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In the Chat

What questions about matching gifts are you looking to get answered?



What are some of the barriers you face related to securing match funding?





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Finding Your Match

Strategies for Securing a Matching Gift
for Amplify Austin Day and Beyond

1000000

The road to finding your match.

- What is a matching gift?
- How donors respond to matching opportunities
- Matching gift structures
- Matching gift sources
- Charting the path
- Let's chat



What is a matching gift?

A gift that is made on condition that it be matched within a certain period, either on a 1:1 (dollar-for-dollar) basis or in accordance with some other formula or measurable milestone.

Also refers to a gift from a corporation who matches a donation by one of its employees.

How donors respond

- Match funding is the most likely factor to make donors give more — **even more than emergency appeals.**
- 84% of donors say they are more likely to donate if a match is offered.
- 51% of donors increase their donation when a match is offered.

Sources: *The Big-Give Research Initiative*; *Tech Soup: Which Fundraising Strategies Work?*

Matching gift structures

- Number of...
 - **Dollars** - usually in the form of a ratio, 2:1, 3:1; most common type of match that you'll see
 - **Donors** - if you're trying to meet a participation goal, then you might want to make your match contingent on meeting a certain number of donors.
 - **Donations** - Similar to a donor goal, the number of donations is generally used to drive participation.

Matching gift structures

- Time limited
 - Restricting to a certain time frame can create some urgency
 - Amplify Austin is the perfect matching opportunity - **early giving starts January 17**
 - You can use observance days and months throughout the year to activate matching gift funds
 - You can use any reason really! Birthdays, founding anniversary, program milestones

Matching gift source: Board of Directors

- Does your board had a “Give/Get” fulfillment
- Remember - matching gifts are effective - they help people take action - even a board member
- Lean on you CEO, board chair or a board peer to push the conversation

Don't forget corporate matching gifts!

Matching gift source: Core supporters

- Committee and advisory council members
- Recurring annual fund donors
- Major gift prospects
- High level volunteers
 - Poll

Don't forget corporate matching gifts!

Matching gift source: Companies and Foundations

- Companies - current/past sponsors, vendors, [Austin Gives](#) directory
- Foundations - [Nonprofit Austin](#), [Texas Grants Resource Center](#), [Foundation Directory Online](#), [Grant Watch](#)

Activity: Charting the path.

Write down the names of 3 people, companies, or foundations who are matching gift funder prospects for your organization.

- **What is the ask?**
- **How will you get connected with them? Who is the asker?**
- **What is your FIRST next step that you can take toward making the ask? When?**



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Sharing is caring!

Anyone have an additional advice? Tips you've learned, secrets you've unlocked?

Do you have a match success story to share?

What questions didn't I answer?

What are you grappling with?





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