



## THE POWER OF MATCHING GIFTS

### WHAT ARE MATCHING GIFTS?

- Many companies will match donations their employees give to nonprofits.
- 65% of Fortune 500 companies offer matching gift programs, which result in \$2-3 billion donated annually.

### WHY SHOULD YOU CARE?

- Donations can be doubled (sometimes tripled).
- Donors are more likely to give when their gift has more impact.
- Example: Five donors give \$200 each, which is matched = resulting in \$1,000 extra raised.

### HOW TO MAXIMIZE MATCHING GIFTS

- Most donors don't know their employer has this benefit.
- Always remind donors about matching gifts in your fundraising emails/letters and in follow-ups and thank-you notes.
- Simply asking can unlock big dollars.

### HOW WE HELP YOU

- We use Double the Donation, a tool on your fundraising page.
- Donors can search their employer's program when donating.
- If they don't, they'll get follow-up emails reminding them.

### HOW DO MATCHING GIFTS WORK?

Earning two donations for the effort of one may seem too good to be true, but that is exactly how these programs are made to work. While each company's policy and process may vary, here is a basic outline of most matching gifts work:

- An individual donates to your fundraising page.
- The donor then submits a matching gift request to their employer. This can be done through Double the Donation or directly through a company's own matching gift program portal.
- The company then approves the request based on its program guidelines and issues payment to The Ability Experience, either via a check mailed to the office or via electronic payment.
- Once received, the matching gift donation will be processed and credited to your fundraising page.

Depending on when a company sends out matching gift funds, it may take several months for a matching gift to complete this process. Once received, matching gift donations will appear on a team member's fundraising page. If a matching gift is confirmed, but not received before orientation, team members will be credited with the matching gift amount at that time.

**Watch your fundraising skyrocket as you get more and more matching gift donations!**