

How to Improve Your Nonprofit's Matching Gift Success

 aGoodCause

 Double *the* Donation

Corporate matching gifts can boost your available funding and engage your donors meaningfully. As the saying goes: with matching gifts, for the cost of soliciting one gift, you can really get two. However, did you know that billions of dollars in matching gift revenue go unclaimed each year?

If you can proactively market matching gifts to donors and use the proper technical solutions to help, closing that revenue gap becomes simple!

4 Tips to Keep in Mind When Marketing Matching Gifts



1. Promote Matching Gifts Throughout the Donor Journey

Make it easy for donors to learn about matching gifts. Promote matching gifts on your website, on your donation forms, and within your email communications.



2. Make it Simple for Donors

Since donors are often unaware of match opportunities, help them determine their eligibility and navigate their matching gift next steps.



3. Remind & Remain Personal

Provide donors multiple reminders to take action and submit their match request. Use these communications as an engaging post-contribution touchpoint.



4. Track Metrics & Analyze Results

To finetune your strategy moving forward, keep track of donor engagement with the matching gift process and help every donor finish the process.

How the Enhanced 4aGoodCause and 360MatchPro Integration Can Help

With 360MatchPro and 4aGoodCause integrated, you can:

- ▶ Determine donor match eligibility directly on your donation forms
- ▶ Provide matching gift next steps directly on the confirmation page
- ▶ Automate personalized matching gift outreach to all donors post-contribution
- ▶ Track donor engagement with matching gift tools
- ▶ Monitor your matching gift potential and success

This integration simplifies matching gifts for both you and your donors. As a result, you are more likely to uncover donor eligibility and empower donors to submit their match requests. You can easily capture matching gift revenue and fuel your fundraising.



Interested in leveraging the enhanced 360MatchPro and 4aGoodCause integration to fuel your matching gift success? [Connect with our team](#) to learn more!