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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

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The road to finding your match.

- What is a matching gift?
- Donor behavior and matching gifts
- Matching gift structures
- Matching gift sources
- Charting the path
- Case studies IRL



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 (based on ratio)
 - Donors
 - Donations
- Time limited

Matching gift source: Board of Directors

- Poll
- Give/Get fulfillment
- Pooled funding
- Leveraging your CEO, board chair or a board peer

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](#)
- Poll

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?**

- What is the ask? Is this a pooled gift, a lead gift, or a leveraged gift?
- How will you get connected with them? Who is the asker? Maybe they're in your portfolio, or are managed by your CEO. Does the intro require a board member, or someone from your programs team?
- What is your FIRST next step in moving forward with them?



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Case Studies IRL

(Sharing is teaching.)

What was a key takeaway?

Who did you identify as a prospective matching funder?

Do you have a success story to share?

What questions didn't I answer?

What are you grappling with?

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