

WEBINAR

onecause®



Double the Donation
matching gifts made easy

Event Fundraising

UNLEASH MATCHING GIFTS

A young woman with a colorful patterned scarf is smiling and looking down at a small, colorful notebook she is holding in her hands. The background is a blurred indoor setting with warm lighting.

Agenda

- Welcome
- Fundraising Reality
- Matching Gifts 101
- Matching Gifts Tips
- Q&A

Today's Webinar Speakers



Kelly Hague
OneCause



Hannah Silvers
Double the Donation

DOUBLE THE DONATION

We help nonprofit organizations and schools increase fundraising from corporate matching gift and employee volunteer grant programs. We make receiving matching gifts and volunteer grants quick and easy.

Our database includes matching gift and volunteer grant companies which employ more 18 million individuals.



Double *the* Donation
matching gifts made easy

onecause

POWERFUL FUNDRAISING SOLUTIONS

Together we have OneCause.

Day in, day out, we put your cause at the center of everything we do. By working together with you year-round, we provide the foundation for your organization to do one essential thing: raise more funds.

onecause

POWERFUL FUNDRAISING SOLUTIONS



\$1 Billion+
Raised



\$1 Million+
Donors
Engaged



13,000+
Events



**FUNDRAISING
REALITY**

Let's take a Poll

Does your cause use Matching Gifts in your campaigns or events?

Multi-Select:

Yes

No

Not sure

DID YOU KNOW?



65% of Fortune 500 companies match gifts

18M people work for companies with matching gift programs

51% increase in average donation when used in appeals

84% said they're more likely to donate if a match is offered

AND YET...

CHALLENGE: UNDERUTILIZED



Only about 1 in 10 eligible donors match their donations.

Every year, about \$4 to \$7 billion of matched donations is left unclaimed.

CHALLENGE: PROGRAM VISIBILITY



1

Create Excitement

Let donors know that they can increase their impact and double their donation through employer matching gift programs.



2

Raise Awareness

Finding employee matching gift information can be tough. Donors and causes need an easy way to find matching program information.



3

Simplify Matching

Submitting a matching gift can be a tedious process. Need access to matching gift forms, guidelines, and instructions for a donor to easily submit matching gifts.



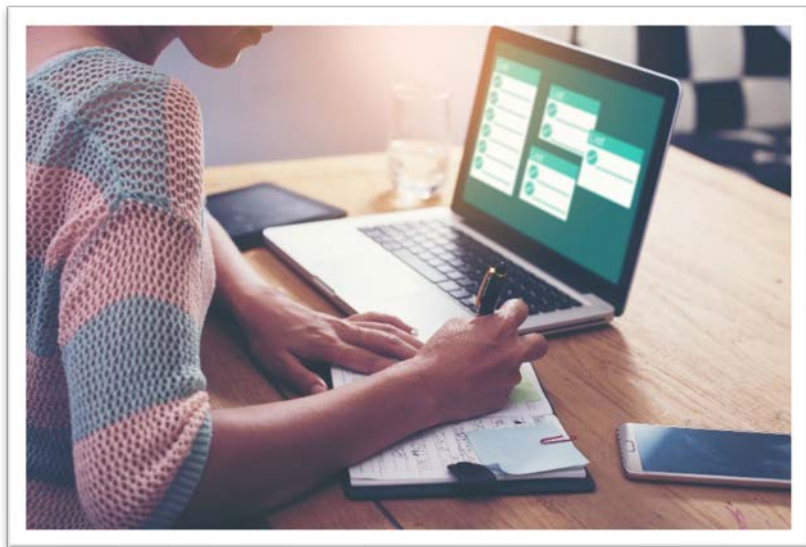
MATCHING GIFTS 101

TYPES OF PROGRAMS



- Matching Gifts
- Volunteer Grants
- Employee Grant Stipends
- Community Grants
- Volunteer Support

PROGRAM COMPONENTS



- Nonprofit Eligibility
- Match Ratio
- Employee Eligibility
- Gift amount
- Program Deadlines

PROGRAM MECHANICS



1. Donor makes a contribution
2. Donor submits a matching gift request
3. Company approves request
4. Company sends a check



MATCHING GIFT TIPS

UNLEASH: Matching Gift Principles

SIMPLICITY

- ✓ Make the extra step of submitting a matching gift request seem as easy as it is.

EMPHASIS

- ✓ Ensure your donors understand the impact their matched gift can have.

TIMING

- ✓ Instead of inundating donors, share matching gift information when it's actionable.

MAXIMIZING EVENTS



- Charity Auctions
- Fundraising Galas
- Group Volunteer Opportunities
- Team Fundraising
- Corporate Challenges

AUCTIONS & GALAS

The image shows two overlapping digital assets. On the left is a screenshot of a fundraising website for the Center for Conflict Resolution (CCR). The header includes the title "Center for Conflict Resolution - CCR Matching Challenge" and social media icons for Facebook, Twitter, and LinkedIn, along with a "SIGN IN" button. A search bar is visible with the placeholder text "Search items...". The main content area features a "Welcome" section, a "Make a Donation" button, and an "About Us" section. The "About Us" text describes CCR's 40-year history of providing free mediation services to various groups in Cook County, Illinois, and mentions a current fundraising goal of \$20,000. On the right is a promotional poster for "save THE date 05.17.18 Match Gala". The poster includes the event details: "6:00pm - 9:00pm", "EMK Institute", "210 Morrissey Boulevard", "Boston, MA 02125". It also features the text "Honoring" and a logo for "SVP SOCIAL VENTURE PARTNERS". At the bottom of the poster is a photo of three young men and the slogan "We Thrive When We Matter".

- Not just for appeal
- Start in promotion
- Go viral & online
- Secure pre-seeded gifts
- Get creative

GROUP VOLUNTEER OPPORTUNITIES

CarMax

- Match for volunteering
- \$500 for donation drives
- \$500 for 5-24 Associates volunteering as a team
- \$1,000 for 5+ Associates participating in charity run/walk
- \$1,000 for 25+ Associates volunteering as a team
- Doubled during June for CarMax Cares Month!



Verizon

- Teams of 10+ active employees
- "Pledge-a-thon" events



CVS Health foundation

- Teams of 5+ employees
- Charity walks, runs, or rides



TEAM FUNDRAISING



- Think beyond appeal
- Turn donors into partners
- Corporate Teams
- Engage in pre-event social, silent, appeal



Questions?



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Raise

September 24-25, 2018

Chicago, IL

HOTEL PALOMAR

www.raise.onecause.com

BONUS CONTENT

51 Popular Companies That Donate to Nonprofits

Check out these corporate giving programs.
Find more fundraising opportunities.

[Check Out The Full List](#)

