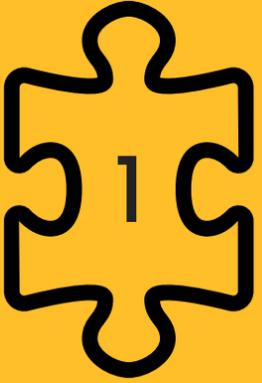


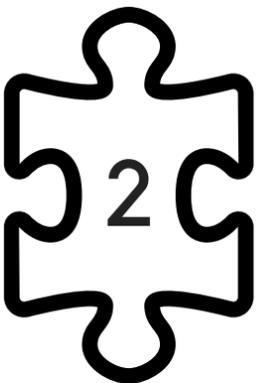
5 PROFITABLE FORMS OF MATCHED GIVING

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.

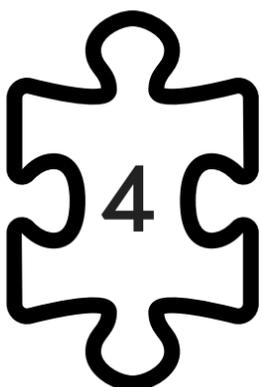
- Supporters that serve on a nonprofit board are more likely to make donations.
- Having a higher gift ratio and limit means that nonprofits can receive more funds because those contributors often give more.



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