



FREE LIVE WEBINAR

THE MATCH GIFT MULTIPLIER: HOW TO **MAXIMIZE YEAR-END DONATIONS**

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A Fundraising Transformed Original

THE MATCH GIFT MULTIPLIER: HOW TO MAXIMIZE YEAR-END DONATIONS

Learning Outcomes:

- Understand the importance of matching gifts.
- Gain insights into the psychology of match gifts.
- Identify the most likely sources of match gifts.
- Equipped to secure match gifts, including asking language.
- How to announce match gifts for maximum impact.



THE MATCH GIFT MULTIPLIER: HOW TO MAXIMIZE YEAR-END DONATIONS

Understand the importance of matching gifts.

- Create excitement and urgency
- Increases donor retention
- Increases overall giving by an average of 19%
- Research shows that 84% of donors are more likely to donate if a match is offered



THE MATCH GIFT MULTIPLIER: HOW TO MAXIMIZE YEAR-END DONATIONS

Gain insights into the psychology of match gifts.

- Increased perceived impact
- Social proof and reciprocity
- Emotional connection
- Evidence-based practice



THE MATCH GIFT MULTIPLIER: HOW TO MAXIMIZE YEAR-END DONATIONS

Identify the most likely sources of match gifts.

- Individual major donors
- Corporate partners
- Foundations
- Board members
- Crowdsourced match funds



THE MATCH GIFT MULTIPLIER: HOW TO MAXIMIZE YEAR-END DONATIONS

Be equipped to secure match gifts, including an asking language.

- Define match parameters (*ratio, time frame, maximum*)
- Create compelling messaging
- Set-up tracking systems
- Plan a multichannel promotion strategy
- Express gratitude and impact before, during, and after the campaign



Example Match Gift Asking Language

As we plan our year-end giving campaign, we want to inspire our community to give as generously as possible. I know you care deeply about our children and families.

They're feeling isolated and struggling with their mental health. Inflation is putting even more pressure on families to make ends meet. As you know, our after-school programs depend exclusively on community support. One of the best ways to inspire giving is by announcing a matching gift. Letting potential supporters know their gifts will be matched dollar for dollar or more up to a certain amount. That's why I wanted to visit with you today.

Would you consider a gift of \$50,000 to match year-end gifts from the community?



Limited-Time Match: Double Your Impact Today

From rapid development and disappearing habitat, to pollution and the devastating effects of the climate crisis, nature is facing immense challenges right now. **To ramp up our urgent conservation efforts, a group of generous donors have agreed to match every dollar you give — dollar-for-dollar up to \$5,000 — between now and midnight on November 15.** Make a tax-deductible donation today and it will go twice as far to protect the lands and waters you care about.

Our generous supporters helped exceed our match goal, but every single additional dollar helps fund our work to protect nature.

If you choose to make a monthly commitment, only the first gift will qualify for the match. Your gift supports urgent on-the-ground conservation. The matching funds come from a group of generous donors who care deeply about protecting nature, and will be used where they are needed most.





Match Your Gift for Vulnerable Animals!

ONE TIME DONATION

MONTHLY DONATION

1. Gift Amount

2. Billing

3. Payment

\$25

\$35

\$50

\$150

\$500

Other

CONTINUE



Innocent animals nationwide face life-threatening issues like homelessness, cruelty and abuse every day. And we need you by our side, now more than ever, to help save lives this summer. Today, you can make an even bigger difference for vulnerable animals by making a lifesaving matching gift. **Thanks to Generation Tux, your gift for animals in need will be matched up to \$25,000 in total donations.** Please donate now to make double the impact!



World
Central
Kitchen

Donate to World Central Kitchen today and triple your impact

Help support World Central Kitchen teams on the ground as we provide nourishing meals to communities around the world. Our Relief Team is on the ground in Israel, Gaza, Egypt, and Lebanon supporting families impacted by the recent escalation of violence in the Middle East. We are providing meals to refugees in Armenia, and in Afghanistan, Morocco, and Mexico to families affected by natural disasters. In Ukraine, we are meeting the unique needs of people impacted by Russia's full scale invasion. **Through this match opportunity, the impact of your support will be tripled, meaning your gift will be matched 2-to-1! Please join us in ensuring people receive fresh, nourishing meals in their greatest time of need.**

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***DON'T ASK DONORS FOR THEIR MONEY.
ASK FOR THEIR HEART AND SPIRIT.***

– JEROLD PANAS





THANK YOU

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