

## Your Matching Gift Checklist!

More and more we are seeing companies of all types and sizes offering matching gift programs. Matching gifts are a type of corporate giving program that increase an employee's donation to an eligible nonprofit through corporate funds. Use our easy-to-follow checklist to ensure your donors have the information and tools they need to complete the matching gift process.

- ❑ **Segment your donors.**  
Spending time on prospect research can help you identify eligible matching gift donors. From there, you can send targeted, more effective messaging specific to their workplace's program.
- ❑ **Confirm your eligibility.**  
Companies often place restrictions on which charities are eligible to receive matching gifts. If you aren't sure of your eligibility, research and confirm the criteria for your target companies.
- ❑ **Get your organization on board.**  
Many on your team may be unfamiliar with matching gifts or may not understand their value. Be prepared with the stats and information to prove their worth.
- ❑ **Promote! Promote! Promote!**  
Use your communication channels to educate donors about matching gifts are, share how they can maximize their impact and provide them with the tools they need to start the process.
  - **Donor Communications:** Add matching gift information to your donation form, online donation confirmation pages or acknowledgement letters.
  - **Website:** Create a page dedicated to matching gifts or add it to your "Ways to Give" page.
  - **Other Communication Channels:** Think outside your immediate donor communications to communicate via channels like your blog, newsletter or social media. You could even consider advertising through LinkedIn or niche publications.
- ❑ **Build your donor's journey.**  
Think through your donor's journey, starting with their original donation, through all the steps they will take to apply for their matching gift. Make your matching gift information easy to find, and if you have the budget, consider investing in a matching gift database.
- ❑ **Next steps.**  
When you receive a matching gift send your donors a recognition letter thanking them.
- ❑ **\*BONUS\* Dollars for doers.**  
If your organization provides volunteer opportunities, be sure to include volunteer grant programs as part of your promotions.