



Best Practices for Matching Gifts – Tip Sheet

It's all in the strategy!

- ✓ Know your donors
- ✓ Create your prospect list
- ✓ Know your goals:
 - How much did you raise last year (if your org participated)?
 - What is an achievable goal for this year?
 - How can a match help you achieve that goal?
 - Why is this important to your prospective donor?
 - What else needs to happen strategically for your success? – i.e. more or new donors, early donations, etc.
- ✓ Focus on the leadership of match donors
- ✓ Create your materials
- ✓ Keep it simple – No fancy materials or trinkets needed!
- ✓ Set the visit – place, time, etc.
- ✓ Make the ask – give others the opportunity to double/increase their gifts – true for the match donor just as it is for those who respond to the match
- ✓ Promote, promote and promote some more!
- ✓ Say thank you over and over, and in different ways
- ✓ Include your match donors in your events and celebrations



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