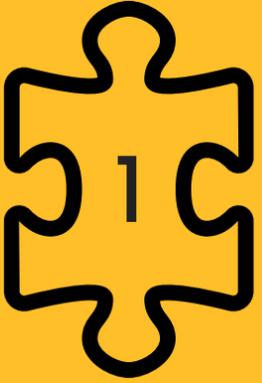


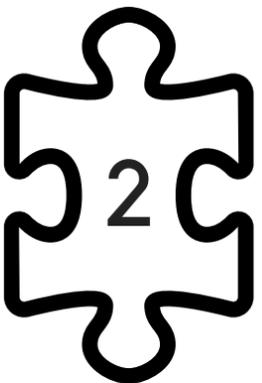
# 5 PROFITABLE FORMS OF MATCHED GIVING

## EMPLOYEE MATCHING GIFTS



Corporations create charitable programs where they will match their employees' donations. Usually, the ratio is 1:1, but some companies offer different ratios.

- The donor gets to see their contribution go twice as far.
- The nonprofit receives twice as many donations without asking the donor for another contribution.
- The corporation helps out the organizations that their employees are passionate about.



## BOARD MATCHES

While many corporations match their employees' gifts, there is also a significant portion of companies that offer bonus gifts for employees that are nonprofit board members.

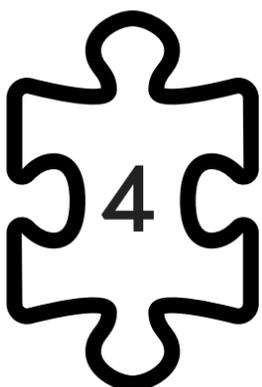
- Supporters that serve on a nonprofit board are more likely to make donations.
- Having a higher gift ratio and limit means that nonprofits can receive more funds because those contributors often give more.



## COMPANY MATCHING PROGRAMS

Companies and business owners are already making charitable donations. Why not ask them to match your donors' gifts up to a fixed amount? You'll need to reach out to companies and see if they'd be willing to match gifts.

- Matching programs benefit local businesses by receiving social media and brand promotion.
- Aligning your company matching program with fundraising campaigns or events can help you raise even more donations!



## CHALLENGE MATCHES

You can seek the help of your major gifts supporters or even board members to see if they would be willing to offer a matching gift challenge. See if one of your big supporters will donate a significant contribution if your nonprofit can raise an equivalent or higher amount.

- This program works because your major gift donors want to support your cause in a meaningful way.
- Donors don't have to take any extra steps like submitting a request to see this match fulfilled.



## VOLUNTEER MATCHING

Volunteer matching is when corporations will donate a certain amount of money depending on how many hours the employee has volunteered for.

- Sometimes supporters want to contribute to your nonprofit in a way that isn't just monetary.
- Not only can the donors support your nonprofit with their time, but they can contribute their skills

**SOURCE:**

*Qgiv Blog: Matching Gifts*