



GIVINGTUESDAY

HOW TO SECURE A GIFT MATCH

December 1, 2020



Introduction

For organisations that are fundraising, one of the most effective tactics in the GivingTuesday toolbox is “the match” - the limited window creates a sense of urgency to convince a donor to act fast for greater impact. Plus, in an increasingly “odd” year-end season, a match could be a great way to activate your major donors.

What’s a match?

Match funding is an incentive tool that uses the pledge of one person (or group) to inspire other donors to participate and collectively give a specific amount

in response – the match – to support an organisation or cause. The premise is that every donation made by a supporter is doubled or more. Matches are often either capped at a certain amount or time period; **both create urgency, which is critical to a matching challenge.**

Matches are a great incentive for donors to give. **It doesn’t have to be a lot of money in the match pool.** The ratio of the match doesn’t matter all that much either – [studies show](#) that 100% (1:1) matching ratio (and even ratios as low as 30-50%) are more effective dollar for dollar than higher matching ratios.

What about those matches I keep reading about on The Internet?

Ahead of GivingTuesday, some companies and brands offer match programs as their way of giving back. These matches can also give your campaign a boost, but we encourage you to think of this type of match as more of a ‘bonus’ than a more specific match you can advertise to your donor base. The GivingTuesday Team will always keep you apprised of any match opportunities via our social channels and e-newsletter. We strongly encourage you to *read all rules and instructions* before deciding to participate in one of these programs. **In this toolkit, we’re talking about how to create your own match that will be guaranteed to your organisation.**



Where to Find a Matching Donor

- **Major Donors:** Take a look back at your largest donors from last year's event or campaign and give them a call. Pitch the idea of either doubling or tripling the impact of the gift they were probably already planning on making at EOY. You can pool several donors' gifts together to create one larger matching challenge.
- **Board Members:** Challenge your board to come together to pool a match fund out of their regular give/get. Ask them if anyone in their network would join in.
- **Foundations:** Ask your current foundation supporters if they'd consider using their discretionary fund to provide a small match to your organisation (and all of the other orgs they fund too!)
- **Vendors/Sponsors:** Did you cancel your gala this year because of COVID-19? Check in with your vendors or sponsors to see if they'd consider putting up a match (see below for a case study from a not-for-profit that raised \$46,000 against a \$17,000 goal by doing this!)
- **An Influencer or Local Celeb:** No, we don't mean Oprah. We mean a local celebrity or micro-influencer who you normally work with who's passionate about your cause.



How to Structure Your Match for Success

There are all kinds of different ways to organize your match. The bottom line is that you should organize your match to in a way that can help you achieve the goal of your GivingTuesday campaign. For example, with different rules in place, a match campaign can increase the total amount given, the number of givers, and/or the average donation size. Consider these different categories of goals and their implications. Note that the types of goals are not mutually exclusive - a campaign can hit on multiple types of goals. (From The Bill and Melinda Gates Foundation [Matching Grant Playbook](#))

Goals to Raise Revenue

Goal	Example
Increase the Total Amount Given	A campaign could establish a fundraising goal with a match amount to be made available if individual donors collectively raise a specified amount
Increase the Total Number of Givers	A campaign could be structured with few restrictions, such as being open over an extended period or making a larger match amount available, both of which enable more individual donors to give
Increase the Average Donation Size	A match campaign could offer to only match individual donor contributions that are at or above a certain dollar amount, encouraging each individual donor to give more
Unlock Specific Funding Streams	A campaign could require a certain amount to be raised in order to unlock funds from different types of revenue sources, such as government grants



Goals to Influence Behavior - More Than Just Writing A Check

Goal	Example
Create Repeat Donors	A match campaign can offer a % match for a one-time donation or a higher % match for donors who pledge a recurring monthly gift
Target a Specific Audience to Change the Demographics of Support	A campaign could target a specific geographic area or design its marketing efforts to reach a specific target audience and influence them to get involved with a charity or cause.
Increase Other Assets or Capacity for a Match Recipient	Dollars could be matched every time an individual donor pledges an amount and also provides their email address, increasing the match recipient's database.
Develop Match Funder Partnerships	A pledged match from a foundation could be used to inspire other high-net-worth individuals or foundations to pledge as well, and in so doing, establish a meaningful relationship between the new funders and the match recipient
Increase the Distribution of Funding	Particularly around events, like GivingTuesday, matches can be structured so that more organisations can be identified and receive funding, allowing donations to spread to more diverse match recipients

Goals to Raise Awareness

Goal	Example
Raise Awareness of the Cause / Org. Increase the Community Buy-In	A match funder could provide matching dollars based on individual respondents visiting a designated website, making a donation and adding a personal story about why they support the cause
Increase the Visibility of a Funder	A match funder seeking to establish their reputation for working with a specific cause could provide an annual matching gift that is recognized with accompanying outreach and messaging



Draft Email to a Potential Match Provider

Timing: send during early GivingTuesday planning

Subject Line: Can you help us propel momentum on GivingTuesday?

Dear <MAJOR GIVER NAME HERE>,

We're excited to participate in GivingTuesday to help kick-start [ORGANISATION NAME]'s giving season.

I'm writing to ask for your help as we are thinking about strategies to leverage GivingTuesday to amplify the work of [ORGANISATION NAME] to new audiences. Research shows that even a small matching or challenge grant makes a big difference with new, lapsed, and younger givers. These are among our key goals on GivingTuesday. We would like to spur additional engagement and attract new supporters with matching funds or a challenge grant.

As a generous supporter, you know how important our work is to the community; we would like to grow our base of individuals who step up to fund our life-changing work. I would appreciate an opportunity to share with you our specific GivingTuesday goals that a matching gift would help us to achieve.

Thank you for being among our most dedicated supporters. Your giving has a significant impact on our mission to [INSERT PHRASE ABOUT YOUR WORK]. I'll follow up with you to discuss this exciting campaign.

Thank you so much for your commitment to our work!

Sincerely,
[YOUR ED]

Keep Us Posted!

Don't forget to let the GivingTuesday team know your plans so we can help amplify your work! Drop us a line at info@givingtuesday.org.au or @ us on your favorite social media platform.