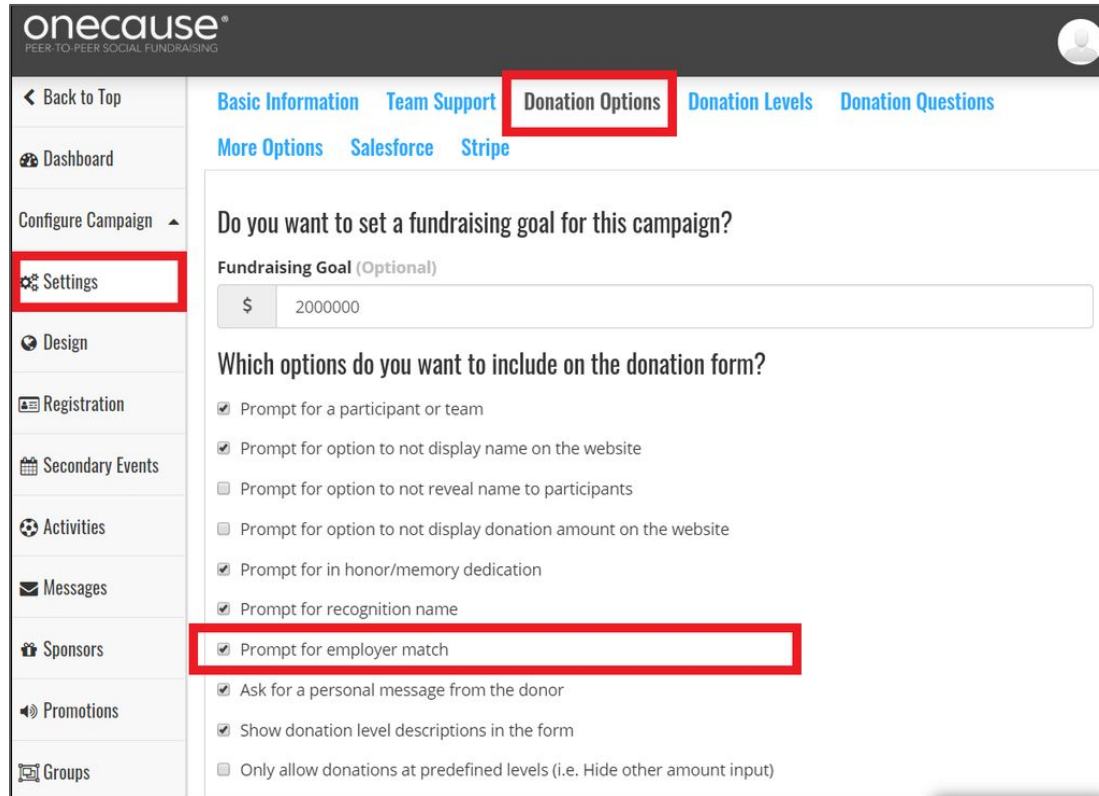
360MatchPro Public Key *
XXXXXXXXXXXXXXXXXXXX

360MatchPro Private Key *
XXXXXXXXXXXXXXXXXXXX

You can find your 360MatchPro Public Key and 360MatchPro Private Key under the Settings -> API Keys page for your Double the Donation account at <https://doublethedonation.com/members/#/setup/api-keys>.

Cancel Save

Activation Within OneCause



The screenshot shows the OneCause user interface. The top navigation bar includes the OneCause logo and a user profile icon. The left sidebar contains a menu with items like 'Back to Top', 'Dashboard', 'Configure Campaign', 'Settings', 'Design', 'Registration', 'Secondary Events', 'Activities', 'Messages', 'Sponsors', 'Promotions', and 'Groups'. The 'Settings' item is highlighted with a red box. The main content area is titled 'Donation Options' and is also highlighted with a red box. It contains several sections: 'Basic Information', 'Team Support', 'Donation Options', 'Donation Levels', and 'Donation Questions'. Under 'Donation Options', there are sub-sections for 'More Options', 'Salesforce', and 'Stripe'. The first question is 'Do you want to set a fundraising goal for this campaign?', with a 'Fundraising Goal (Optional)' field set to '\$ 2000000'. The second question is 'Which options do you want to include on the donation form?', with a list of checkboxes. The 'Prompt for employer match' checkbox is highlighted with a red box and is checked. Other checked options include 'Prompt for a participant or team', 'Prompt for option to not display name on the website', 'Prompt for in honor/memory dedication', and 'Prompt for recognition name'. Other unchecked options include 'Prompt for option to not reveal name to participants', 'Prompt for option to not display donation amount on the website', 'Ask for a personal message from the donor', 'Show donation level descriptions in the form', and 'Only allow donations at predefined levels (i.e. Hide other amount input)'.

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PEER-TO-PEER SOCIAL FUNDRAISING

← Back to Top

Dashboard

Configure Campaign ▾

⚙ Settings

🎨 Design

📅 Registration

📅 Secondary Events

🔄 Activities

✉ Messages

👤 Sponsors

📢 Promotions

👥 Groups

Basic Information Team Support **Donation Options** Donation Levels Donation Questions

More Options Salesforce Stripe

Do you want to set a fundraising goal for this campaign?

Fundraising Goal (Optional)

\$ 2000000

Which options do you want to include on the donation form?

- Prompt for a participant or team
- Prompt for option to not display name on the website
- Prompt for option to not reveal name to participants
- Prompt for option to not display donation amount on the website
- Prompt for in honor/memory dedication
- Prompt for recognition name
- Prompt for employer match
- Ask for a personal message from the donor
- Show donation level descriptions in the form
- Only allow donations at predefined levels (i.e. Hide other amount input)



Q&A:

How Can I Help?



doublethedonation.com



sales@doublethedonation.com



doublethedonation.com/contact-us



Double *the* Donation
matching gifts made easy

onecause

POWERFUL FUNDRAISING SOLUTIONS

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