

Matching Gift Research Report

Digital Strategy Analysis

A detailed examination of matching gift practices followed by the Peer-to-Peer Fundraising Top 30



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Executive Summary

Thousands of companies—from Fortune 500 businesses to local mom-and-pop shops—offer employee or corporate matching gift programs where they offer to match donations made by individual team members to eligible nonprofit causes. Unfortunately, only a small percentage of funding made available through these programs is actually being contributed to qualifying organizations. And the largest obstacles to success have to do with a widespread lack of awareness on the part of nonprofits and their donors.

In order to combat these roadblocks and close the knowledge (and funding) gaps, nonprofits are beginning to take on a more direct approach to communicating the opportunities at hand.

However, there's still a long way to go when it comes to matching gift strategies; not to mention, some organizations lack a plan for the funding source altogether. Of the fundraisers that do have a strategy in place regarding matching gifts, tactics utilized can range from off-hand mentions of corporate matching programs to sending dedicated and targeted employer information. For example, some organizations supply a direct link to a specific company's matching gift request forms via email follow-ups, while others simply prompt donors to look into their employers' giving programs on their own.

As you might imagine, the varying extents of matching gift promotions can lead to significant disparities in overall match funding success—which is why we decided to take a closer look at some of the leading organizations' matching gift digital strategies to see what we can learn.

Explanation of Research Process

Recently, the team at Top Nonprofits conducted an analysis of several high-earning organizations and the matching gift strategies they have in place. In order to do so, we completed online donations to each of the Peer-to-Peer Professional Forum's [Top Thirty Peer-to-Peer Fundraising Programs in 2021](#).



As we conducted our research, we documented our findings regarding the fundraisers' matching gift marketing practices. Each organization was rated on its matching gift efforts from a dedicated matching gift web page to the donation process itself and through any follow-up email communications that highlight matching gift program opportunities.

Sample Scorecard

Each organization's matching gift efforts were scored using the following scorecard;

EVENT NAME:	
ORGANIZATION:	
GRADE -	
<input type="checkbox"/>	Dedicated Matching Gift Page
<input type="checkbox"/>	Donation Form
<input type="checkbox"/>	With auto-completing company search field
<input type="checkbox"/>	Confirmation Screen
<input type="checkbox"/>	Embedded company information widget
<input type="checkbox"/>	Automatically populating
<input type="checkbox"/>	Links to program guidelines + next steps
<input type="checkbox"/>	Matching Gift Emails
<input type="checkbox"/>	Mentioned in confirmation email
<input type="checkbox"/>	Separate matching gift email
<input type="checkbox"/>	From the organization's domain
<input type="checkbox"/>	Links to program guidelines + next steps
<input type="checkbox"/>	Sent within 24 hours
<input type="checkbox"/>	Matching Gift Software —
TOTAL: __/14	

This scorecard encapsulates the following criteria;

- ▶ **Dedicated Matching Gift Page** — A matching gift page on an organization's website is a basic tenet of a matching gift strategy, and many additional steps taken to drive matching gifts leverage this resource as well. For this point on the scorecard, organizations should have a dedicated page, on either their event site or parent organization page, that provides basic information about corporate matching gift programs.
- ▶ **Donation Form** — If an organization mentions matching gifts anywhere on their donation forms, they earned themselves a point toward their total score. This often includes, but is not limited to, requesting employment information on the giving page. Additional points within the donation form were made available as follows;
 - **With auto-completing company search field** — Some donation forms ask donors to type their employers' names in full, but an auto-completing search tool ensures accuracy and ease of use for donors. For even greater results, some tools include built-in corrections for popular typos, alternate company names, and even subsidiaries and parent companies.
- ▶ **Confirmation Screen** — If an organization mentions matching gifts anywhere on their confirmation screens, they earn themselves a point toward their total score. Additional points within the confirmation screen were made available as follows;
 - **Embedded company information widget** — Bringing an organization's confirmation screen strategy to the next level, many utilize company information widgets directly in their donation confirmation or thank-you pages. This type of tool provides insights into a company's specific matching gift program guidelines, including minimum and maximum match amounts, donation match ratios, nonprofit and employee eligibility, submission deadlines, and more.

- **Automatically populating** — If a donor provides an employer's name on the organization's donation form, the confirmation screen widget may automatically populate with information regarding that program without the donor having to take action or conduct a manual search of the tool. This further streamlines the process for the donor, earning the organization an extra point.
- **Links to program guidelines + next steps** — Donors don't just want to be made aware of matching gift programs, but they want to be provided with all the information they need. When organizations communicate direct links to a company's online match portal and eligibility criteria, it further simplifies the process required of the donor and drastically increases the chances that an individual completes their match.
- ▶ **Matching Gift Emails** — If an organization mentions matching gifts anywhere in their post-donation follow-up emails, they earn themselves a point toward their total score. Additional points within email communications were made available as follows:
 - **Mentioned in confirmation email** — Most nonprofits send automated confirmation emails immediately following a donation being submitted online, and this message can be used to highlight match opportunities or inform supporters to be on the lookout for additional emails to come.
 - **Separate matching gift email** — After the confirmation email, many organizations also enlist separate follow-up emails with the sole purpose of sharing matching gift information and driving action. Doing so earns each organization an extra point toward their total score, as it's more effective than solely mentioning matching gifts in confirmation emails—largely because it's less likely to be discarded.
 - **From the organization's domain** — Emails sent from an organization's own domain come across as more legitimate than a generic third-party sender and are likely to produce better results; thus, such emails earn the organization an extra point.

- **Links to program guidelines + next steps** — Just like on the confirmation page, sharing matching gift program criteria and specific next steps can help drive forward more completed matches. Including this information in an organization's follow-up emails earns the group another extra point.
- **Sent within 24 hours** — Waiting too long after the initial donation is made to send matching gift follow-ups risks losing out on giving momentum. Best practices suggest emails being sent within the first 24 hours, and doing so for our study earned the organization an additional point.
- ▶ **Matching Gift Software** — Matching gift software is used by many organizations to automate the processes involved, and it can simplify many of the above actions as well. During the research process, we aimed to determine whether the P2P Top 30 utilized matching gift technology and, if so, which providers. Organizations earned one point for leveraging software, and each scorecard indicates which solution they were determined to be using—which includes Double the Donation, HEPData, and Amply.

Each item that was included in the organization's strategy earns them an additional point toward their total score, with a maximum of fourteen points possible per event. From there, each listing was provisioned a final grade between A+ and D.

The grading scale, based on the organization's total numeric score, is as follows:

- ▶ **A+** — 12-14
- ▶ **A-** — 9-11
- ▶ **B** — 7-8
- ▶ **C** — 4-6
- ▶ **D** — 0-3

We then analyzed the data collected to produce a detailed overview of top-ranking organizations' matching gift digital strategies, with insights and key findings summarized below.

Overview of Findings & Key Insights

Through our hands-on research of 30 of the largest annual peer-to-peer events, we were able to better understand the types of tips, tricks, and tools utilized by some of the sector's most effective fundraisers.

Our hopes are that the provided insights can shine a light on matching gift best practices and that nonprofits across the board can be inspired by the wins and make a note of the opportunities for improvement from their peers.

Data Summary

Looking for the highlights? Check out this chart of the P2P Top 30 in descending order by gross revenue collected in 2021. Each listing includes the event's matching gift score (out of a total of 14 possible points) as well as the provider of matching gift software.

TOTAL RAISED (\$)	MATCHING GIFT SCORE	EVENT	PROVIDER
\$97,616,588	12/14	Heart Walk	DTD
\$87,483,024	13/14	Walk to End Alzheimer's	DTD
\$70,000,000	14/14	Light the Night Walk	DTD
\$68,000,000	14/14	Pan-Mass Challenge	DTD
\$60,000,000	8/14	Relay for Life	DTD
\$49,844,011	12/14	Kids Heart Challenge	DTD
\$44,218,461	7/14	Bike MS	DTD
\$35,400,000	9/14	Making Strides Against Breast Cancer	DTD
\$29,000,000	8/14	JDRF One Walk	HEPData

TOTAL RAISED (\$)	MATCHING GIFT SCORE	EVENT	PROVIDER
\$27,681,826	4/14	CMNH Dance Marathon	Unknown
\$27,000,000	8/14	March for Babies	DTD
\$25,482,082	7/14	Ride Weekend	DTD
\$25,000,000	3/14	Cycle for Survival	HEP
\$22,803,320	7/14	Walk MS	DTD
\$20,534,646	9/14	Great Strides	HEP
\$19,640,000	2/14	ACS Virtual Challenges*	DTD
\$19,626,274	3/14	Walk to Defeat ALS	HEPData
\$19,450,302	9/14	Out of the Darkness Community Walks	DTD
\$18,306,715	7/14	Movember	DTD
\$18,260,191	11/14	Sleep Out	DTD
\$15,034,264	4/14	Extra Life	Unknown
\$14,900,000	2/14	Play Live*	DTD
\$14,767,931	5/14	St. Baldrick's Head-Shaving Events	HEPData
\$14,357,468	11/14	St. Jude Heroes	DTD
\$14,163,153	13/14	Komen Race for the Cure — MTP	DTD
\$13,600,055	10/14	Great Cycle Challenge USA	DTD
\$13,158,274	9/14	St. Jude Walk/Run	DTD
\$13,142,275	10/14	NAMIWalks Your Way	DTD
\$12,000,000	7/14	Real Men Wear Pink	DTD
\$11,588,237	4/14	THON	HEPData

*Note that the American Cancer Society and St. Jude Children's Research Hospital scored well across most P2P events; The ACS Virtual Challenges and St. Jude Play Live were run on platforms with limited configuration and no matching gift functionality.

Average Matching Gift Score by Vendor*

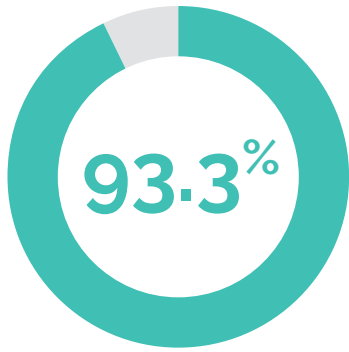


**Note that Amply was left off in comparison due to inadequate sample size.*

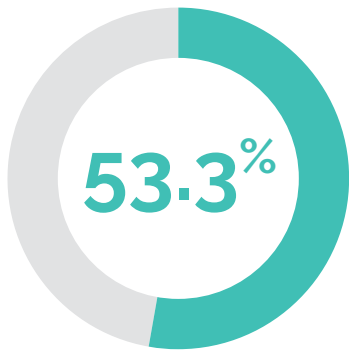
100% of the P2P Top 30 organizations have some sort of matching gift strategy in place.

Of the organizations and events included in this study, each one included matching gifts in their overall giving experience in one way or another. Unfortunately, this can't be said about all nonprofits, **but it does go to show that the highest performing organizations tend to enlist the aid of corporate matching gift strategies to maximize their successes.**

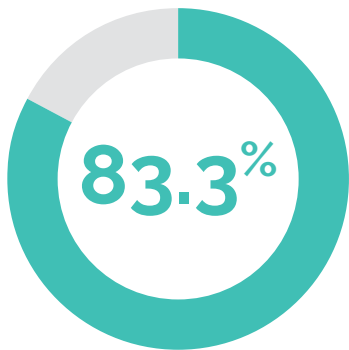
All in all, here's a breakdown of the five key locations in which we noticed matching gift promotions and the percentage of the P2P Top 30 that utilized each:



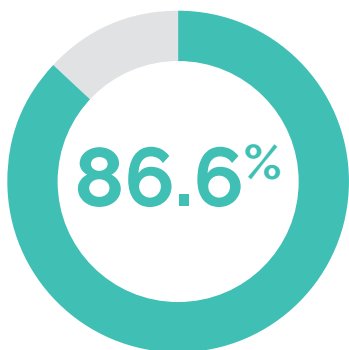
have a dedicated matching gift web page on their organization or event website.



mention matching gifts on their donation forms.



highlighted matching gifts on their confirmation screens.



are following up about matching gift opportunities post-transaction.

Nearly all organizations have room for improvement in their matching gift strategies.

Although all organizations analyzed in this study have some sort of matching gift efforts in place, it's worth noting that two organizations really stood out with a perfect score. Having incorporated matching gifts in all five top recommended locations, LLS' Light the Night Challenge and the Dana-Farber Cancer Institute's Pan-Mass Challenge earned a total matching gift strategy score of 14/14.



Even so, these particularly high-ranking organizations could still continue to tweak and improve their matching gift strategies for even greater results. And those that did not earn the maximum match score can certainly elevate their matching gift efforts by incorporating matching promotions in the locations they'd previously overlooked.

For example, a nonprofit that sends a single matching gift follow-up email may decide to send an additional reminder 24-48 hours after the first matching gift communication. At the same time, an organization that hosts a dedicated matching gift web page on their parent site may decide to construct a separate match page on their event-specific microsite.

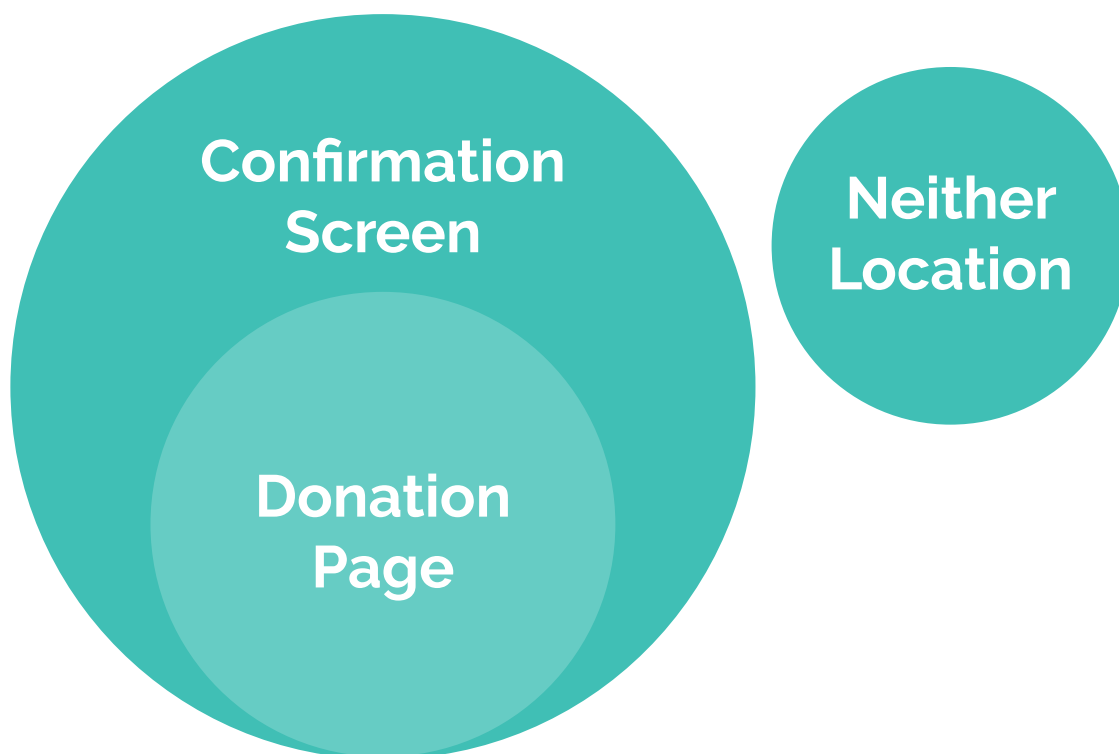
53.3% include matching gifts in their donation forms and confirmation pages.

Highlighting matching gifts directly within the donation experience is a best practice followed by many organizations included in this study—likely due to the fact that donor engagement is at its highest during this time.

Although 53.3% of event donation experiences studied included matching gifts in both donation forms and confirmation pages, 16.7% of organizations neither included matching gifts on their donation forms nor their confirmation screens.

Additionally, we noted that despite 83.3% having highlighted matching gifts on their confirmation screens, only 53.3% mentioned matching gifts on their donation forms. This finding also led us to conclude that **each organization that included matching gifts on their donation forms also did so in their confirmation pages—but not all events that incorporated matching gifts in their confirmation pages did so on their donation forms.**

Matching Gifts in the Donation Process



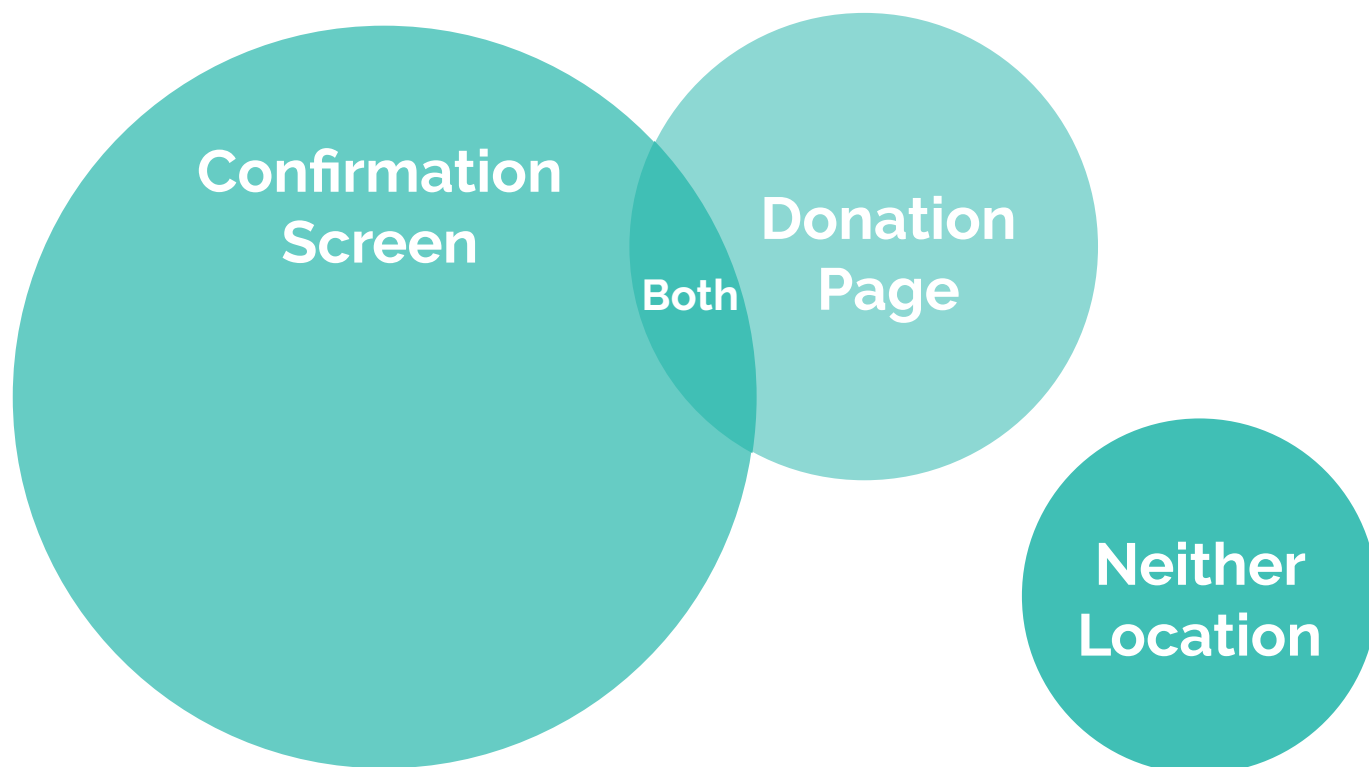
Only 10% of organizations highlighted matching gifts in **both** confirmation emails and separate follow-up messages, while 26.7% included matching gifts in **neither** location.

Another key opportunity for matching gift promotions had to do with follow-up messaging to donors after they completed their gifts to the events they supported—most notably being mentions in donation confirmation or receipting emails and separate messages dedicated to matching gift opportunities.

Through our research, we recorded findings that while some organizations enlisted both types of follow-ups, some chose one of the two, and some lacked donation follow-ups altogether.

Overall, we determined that there are significantly underutilized potential touch points for following up with donors regarding matching gift programs in the hours and even days after they make their initial donations.

Matching Gifts after the Donation Process



Unfortunately, some organizations' matching gift promotions are easy to miss.

In this study, we weren't particularly picky about the quality of each organization's matching gift strategies. If matching gifts were mentioned in a specific location, the event earned itself a point. However, not all matching gift mentions are made equally, and from a donor's standpoint, some organizations' marketing efforts would be fairly easy to miss.

For example, when it came to an event's donation confirmation emails, a single, plain-text sentence at the bottom of the message scored the same point as a link, image, or another more engaging element. Yet, in reality, one of the latter items is likely to show significantly greater results in terms of garnering attention and driving action.

So what can you do to maximize impact? Take the time to strategize to make the most of your matching gift promotional tactics. Consider skimmability and what you can do to ensure your content stands out. Put yourself in a donor's shoes and ponder what your matching gift strategy looks like to them. Perhaps even enlist A/B testing.

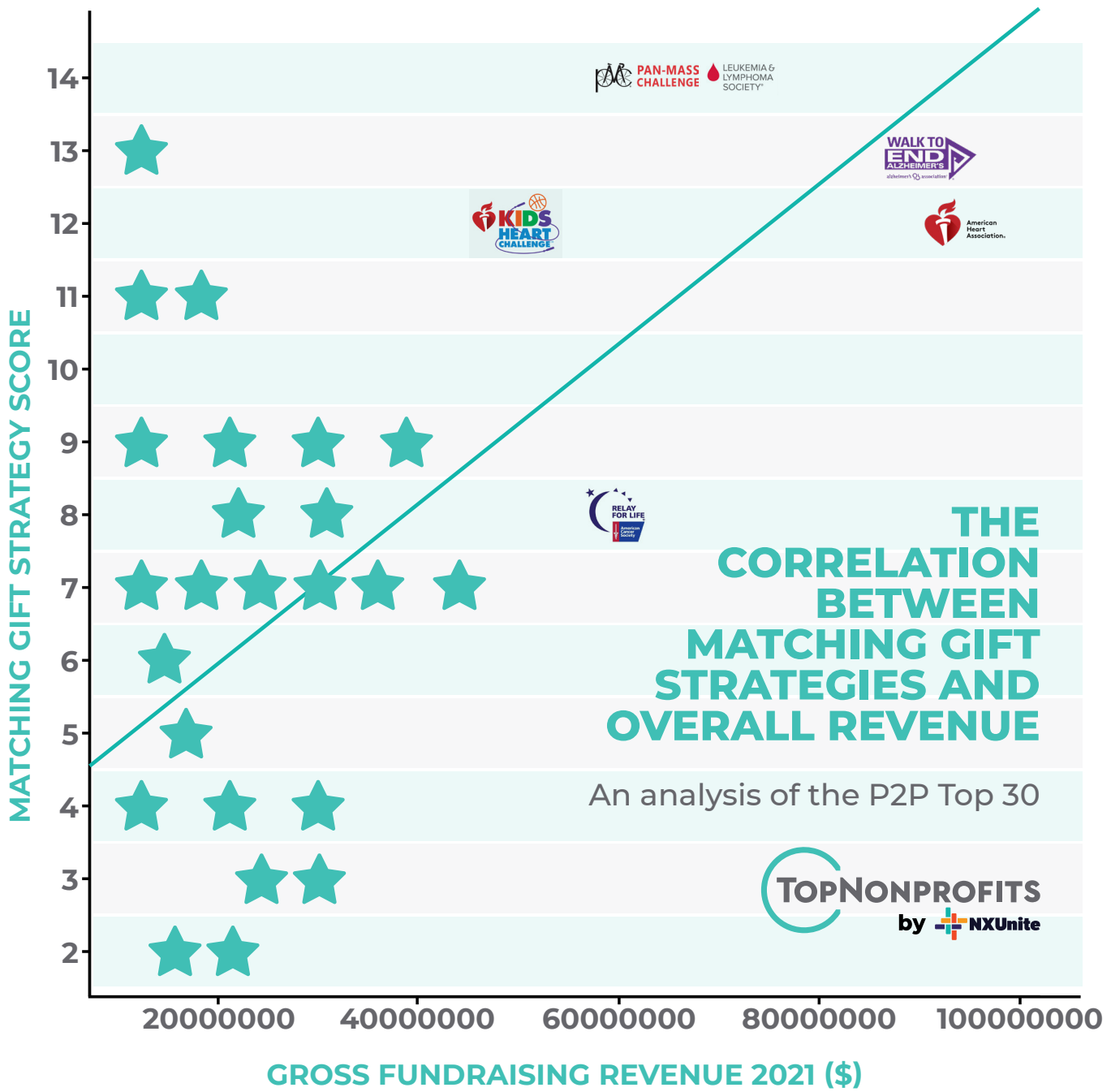
The bottom line is that mentioning matching gifts isn't always enough—you need to do so in a way that catches your audience's eye and inspires them to participate.

There is a positive correlation between matching gift strategies and overall fundraising revenue.

By analyzing the relationship between matching gift strategies and general fundraising revenue, we calculated that there's a positive correlation linking the two variables—with a correlation coefficient of 0.68 (on a scale from -1 to +1).

Further, we noted that although the average matching gift strategy score for the entire P2P Top 30 list comes in at 7/14 (or a B), the average score for the top 10 events alone is elevated to 10.1, which translates to an A- on the grading scale.

In other words, our research indicates that **the higher the event's total fundraising revenue, the more built-out strategies we could expect of their matching gift promotions.** And the alternate is true as well—**the more built-out an organization's matching gift strategy, the higher the total revenue tends to be.**

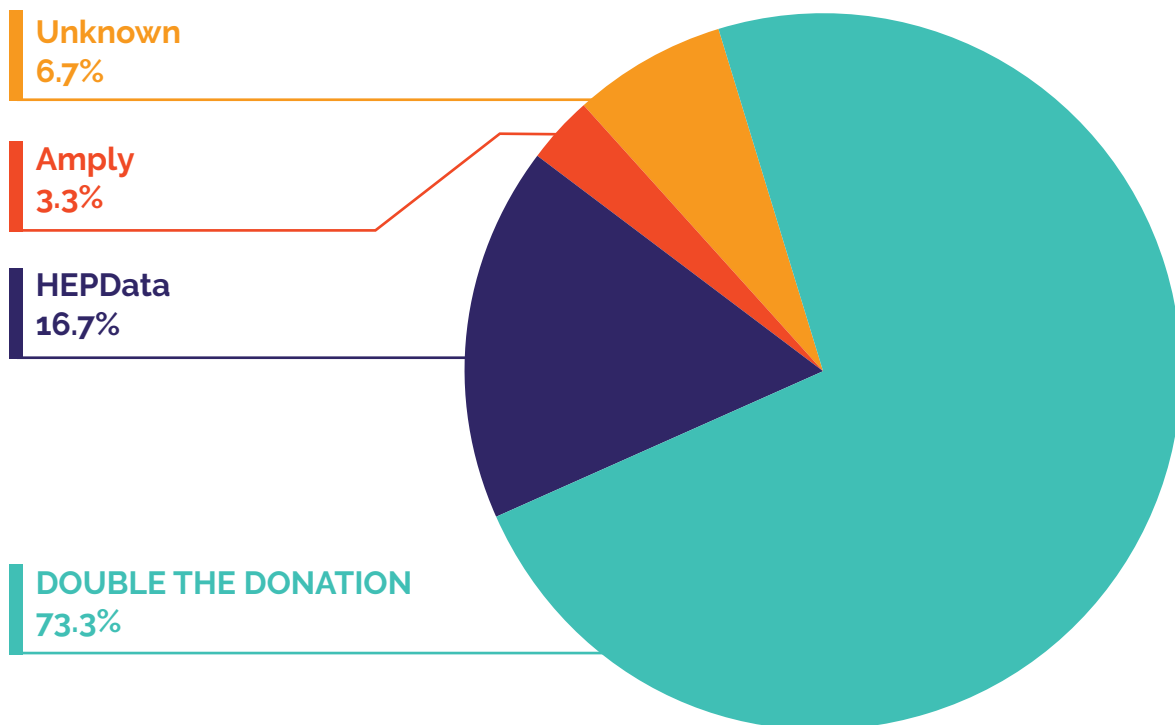


Double the Donation is the most popular matching gift solution among leading nonprofit fundraisers.

Understanding the software usage of the top peer-to-peer fundraising events in this study allows us to draw conclusions surrounding the matching gift strategies and the tools that empower them. Specifically, we were able to categorize each of the organizations into one of four categories based on the matching gift platforms they were noted to be using at the time of our research—Double the Donation, HEPData, Amply, and Undetermined.

Through our analysis, we discovered that Double the Donation is the most-used matching gift solution among these P2P fundraisers. In fact, 73.3% of the Top 30 were reported to use Double the Donation's tools, while 90% of the Top 10 events by annual revenue chose Double the Donation as well.

P2P Matching Gift Software Usage by Vendor



Let's take a closer look at the P2P Top 30...

That use Double the Donation (73.3%);



That use HEPData (16.7%)*;



*Note that in this year's review, HEPData's usage decreased as American Heart Association, Pelotonia, and other P2P Top 30 clients moved to Double the Donation.

That use Amply (3.3%)*;



*Note that in this year's review, Amply's usage decreased as American Cancer Society, Susan G. Komen, and other P2P Top 30 clients moved to Double the Donation.

That use no or undetermined software (6.7%);



Analysis of Real Nonprofit Matching Gift Strategies

We walked through the real giving experiences of these thirty organizations to determine the ways in which they promoted matching gift opportunities to their donors. Then, we scored the efforts.

Take a look at the P2P Top 30, their online donation processes, and how they incorporate matching gifts in their overall strategies.



Heart Walk American Heart Association

Gross revenue in 2021 — \$97,616,588

The Heart Walk is an annual peer-to-peer fundraising event hosted by the American Heart Association. Each year, a series of walk-a-thon events are organized with individuals around the country collecting donations on behalf of the AHA for life-saving measures pertaining to heart disease and stroke.

Let's review a few snapshots from the Heart Walk's current matching gift promotional strategies to explore the ways in which the organization utilizes corporate gift-matching opportunities to raise more for the cause:



EVENT NAME: Heart Walk



ORGANIZATION: AMERICAN HEART ASSOCIATION

GRADE - A+

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input checked="" type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 12 / 14

Matching gift page



Welcome to American Heart Association's Matching Gift and Volunteer Grant Page

Enter your employer's name to see if they have a matching gifts program. If yes, be on the lookout for an email with next steps!

Let's Check

All information provided by
Double the Donation



Did you know you can double your support for American Heart Association, without even giving a dollar more? You can if your employer participates in a Matching Gifts Program that aligns with our mission.

Many corporations match employee donations (or the tax deductible component of your membership) to our organization.

Donation page



Log In ↗

Donate to John Joyce

Your gift to [John Joyce's](#) Heart Walk fundraiser is saving lives. Thanks to support from donors like you, more than 1 million babies are screened every year for critical congenital heart defects. That's more than 2,700 babies every single day saving the lives of children in your local community.

If you'd like to mail in a donation for John Joyce, [download a printable donation form](#).

Select an amount:

*Indicates Required

☐ \$250 ☐ \$150 ☐ \$75 ☒ \$30 ☐ Other

Donor Recognition (Optional)

☒ Display my name on John Joyce's page

Recognition Name:

☒ Yes, you can display the amount of my donation publicly

Employer Matching


Does your employer have a matching gift program? Please use the field below to find out.

Company selected: **Apple Inc.** [Select a different company](#)

How would you like to pay?

☒ Credit ☐ PayPal



Confirmation screen



Welcome, Jenny!
[Your Events](#) | [Your Profile](#) | [Log Out](#)

Thank you for your donation, Jenny!

Help inspire others by letting your friends and family know about your generous gift to [John Joyce's page](#).

[Share on Facebook](#)  [Share on Twitter](#) 

Your donation is making an extraordinary impact by funding research initiatives, vital education, quality healthcare, and a voice in government. You can read more about our research, programs and advocacy efforts online at www.heart.org


Life is why the American Heart Association exists. For the littlest baby and the oldest grandparent, you can change and even save their life. On behalf of the American Heart Association and everyone affected by heart disease and stroke, thank you for your support!

Filling out the information for Matching Gifts does not automatically submit a match for payment. Please follow your company's internal Matching Gifts process and reach out to your Human Resource Department with questions.

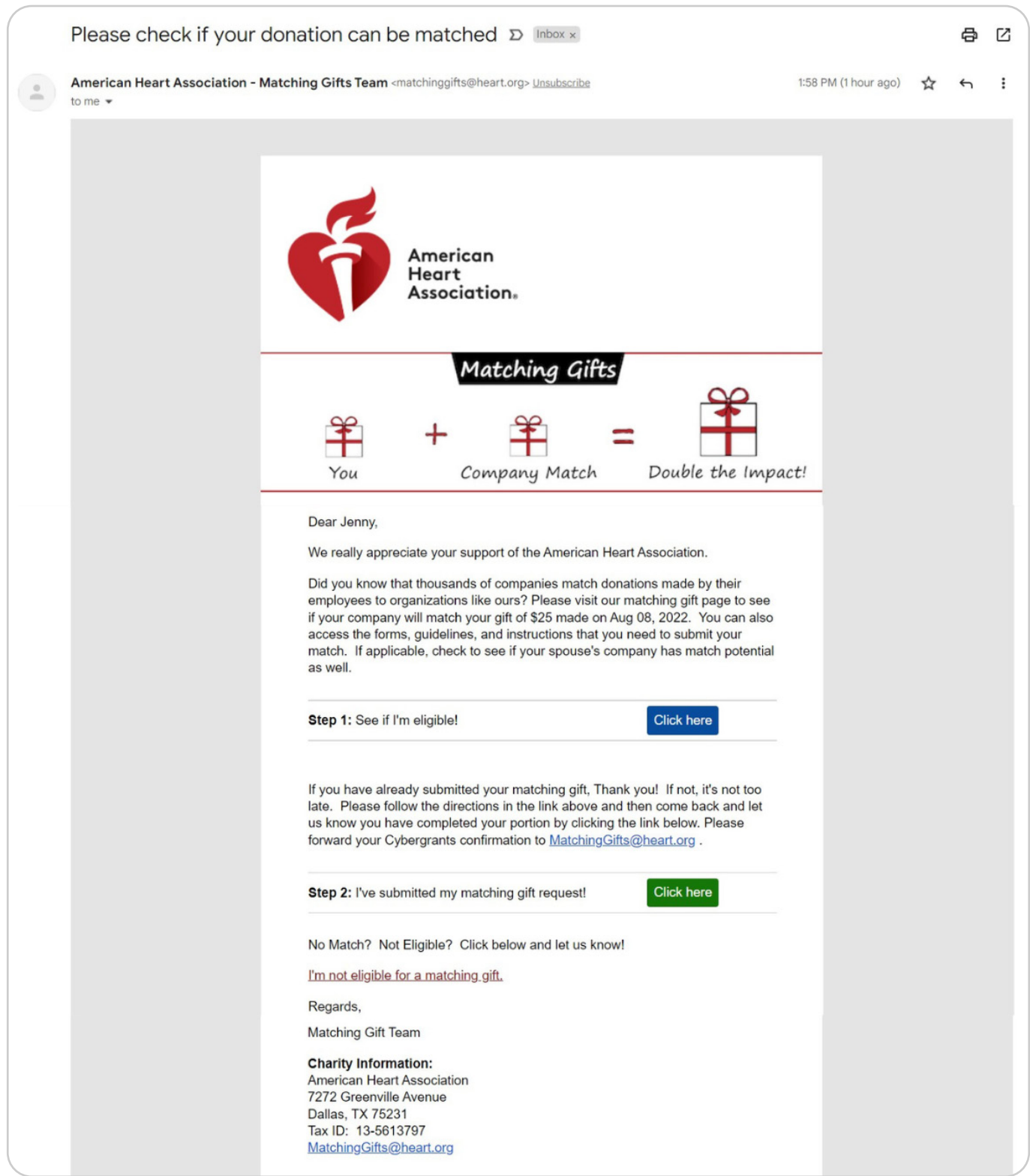
Enter your employer's name to see if they have a matching gifts program. If yes, be on the lookout for an email with next steps!

[Let's Check](#)

All information provided by
Double the Donation



Follow-up emails

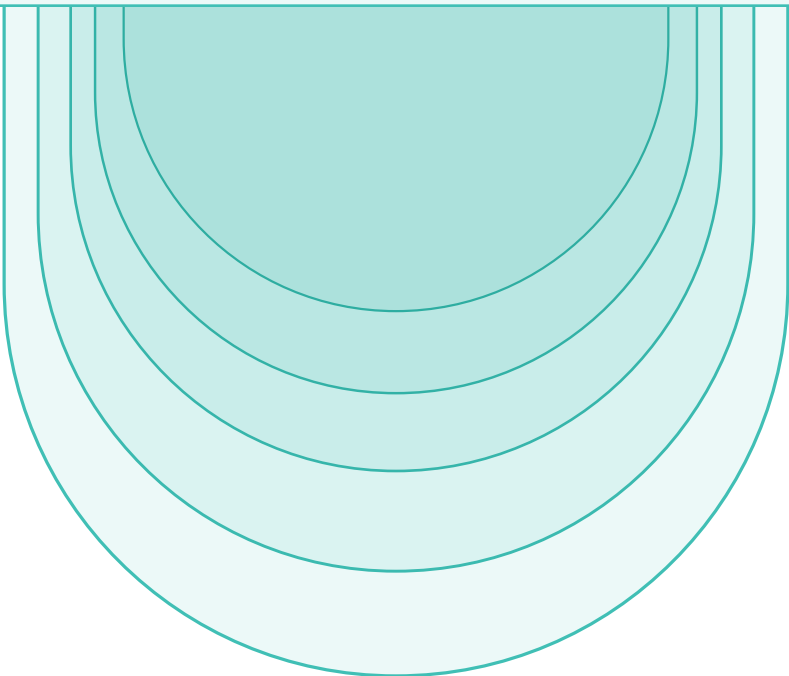




Our Conclusions

The American Heart Association has enlisted several of the top matching gift strategies to inform donors of matching gift opportunities across the board. These tactics range from highlighting matching gifts during the donation process to the confirmation screen and with dedicated matching gift email communications.

Throughout the process, donors have multiple chances to learn about matching gifts and decide to take the next steps should they be eligible to participate in the programming.



Walk to End Alzheimer's

Gross revenue in 2021 — \$87,483,024

Organized by the Alzheimer's Association each year, the Walk to End Alzheimer's is a particularly impactful peer-to-peer focused fundraising event held in more than 600 communities nationwide. Participants are encouraged to fundraise on behalf of the organization to collect funding for critical Alzheimer's research, support, and care.

Here's how the Walk to End Alzheimer's incorporated matching gifts in their overall strategy:



EVENT NAME: Walk to EndAlzheimer's

ORGANIZATION: ALZHEIMER'S ASSOCIATION

GRADE - A+

- ☒ Dedicated Matching Gift Page
- ☒ Donation Form
- ☒ With auto-completing company search field
- ☒ Confirmation Screen
- ☒ Embedded company information widget
- ☐ Automatically populating
- ☒ Links to program guidelines + next steps
- ☒ Matching Gift Emails
- ☒ Mentioned in confirmation email
- ☒ Separate matching gift email
- ☒ From the organization's domain
- ☒ Links to program guidelines + next steps
- ☒ Sent within 24 hours
- ☒ Matching Gift Software — Double the Donation

TOTAL: 13 / 14

Matching gift page

ALZHEIMER'S ASSOCIATION

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24/7 HELPLINE
800.272.3900

DONATE

Alzheimer's & Dementia

Help & Support

Research

Get Involved

Local Resources

Search Q

Workplace Giving

En Español

Workplace giving is a simple and effective way for employees to support the Alzheimer's Association mission. The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Your gift helps fund vital research, programs and services. No matter the size of your contribution, your gift makes a difference in the fight against Alzheimer's and provides resources for caregivers and their loved ones.

Matching Gifts and Volunteer Grants

Many companies have matching gift programs that will double or even triple employees' charitable contributions. Find out if your company will match your gifts to or volunteer hours served with the Alzheimer's Association. Search below and follow the guidelines provided to ensure your gifts make additional impact toward our mission.

See if your employer will match your donation!

Q Search company name...

Let's Check

All information provided by

Double the Donation

Employee Giving Campaigns

Support the Alzheimer's Association through your company's annual corporate giving campaign. It is a convenient way to give your contribution through regular payroll deductions. Talk to your HR department on how to participate in year-round support.

Donation page

WALK TO
END
ALZHEIMER'S

alzheimer's association

[Español](#)

REGISTER

LOG IN

You have chosen to make a general gift to 2022 Walk to End Alzheimer's - Nashville, TN. If you would like to donate on behalf of a walker, [search for a team or walker now.](#)

Your Donation Makes a Difference!

Your tax-deductible donation will aid vital research and essential support programs to help fight Alzheimer's disease.

Select your donation amount:

* Select Donation Amount:

\$500\$120\$60\$35\$10

This donation should occur:

ONE TIMEMONTHLY

Donor recognition

☐ Yes, display my name on the website.

Display my name as (optional):

☒ Yes, you can display the amount of my donation publicly,

Matching Gifts (Optional)

See if your employer will match your donation! Search for your company's name below, select the company and complete the donation process. A thank-you page will confirm your donation and explain how to submit your matching gift application.

Company selected: Apple Inc.. [Select a different company](#)

DONATE \$10

You will be emailed an acknowledgement of your tax-deductible donation.



You're donating
on behalf of
**2022 Walk to End
Alzheimer's - Nashville,
TN**
[View 2022 Walk to End Alzheimer's -
Nashville, TN's page](#)

How Your
Donation Helps


The Alzheimer's Association works every day to:

Provide care and support to affected families through education, programs and outreach.

Confirmation screen



[Español](#)[REGISTER](#)



THANK YOU FOR YOUR DONATION ON BEHALF OF **2022 WALK TO END ALZHEIMER'S - NASHVILLE, TN**

You will receive a confirmation email.
Full Transaction Summary is at the end of this page.

See below if your donation can be matched by your employer

Thank you for supporting Walk to End Alzheimer's!

Ready for more?

Register to Walk

You aren't registered yet!

Join the 2022 Walk to End Alzheimer's - Nashville, TN.

[Register](#)

[Change Location](#)

Become an advocate.

Join our network of advocates across the country fighting for a better future for those facing Alzheimer's.

[Learn More](#)

Follow us on Facebook.


Keep up to date on the latest news by following Walk to End Alzheimer's on Facebook.

[Follow Us](#)

See if your employer will match your donation!

[Let's Check](#)

All information provided by
Double the Donation



YOU'VE MADE A DONATION ON BEHALF OF

2022 WALK TO END ALZHEIMER'S - NASHVILLE, TN

[View 2022 Walk to End Alzheimer's - Nashville, TN's page](#)

How Your Donation Helps

The Alzheimer's Association works every day to:

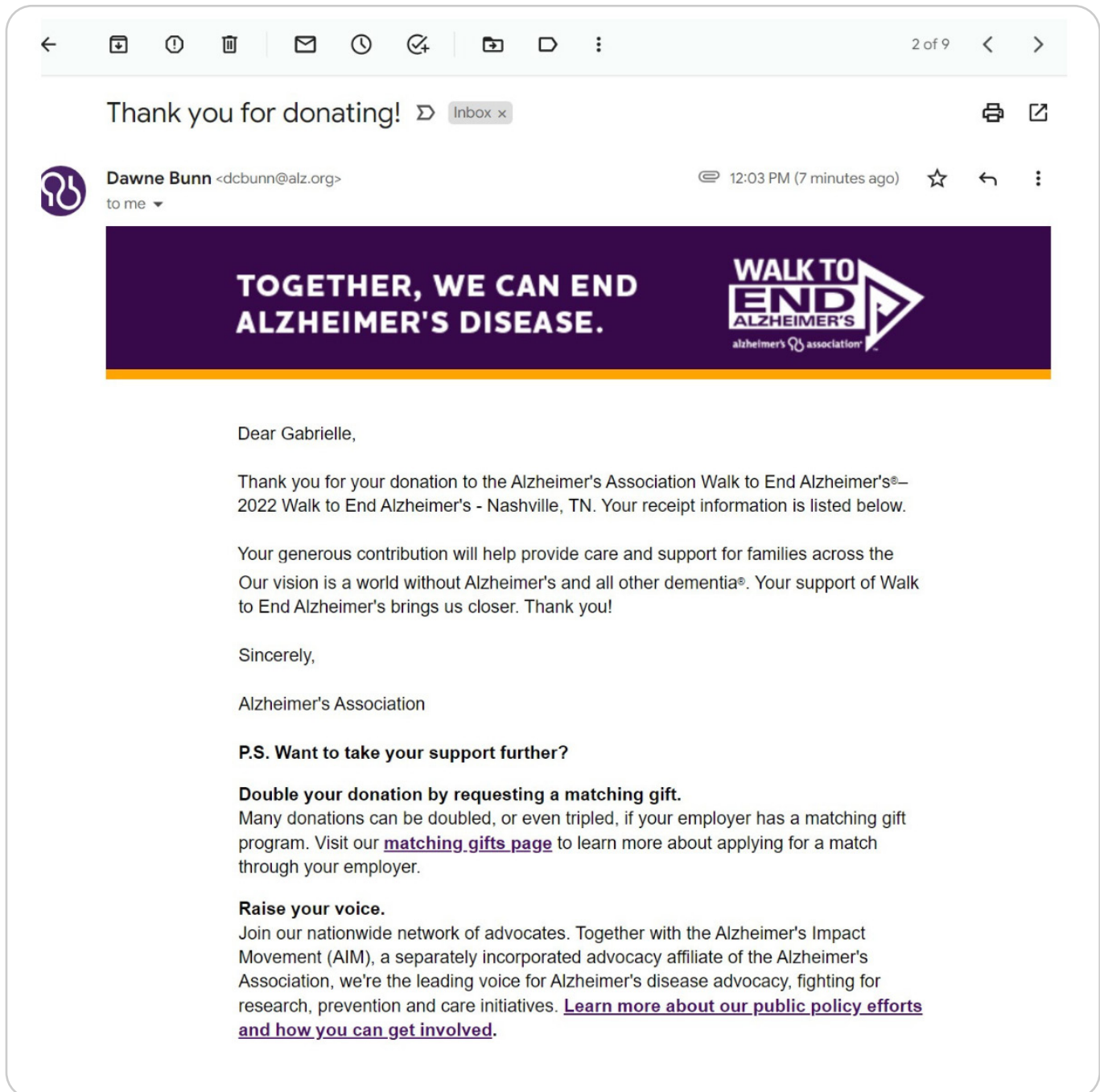
Provide care and support to affected families through education, programs and outreach.

Advance research by funding critical studies and convening and connecting scientists around the world.

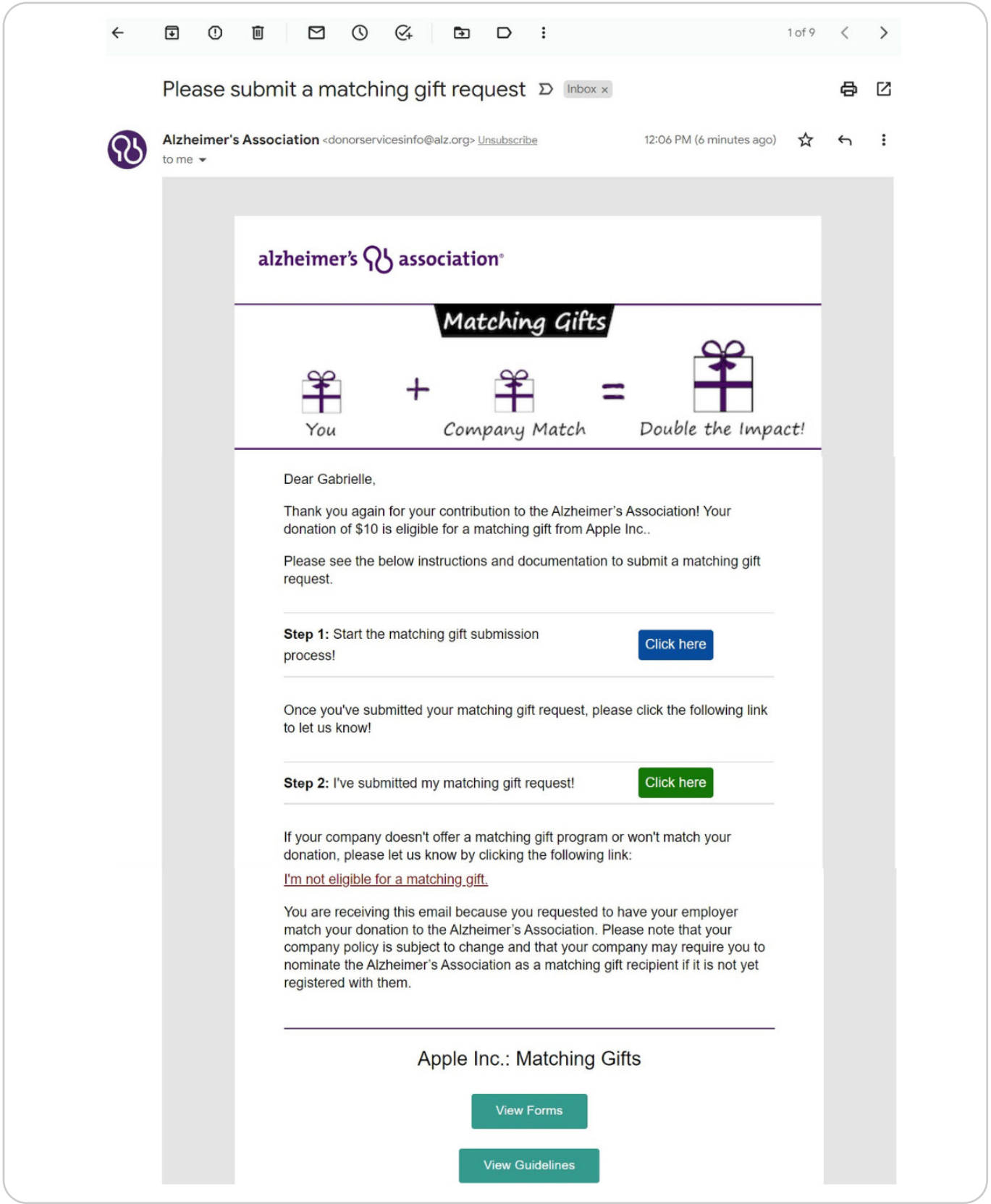
Advocate for the rights and needs of all those facing Alzheimer's disease and other dementias.

[Learn More](#)

Follow-up emails



Follow-up emails





Our Conclusions

The Alzheimer's Association highlights matching gift opportunities in multiple locations throughout the giving process and afterward—including both a match-specific call-to-action in the general confirmation email and a dedicated matching gift follow-up email with company-specific program insights. They make it as easy as possible for donors to determine matching gift eligibility and take the necessary steps to request matches from their employers.

Light the Night Walk Leukemia & Lymphoma Society

Gross revenue in 2021 — \$70,000,000

Light the Night is the Leukemia & Lymphoma Society's premier fundraising event. Each year, this campaign empowers dedicated individuals to raise funding on behalf of the organization and its cancer research, treatment, and financial assistance programming.

Let's take a look at their matching gift strategy and the various ways in which they promote the program opportunities to supporters:



EVENT NAME: Light the Night Walk


ORGANIZATION: LEUKEMIA & LYMPHOMA SOCIETY

GRADE - A++

- ☒ Dedicated Matching Gift Page
- ☒ Donation Form
- ☒ With auto-completing company search field
- ☒ Confirmation Screen
- ☒ Embedded company information widget
- ☒ Automatically populating
- ☒ Links to program guidelines + next steps
- ☒ Matching Gift Emails
- ☒ Mentioned in confirmation email
- ☒ Separate matching gift email
- ☒ From the organization's domain
- ☒ Links to program guidelines + next steps
- ☒ Sent within 24 hours
- ☒ Matching Gift Software — Double the Donation

TOTAL: 14 / 14

Matching gift page



LEUKEMIA &
LYMPHOMA
SOCIETY®


ABOUT LLS


PATIENTS & CAREGIVERS

RESEARCHERS & HEALTHCARE PROFESSIONALS

DARE TO
DREAM
PROJECT

HOW TO HELP



DONATE

EN
ESPAÑOL



Employee Matching Gifts

Did you know many companies offer a matching gift program to encourage giving among their employees? And some companies also match gifts for spouses, retirees and part-time employees.

The Leukemia & Lymphoma Society's employer matching gift program provides an easy way increase the impact of your donation through corporate matching gifts. When you makes a donation, your company can Double or even Triple the value of your generous gift in a manner of minutes.

See if your employer will match your donation!

 Search company name...

Let's Check

Here's how to make a matching gift:


- Ask your human resources department about your company's matching gift policy.
- If your company participates, send the completed form to LLS with your donation.
- Your company sends the matching gift to LLS once they receive our verification.


Please mail all gifts and forms to:

The Leukemia & Lymphoma Society
Matching Gifts
3 International Drive, Suite 200
Rye Brook, New York 10573

LLS's tax identification number is 13-5644916.

Donation page


 LEUKEMIA & LYMPHOMA SOCIETY®

 LIGHT THE NIGHT®

Your Gift

Required fields *

Gift Type

☒ One-Time ☐ Monthly 

\$10

X

Other

☐ Dedicate my donation in honor or in memory of someone


See if your employer will match your donation!

Enter the name of your company:

Company selected: **Apple Inc.** [Select a different company](#)

Need Help?

Call 888-557-7177

 Chat

Confirmation screen



Thank You For Your Donation Your Gift Will Help Save Lives

Thank you for making a difference in the fight against blood cancers. Your generosity will bring world-class research, education and support, and advocacy to more patients and their families.

Your donation has been charged and a copy of your receipt is being emailed to you.



Below is your donation receipt:

Your Information

Name Jenny Taylor
E-mail jennytaylor@donation@gmail.com
Address 931 Monroe Dr. NE, Suite A102-330,
Atlanta, GA 30307
USA

Payment Information

Credit Card VISA | XXXXXXXXXXXX6771
Card Holder Name Jenny Taylor

Donation Information

Confirmation Number ckZKXx3Z
Donated to
The Leukemia & Lymphoma Society
Federal Tax ID 13-5644916
Amount \$10.00 | \$10.00 tax deductible
Date 08/08/2022 01:16 PM EDT

Contact Information

The Leukemia & Lymphoma Society
3 International Drive, Suite 200
Rye Brook, NY 10573
<https://www.lls.org>

Note: All amounts are shown in US Dollars. This donation will appear on your billing statement as "LEUK&LYMPHOMA SOCIETY 888-557-7177 NY"

One Gift. Double Your Donation.

You may be able to make your donation go twice as far with a matching gift.

Your donation is eligible for a matching gift. Please click here to fill out the form!

< New Search

Q Apple Inc.

Yes! 👍

Your company has a matching gift program.

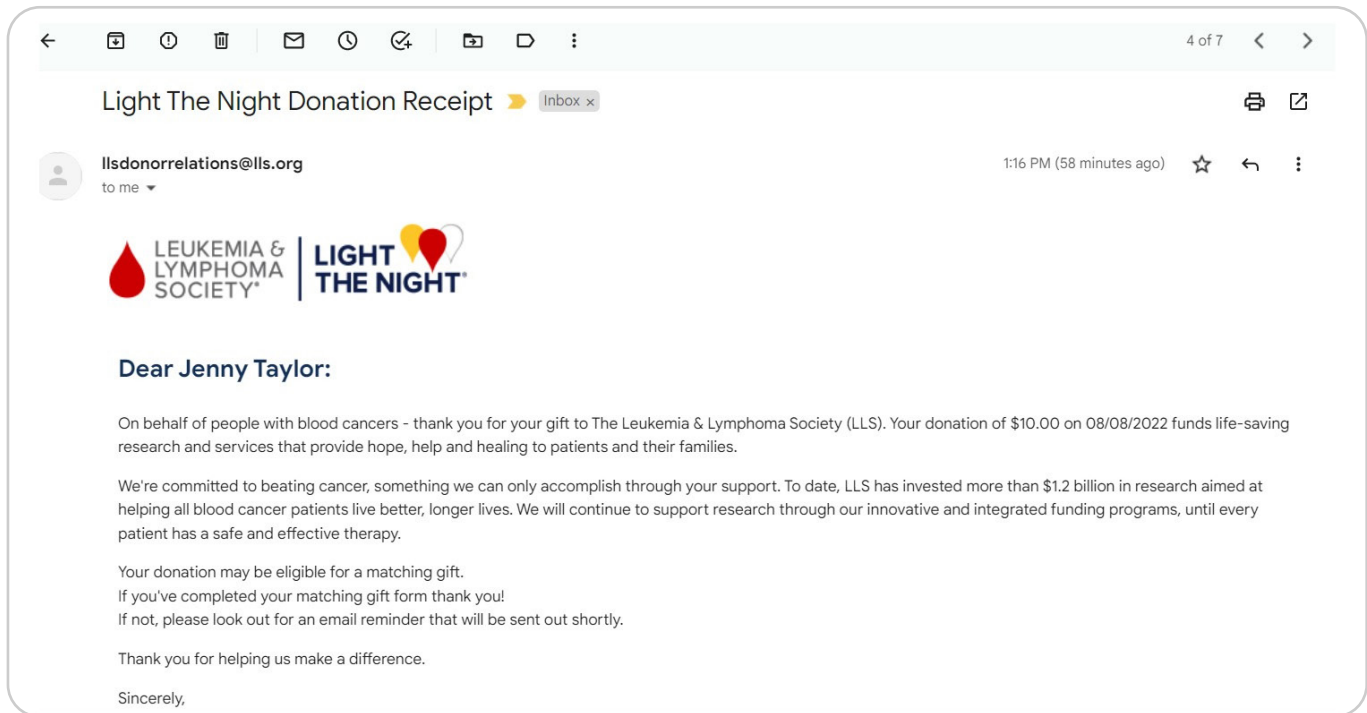
GO TO MATCHING GIFT FORM

SEE GUIDELINES

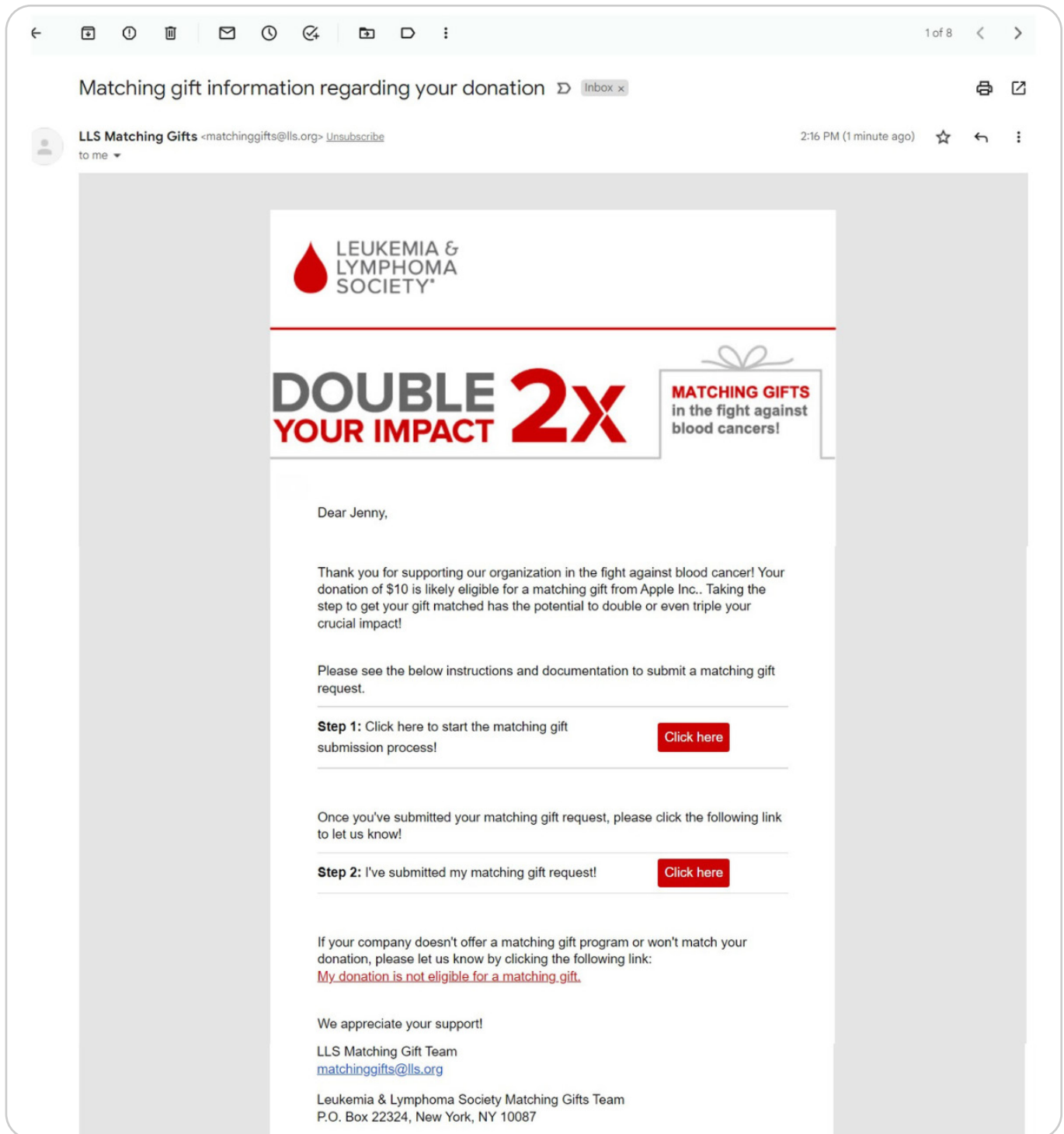
Need Help?

📞 (888) 557-7177
(8 am-8 pm
EST)

Follow-up emails



Follow-up emails

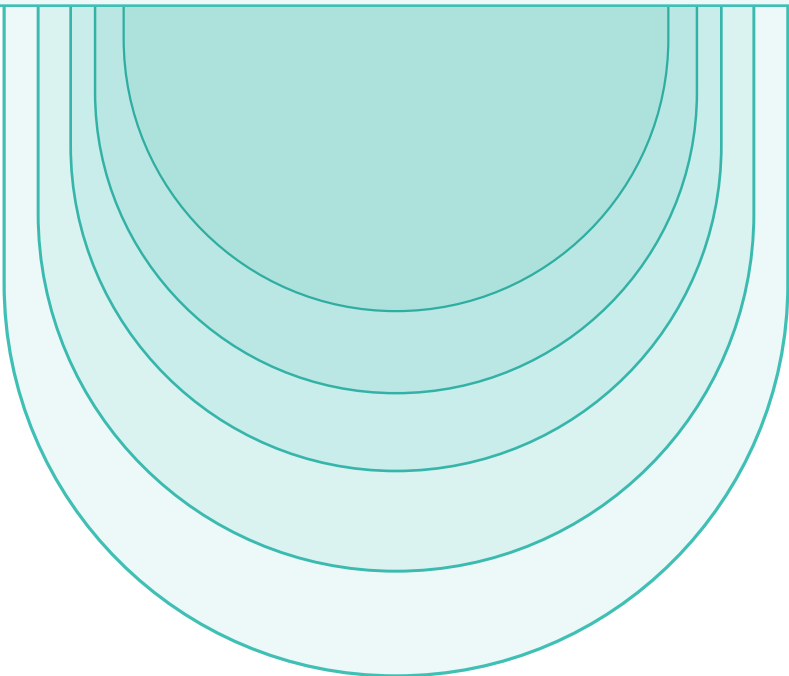




Our Conclusions

LLS's Light the Night Walk is one of only two events to produce a perfect score on their matching gift scorecard. This means that the organization utilized every opportunity we identified as a key matching gift promotional location in their fundraising strategy—from having a dedicated matching gift page, through the donation and confirmation screens, to thank-you emails and personalized matching gift follow-ups.

If an individual were to give to a Light the Night fundraiser, they would have multiple interactions with matching gift opportunities and easy-to-use tools and would be empowered with the information they need to submit their matches quickly and easily.



Pan-Mass Challenge Dana-Farber Cancer Institute

Gross revenue in 2021 — \$68,000,000

The Pan-Mass Challenge is a Massachusetts-based bike-a-thon fundraising event that takes place during the first weekend of August each year. This invigorating fundraiser collects millions of dollars in charitable donations that go directly to the Dana-Farber Cancer Institute to fund adult and pediatric cancer treatment and research.

Let's take a look at the ways PMC promotes matching gifts to its supporters;



EVENT NAME: Pan-Mass Challenge


ORGANIZATION: DANA-FARBER CANCER INSTITUTE

GRADE - A++

- ☒ Dedicated Matching Gift Page
- ☒ Donation Form
- ☒ With auto-completing company search field
- ☒ Confirmation Screen
- ☒ Embedded company information widget
- ☒ Automatically populating
- ☒ Links to program guidelines + next steps
- ☒ Matching Gift Emails
- ☒ Mentioned in confirmation email
- ☒ Separate matching gift email
- ☒ From the organization's domain
- ☒ Links to program guidelines + next steps
- ☒ Sent within 24 hours
- ☒ Matching Gift Software — Double the Donation

TOTAL: 14 / 14


Matching gift page



PAN-MASS
CHALLENGE

[RIDE](#) [VOLUNTEER](#) [FUNDRAISE](#) [ABOUT US](#) [COMMUNITY](#)

[Kids Rides](#) [Winter Cycle](#)



Ways To Give

WAYS TO GIVE

Matching Gifts


Matching Gifts

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, request a matching gift form from your employer, and send it completed and signed with your gift. We will do the rest. The impact of your gift to Pan-Mass Challenge may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

Donation page





**PAN-MASS
CHALLENGE**

Sponsor a Rider

Donate

Selected Riders




Donation PMC 

Make a \$10.00 donation

Add a Rider

☐ Designate this as a gift from a Fidelity Charitable DAF


or use from your donor advised fund

How to Donate from a different Donor Advised Fund

Company Name

Company selected: **Apple Inc.** Select a different company

Check to see if your company has a matching gifts program


Continue

Cancel

THE PMC DONATES 100% OF EVERY RIDER-RAISED DOLLAR TO DANA-FARBER CANCER INSTITUTE

Founded in 1980, the Pan-Mass Challenge (PMC) is an annual bike-a-thon that today raises more money for charity than any other single event in the country.

Confirmation screen




PAN-MASS CHALLENGE


Sponsor a Rider

Confirmation

Your total tax deductible donation is \$10.26 (\$10.00 for DFCI and \$0.26 to pay the credit card fee)

Thanks for your donation - now tweet the news!

 [Tweet](#)



Donation Date	8/8/2022
Donation PMC	\$10.00
Credit Card Fee	\$0.26
Donation Total	\$10.00

< New Search

Q


Apple Inc.

Yes! 👍

Your company has a matching gift program.

GO TO MATCHING GIFT FORM

SEE GUIDELINES

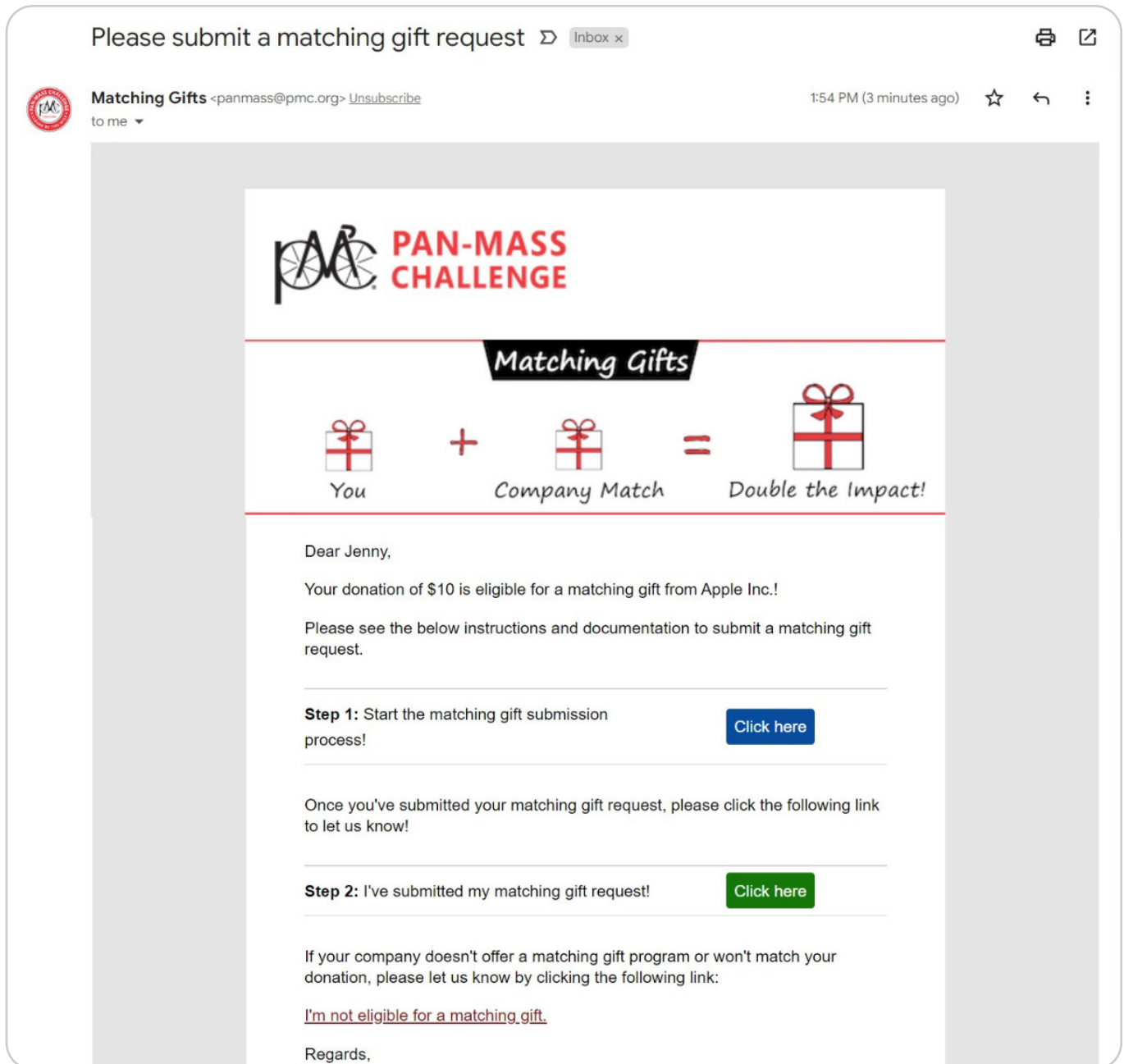


Match Amounts

Follow-up emails



Follow-up emails

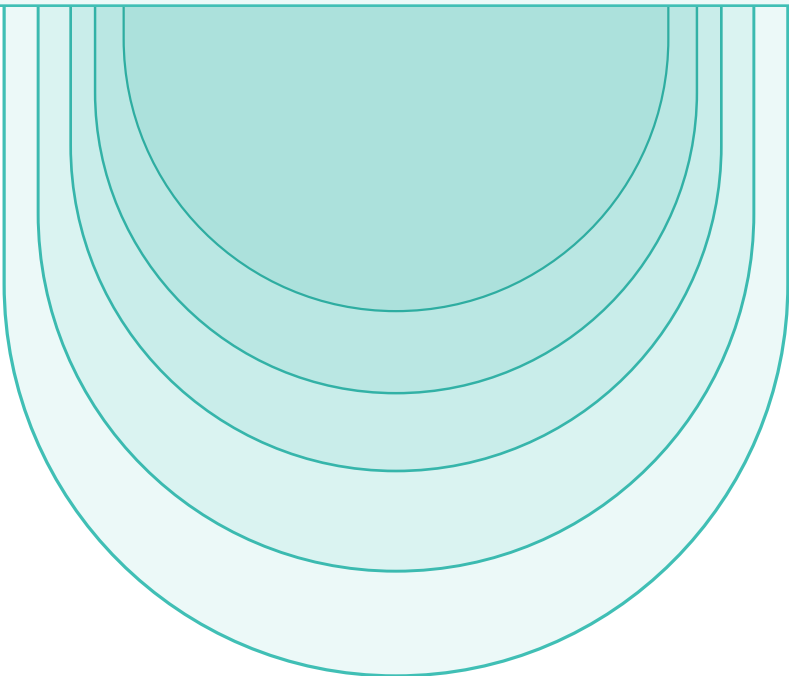




Our Conclusions

Pan-Mass is the only other P2P fundraising event to earn a perfect score using the criteria established for our research. Donors are encouraged at just about every opportunity to seek matching gift opportunities. Plus, they're even provided with detailed program information for their own employing companies at multiple touch points throughout the process.

This simplifies the submission process and ensures that anyone that is at all interested in participating knows how and is encouraged to do so.



Relay for Life American Cancer Society

Gross revenue in 2021 — \$60,000,000

Relay for Life is one of the world's largest annual peer-to-peer fundraising events. Hosted by the American Cancer Society, this fundraiser brings in millions of dollars for cancer research, treatment, screenings, and more each year for over three decades.

Here's how the organization utilizes matching gifts to elevate individual and corporate giving strategies;



EVENT NAME: Relay for Life

ORGANIZATION: AMERICAN CANCER SOCIETY

GRADE - B


- ☒ Dedicated Matching Gift Page
- ☒ Donation Form
- ☒ With auto-completing company search field
- ☒ Confirmation Screen
- ☐ Embedded company information widget
- ☐ Automatically populating
- ☐ Links to program guidelines + next steps
- ☒ Matching Gift Emails
- ☒ Mentioned in confirmation email
- ☐ Separate matching gift email
- ☒ From the organization's domain
- ☐ Links to program guidelines + next steps
- ☐ Sent within 24 hours
- ☒ Matching Gift Software — Double the Donation

TOTAL: 8 / 14

Matching gift page


Cancer Helpline
800.227.2345
Contact Us

Sign Up For Email



[Español](#) | [More Languages](#)

GIVE IN HONOR & MEMORIAL



Cancer A-Z

Risk, Prevention, & Screening


Treatment & Survivorship

Programs & Services

Our Research

Get Involved

About Us



Home > Get Involved > Donations > More Ways to Give

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours completed by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the American Cancer Society may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

If you have any questions regarding your matching gift request, please reach out to matchinggifts@cancer.org.


See if your employer will match your donation!

Search company name...

Let's Check

All information provided by

Double the Donation




Live Chat

Matching Gift Research Report - Digital Strategy Analysis | 55

Donation page

Español ▾




JOIN A RELAY

LEARN ABOUT RELAY

GET INVOLVED

FUNDRAISING

RESOURCES


 SIGN IN

Donate Today

Your donation will truly help save lives. [Learn More.](#)

My donation will support the fundraising efforts of:

Relay For Life



Your Donation

*How much would you like to donate?

\$50

\$100

\$150

\$200

Other

\$ 10

Employer Matching

Would you like your Employer to match the gift? If so, please enter your Employer Name below:

Participating Employers


Company selected: **Apple Inc..** [Select a different company](#)

Matching Gift Research Report - Digital Strategy Analysis | 56

Confirmation screen

DONATE

Español ▼



JOIN A RELAY

LEARN ABOUT RELAYGET INVOLVEDFUNDRAISINGRESOURCESSIGN IN

It's official, you're helping the American Cancer Society save lives from cancer.

Share this fundraiser page with your friends and family to encourage them to donate and to share too.

FACEBOOK

TWITTER

LINKEDIN

EMAIL

COPY URL

Thank you for your donation!


You donated.....\$10

Donation date: August 8, 2022

Your donation of has been applied to the [Relay For Life's](#) fundraising goal. [See how your donation will make a difference here.](#)


Your transaction summary and receipt has been emailed to you.

MORE WAYS TO HELP



Employer Matching

Check with your human resources department to see if your company has a matching gift program, which could help double your donation.



Join a Relay

Each event is unique, but our true power lies in the combined commitment of thousands of participants.

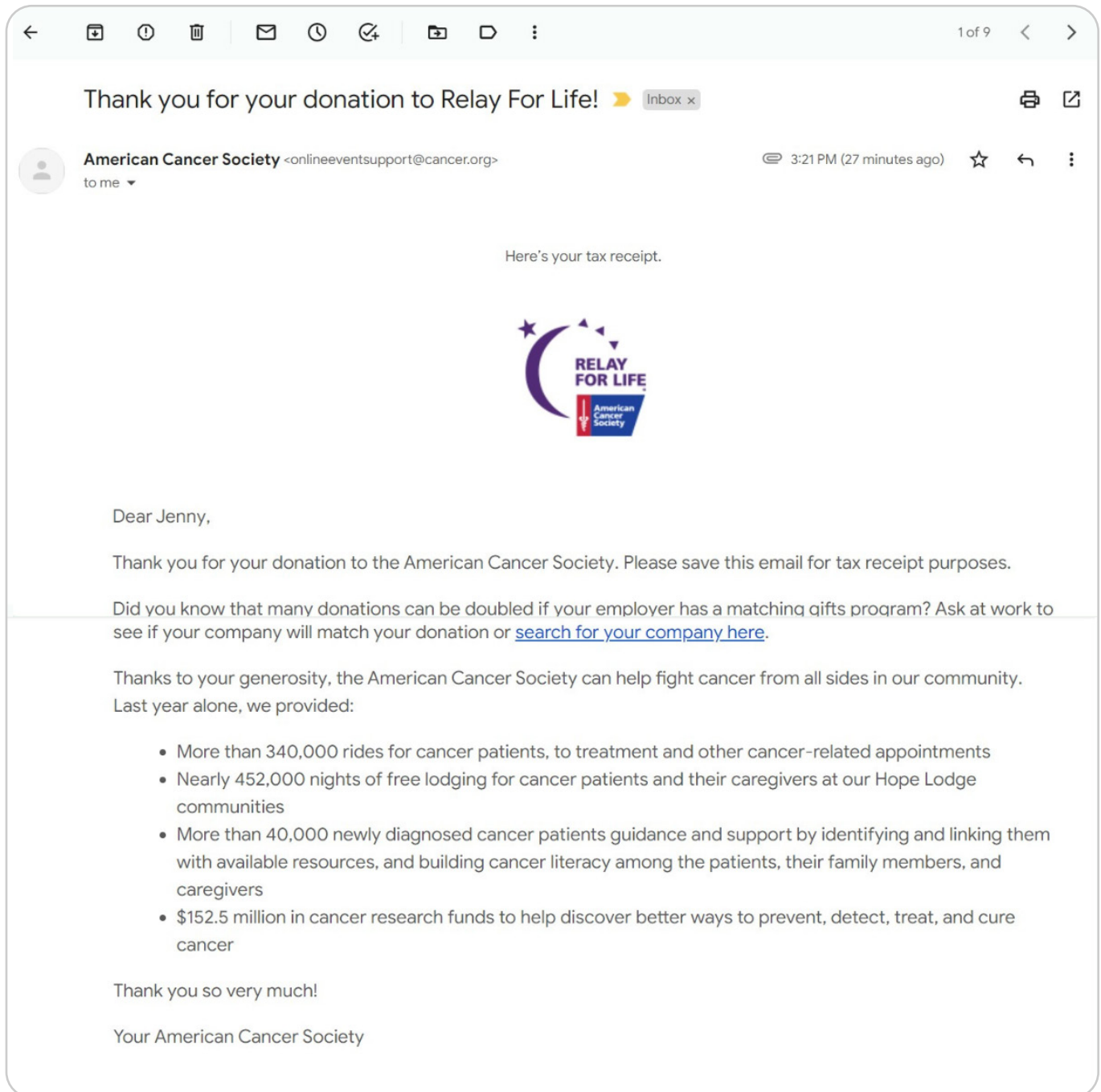
[JOIN AN EVENT ▶](#)

Cancer information, answers, and hope. Available every minute of every day.

800-227-2345

Matching Gift Research Report - Digital Strategy Analysis | 57

Follow-up emails

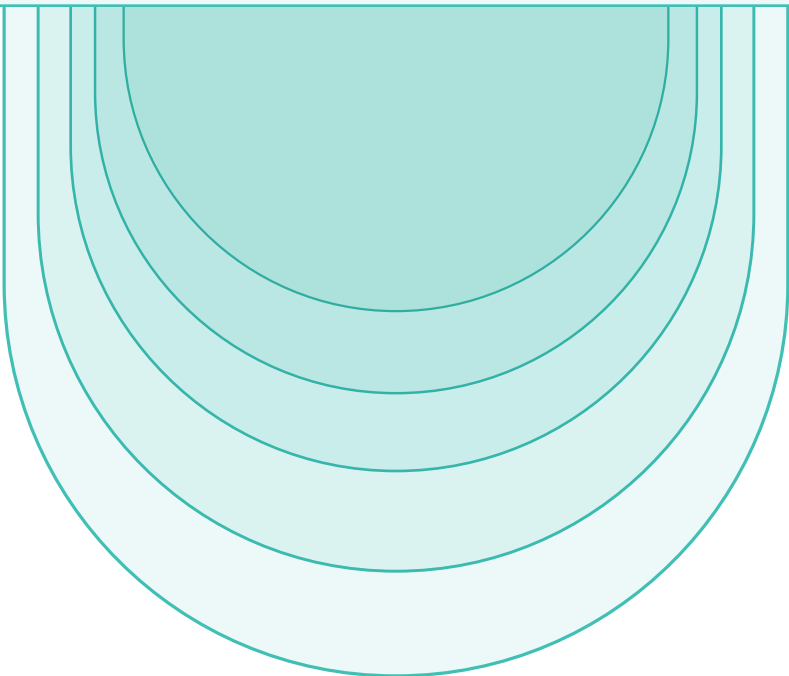




Our Conclusions

The American Cancer Society's Relay for Life includes matching gifts at multiple critical locations throughout the giving and fundraising experiences. If interested, donors are given multiple opportunities to learn more and seek additional information about matching gift programs and donation eligibility.

However, the Relay for Life team could likely do more to bring donors directly to the matching gift guidelines and request forms they need to complete the process. The less effort required of donors (and the fewer clicks required to locate the information they need), the more likely they are to drive their matches to the end.



Kids Heart Challenge

American Heart Association

Gross revenue in 2021 — \$49,844,011

Organized by the American Heart Association, Kids Heart Challenge is an elementary school-based fundraising challenge that inspires students across the country to raise money for heart health. Not only that, but it also encourages children to engage in heart-healthy physical activity as part of their fundraising efforts.

And here's how the Kids Heart Challenge involves matching gift fundraising opportunities to maximize potential;



EVENT NAME: Kids Heart Challenge



American
Heart
Association®

ORGANIZATION: AMERICAN HEART ASSOCIATION

GRADE - A+

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input checked="" type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 12 / 14

Matching gift page



Welcome to American Heart Association's Matching Gift and Volunteer Grant Page

Enter your employer's name to see if they have a matching gifts program. If yes, be on the lookout for an email with next steps!

Let's Check

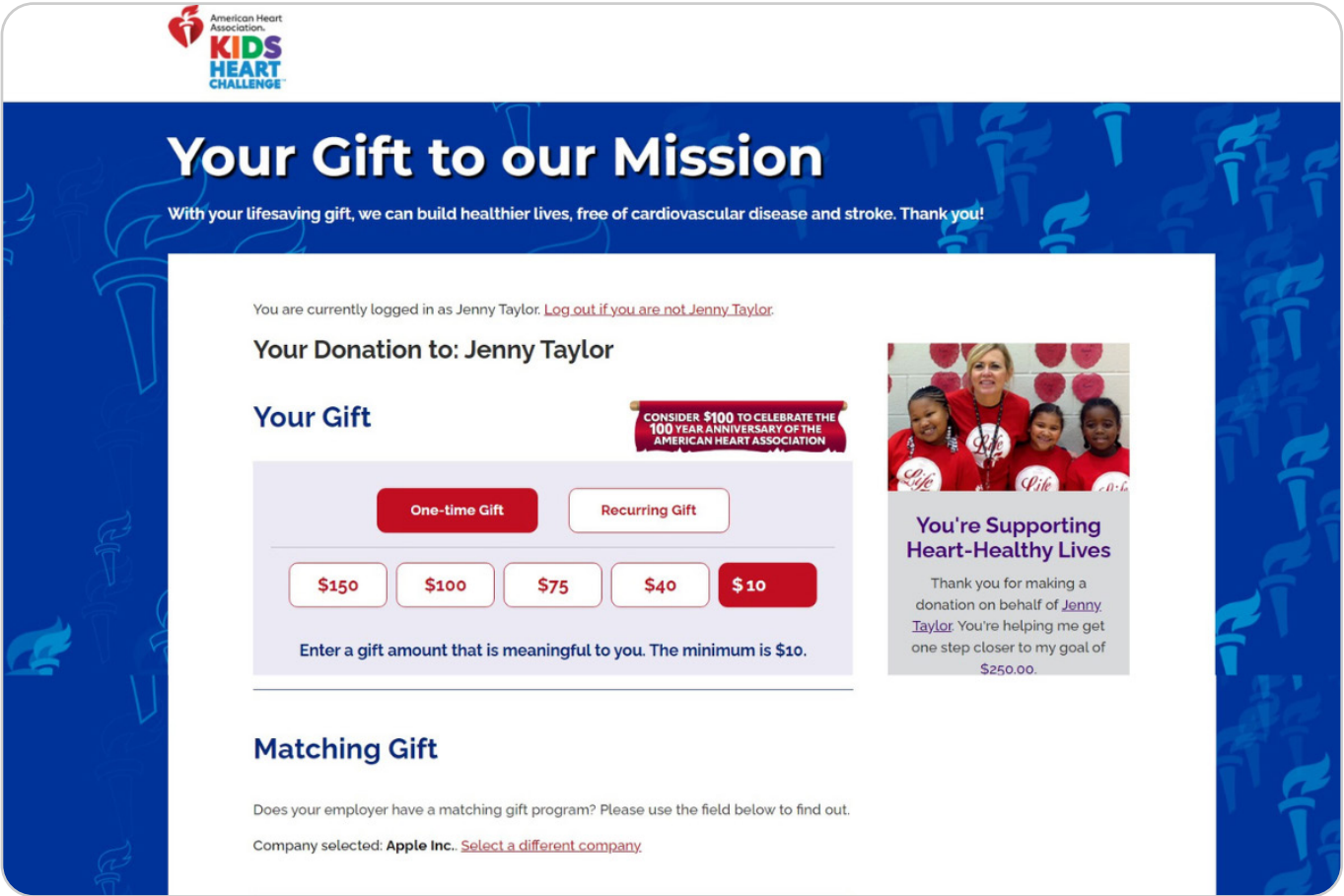
All information provided by
Double the Donation



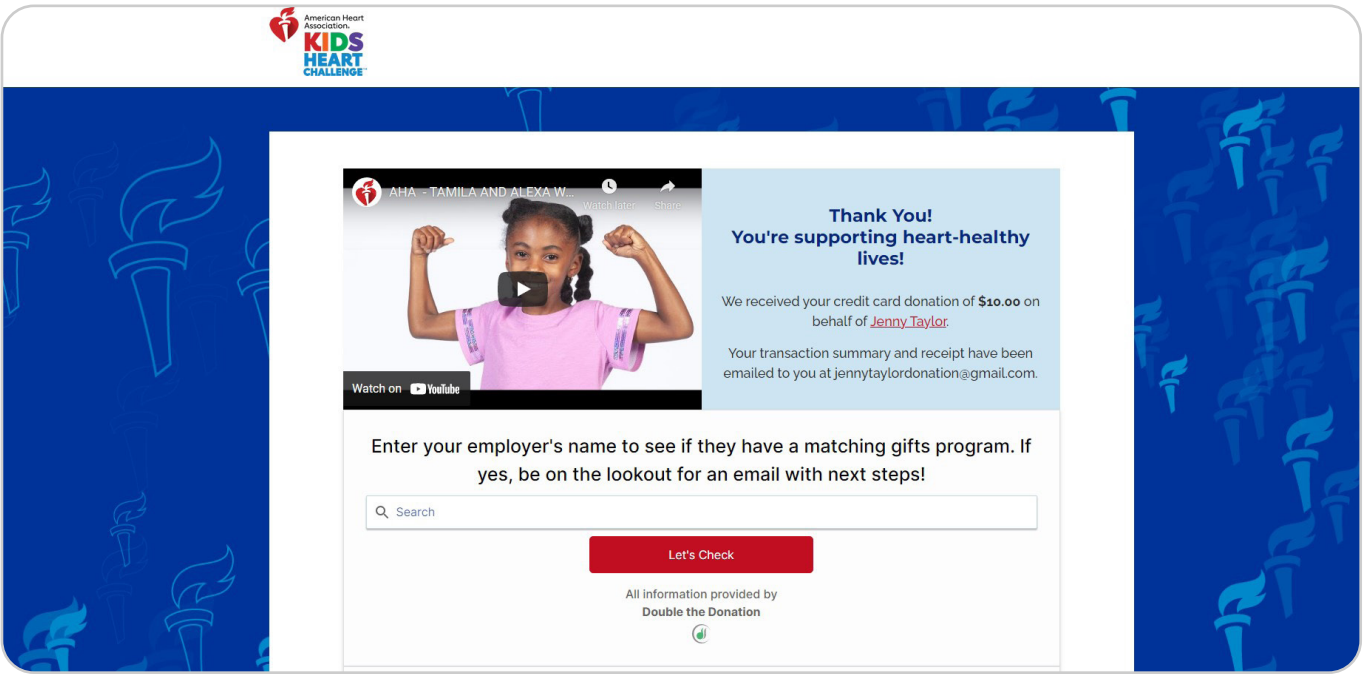
Did you know you can double your support for American Heart Association, without even giving a dollar more? You can if your employer participates in a Matching Gifts Program that aligns with our mission.

Many corporations match employee donations (or the tax deductible component of your membership) to our organization.

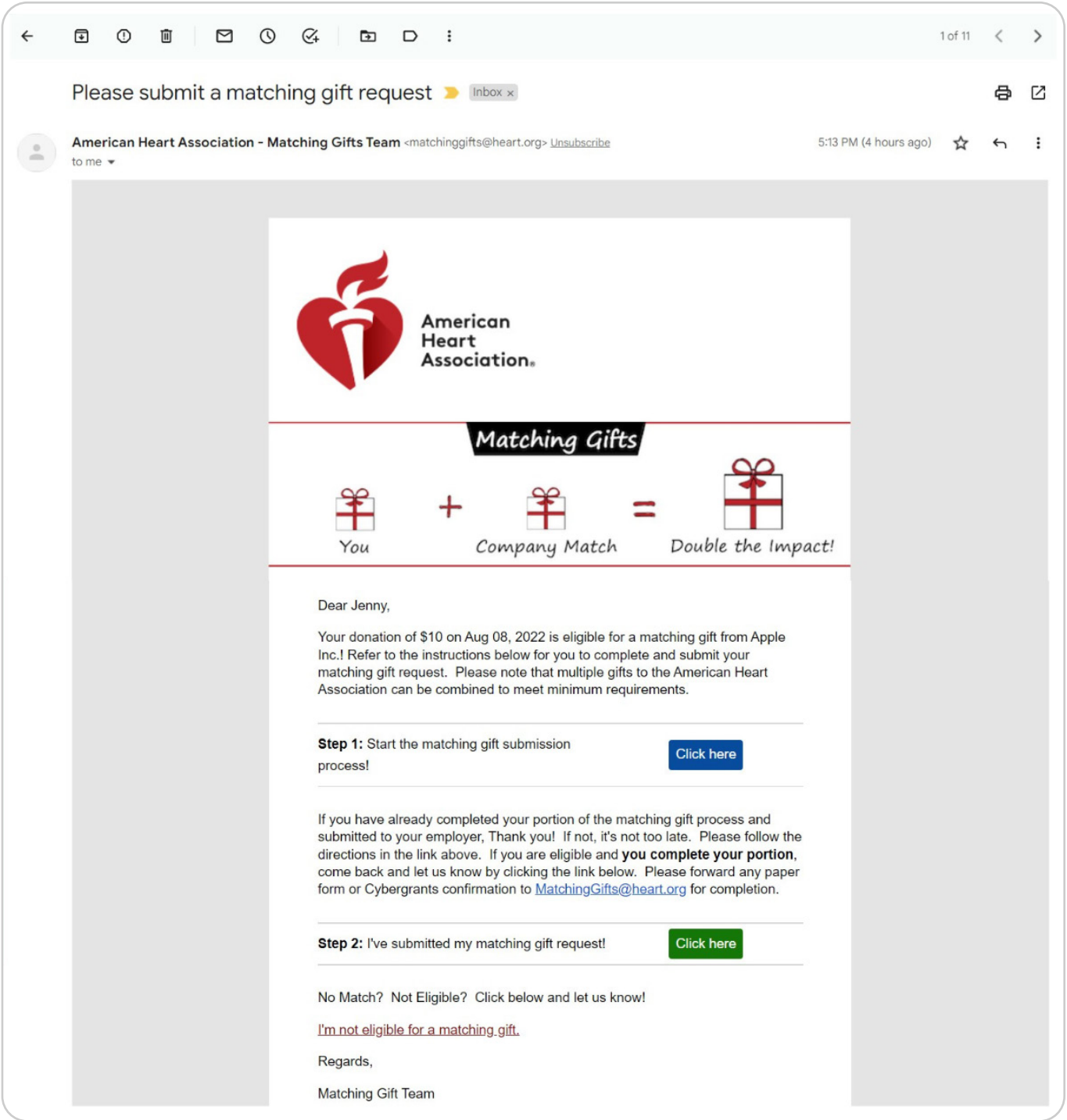
Donation page



Confirmation screen



Follow-up emails

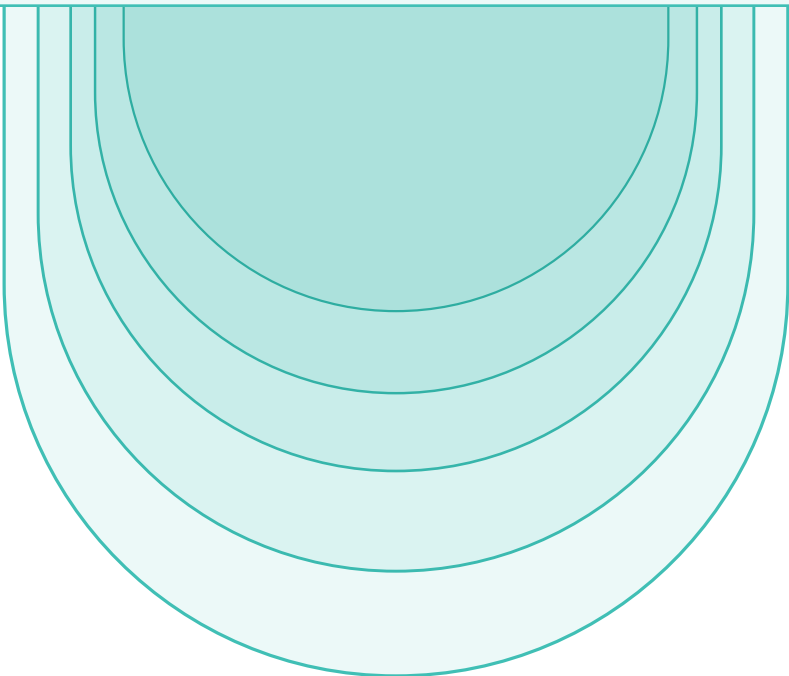




Our Conclusions

Kids Heart Challenge makes matching gifts just about as easy as possible, allowing donors supporting students' fundraising activities to stretch their gifts even further to aid in fighting heart disease and stroke. Matching gifts are openly promoted on Heart Challenge donation forms, confirmation screens, and dedicated follow-up emails, as well as with an intuitive match page on the AHA's website.

When donors are interested in matching gifts, Kids Heart Challenge ensures they are provided with the information they need to jump into the process.



Bike MS

The National Multiple Sclerosis Society

Gross revenue in 2021 — \$44,218,461

Bike MS is one of the National Multiple Sclerosis Society's most prominent fundraising events. Every year, over 75,000 cyclists and more than 6,000 teams raise millions of dollars for MS treatment, research, and advocacy with an overarching objective to eradicate the world of multiple sclerosis forever.

Here's how Bike MS leverages corporate gift-matching initiatives to get closer to its goals each year;



EVENT NAME: Bike MS




ORGANIZATION: THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

GRADE - B


- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input checked="" type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |


TOTAL: 7 / 14


Matching gift page



National
Multiple Sclerosis
Society

 SIGN IN

 IN YOUR AREA

 DONATE

What is MS?

Symptoms & Diagnosis


Treating MS




Resources & Support


Living Well with MS

Research

Get Involved

 > [WAYS TO DONATE](#) > EMPLOYER MATCHING GIFTS

SHARE THIS PAGE >   



Karen (left)
DIAGNOSED IN 2007

Employer Matching Gifts

Ways to Donate

> Donate by Mail or Phone

> Donor Advised Funds

> Employer Matching Gifts

> Gifts of Stock or Securities




> Giving Circles




> Planned Giving

> Workplace Giving

> Other Ways to Give

Back


  

SHARE  Like 89  Tweet  Share 15

Double or triple your donation with a matching gift

Many employers have matching gift programs and will match charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses. These donations make a difference for the National MS Society and our mission to end MS forever.


See if your employer will match your donation!



Let's Check


All information provided by

Double the Donation



Matching Gift Research Report - Digital Strategy Analysis | 68

Donation page



ABOUT BIKE MS

FUNDRAISING

FIND YOUR RIDE

CONTACT US

Donate to a Participant or Team

If you would like to make a donation to a specific participant or team, you can search for them using the field below.

To donate to a participant or team, enter their name below.

Find a Fundraiser or Team

Q

Donate to the General Bike MS Campaign

To support the Bike MS campaign rather than a team or participant, use the form below to make a general donation:

Your Donation

Donation Amount *

\$1,000

\$500

\$250

\$100

\$50

\$35

Other

\$ 10

☐

Yes! I'd like to help offset service and processing fees. (\$0.60)

Corporate Giving

☒ Individual Gift

☐ Gift on behalf of my company

See if your company will match your donation!


Apple Inc.

X

You've selected **Apple Inc..** Next steps will be provided via email after the donation is made.

Payment

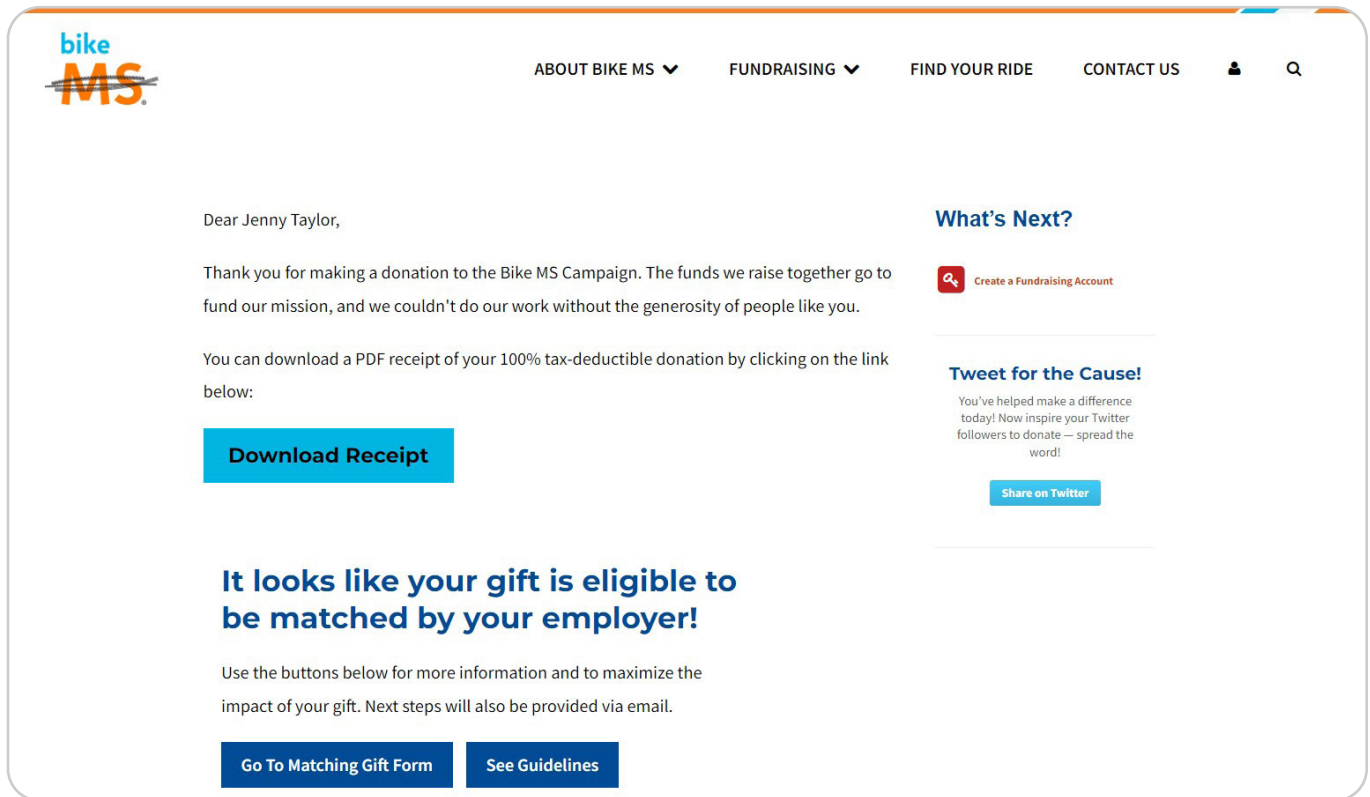
Payment Method *



PayPal

Matching Gift Research Report - Digital Strategy Analysis | 69

Confirmation screen





Our Conclusions

Bike MS uses matching gifts to elevate fundraising efforts well throughout the giving process (including on the donation form and confirmation page) but could do more to remind donors about matching opportunities after the fact. Once an individual exits the organization's confirmation screen (immediately after donating), they're not likely to be driven to complete their match unless they seek out the information themselves.

Making Strides Against Breast Cancer

American Cancer Society

Gross revenue in 2021 — \$35,400,000

Making Strides Against Breast Cancer is another huge fundraising event hosted by the American Cancer Society each year. Raising millions for groundbreaking breast cancer research, treatment, support, and screenings annually, Making Strides is the largest network of breast cancer fundraising events in the country.

Here's how they incorporate matching gifts in their fundraising strategy;





EVENT NAME: Making Strides Against Breast Cancer

ORGANIZATION: AMERICAN CANCER SOCIETY

GRADE - A-

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 9 / 14

Matching gift page

Cancer Helpline

800.227.2345

Contact Us

Sign Up For Email

American Cancer Society

Español

More Languages

GIVE IN HONOR & MEMORIAL

DONATE

Cancer A-Z

Risk, Prevention, & Screening

Treatment & Survivorship

Programs & Services

Our Research

Get Involved

About Us

Home

Get Involved

Donations

More Ways to Give

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours completed by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the American Cancer Society may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

If you have any questions regarding your matching gift request, please reach out to matchinggifts@cancer.org.

Live Chat

See if your employer will match your donation!

Search company name...

Let's Check

All information provided by

Double the Donation

Donation page

Español ▾

American Cancer Society®
MAKING STRIDES
Against Breast Cancer®

SIGN UP

LEARN ABOUT STRIDESGET INVOLVEDFUNDRAISING

SIGN IN

Donate Today

Your donation will truly help save lives. [Learn More.](#)

My donation will support the fundraising efforts of:

Making Strides Against Breast Cancer

Your Donation

*How much would you like to donate?

\$50\$100\$150\$200Other \$ 10

Employer Matching

Would you like your Employer to match the gift? If so, please enter your Employer Name below:

Participating Employers


Company selected: Apple Inc.. [Select a different company](#)

Payment Details

Confirmation screen

DONATE

Español ▼


MAKING STRIDES
Against Breast Cancer®

SIGN UP

LEARN ABOUT STRIDESGET INVOLVEDFUNDRAISINGSIGN IN

It's Official, you're helping the American Cancer Society save lives from Breast cancer.

Share this fundraiser page with your friends and family to encourage them to donate and to share too.

FACEBOOK

TWITTER

LINKEDIN

EMAIL

COPY URL


Thank you for your donation!

You donated.....\$10

Donation date: August 8, 2022


Your donation has been applied to the [Making Strides Against Breast Cancer's](#) fundraising goal. [See how your donation will make a difference here.](#) Your transaction summary and receipt has been emailed to you.

MORE WAYS TO HELP



Employer Matching

Check with your human resources department to see if your company has a matching gift program, which could help double your donation.



Join a Making Strides Against Breast Cancer Event

Each event is unique, but our true power lies in the combined commitment of thousands of participants.

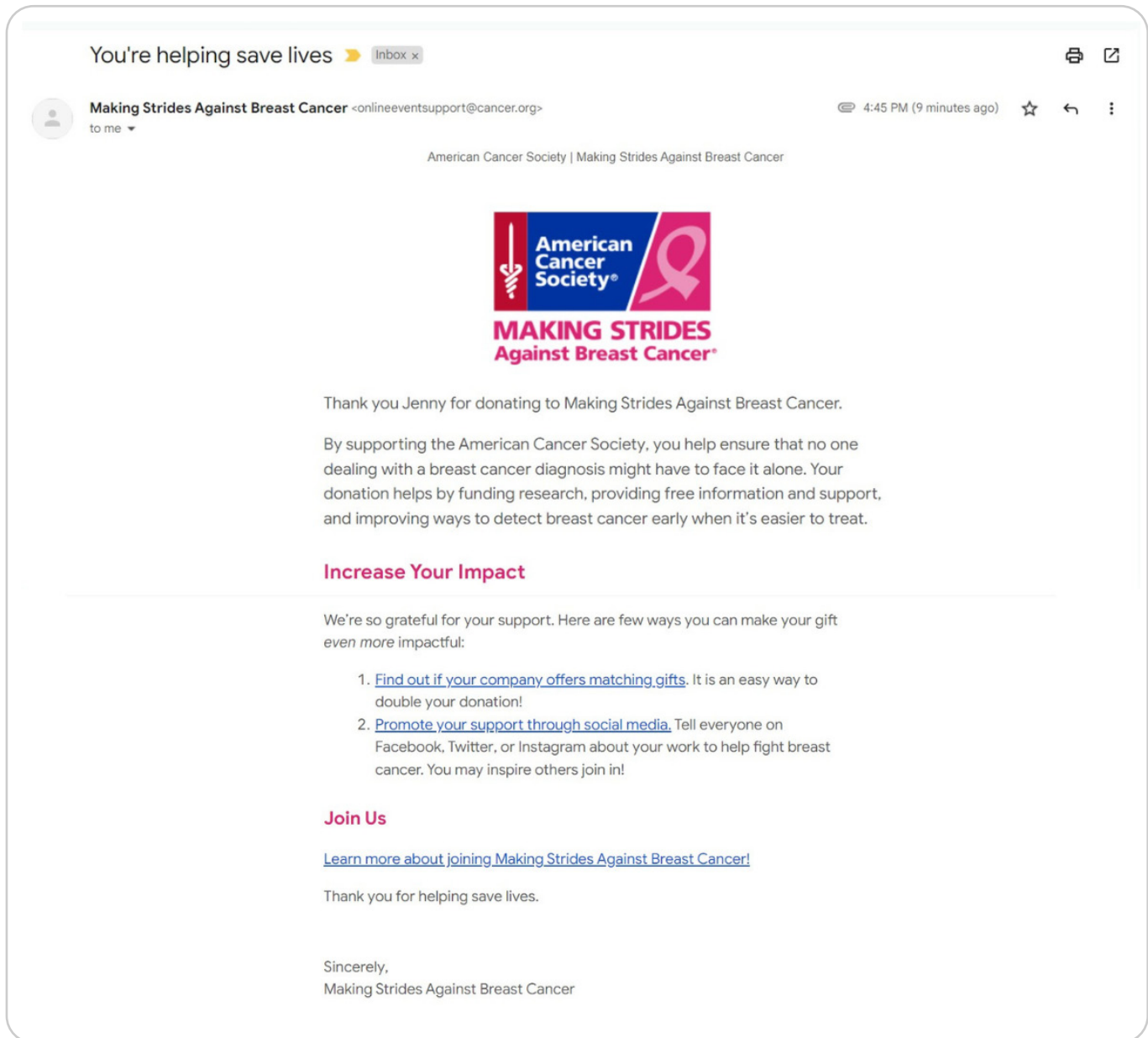
[JOIN AN EVENT ▶](#)

Cancer information, answers, and hope. Available every minute of every day.

800-227-2345

Matching Gift Research Report - Digital Strategy Analysis | 76

Follow-up emails

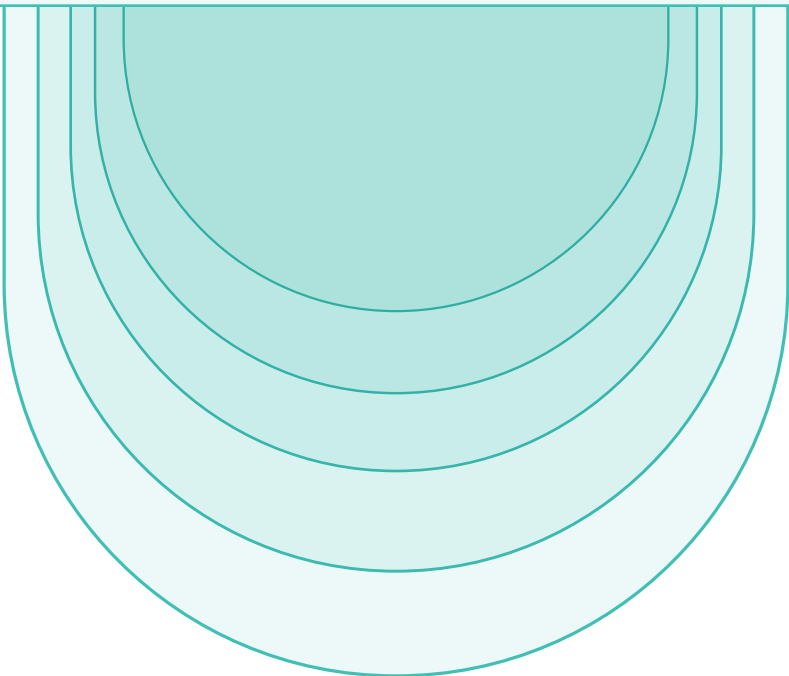




Our Conclusions

Donors are provided with many opportunities to get acquainted with matching gift funding initiatives before, during, and after the giving process itself. Matching gift programs are being framed as a powerful way for supporters to substantially increase the impact of their contributions, thus inspiring participation where applicable.

While there's a chance for Making Strides to increase their matching gift follow-ups post-donation with dedicated email blasts, overall, the American Cancer Society does well to include matching gifts in their peer-to-peer giving experiences.



JDRF One Walk JDRF

Gross revenue in 2021 — \$29,000,000

One Walk by JDRF is a peer-to-peer fundraising walk dedicated to raising money to fight type 1 diabetes with increasing research, advocacy, and support. Each year, hundreds of thousands of participants get involved in nearly 150 walks to celebrate loved ones, change the lives of those living with type 1 diabetes, contribute to a cure, and boost health and wellness overall.

Let's explore JDRF One Walk's matching gift strategy and see how this team incorporated matching gifts in the fundraising process;



EVENT NAME: JDRF One Walk



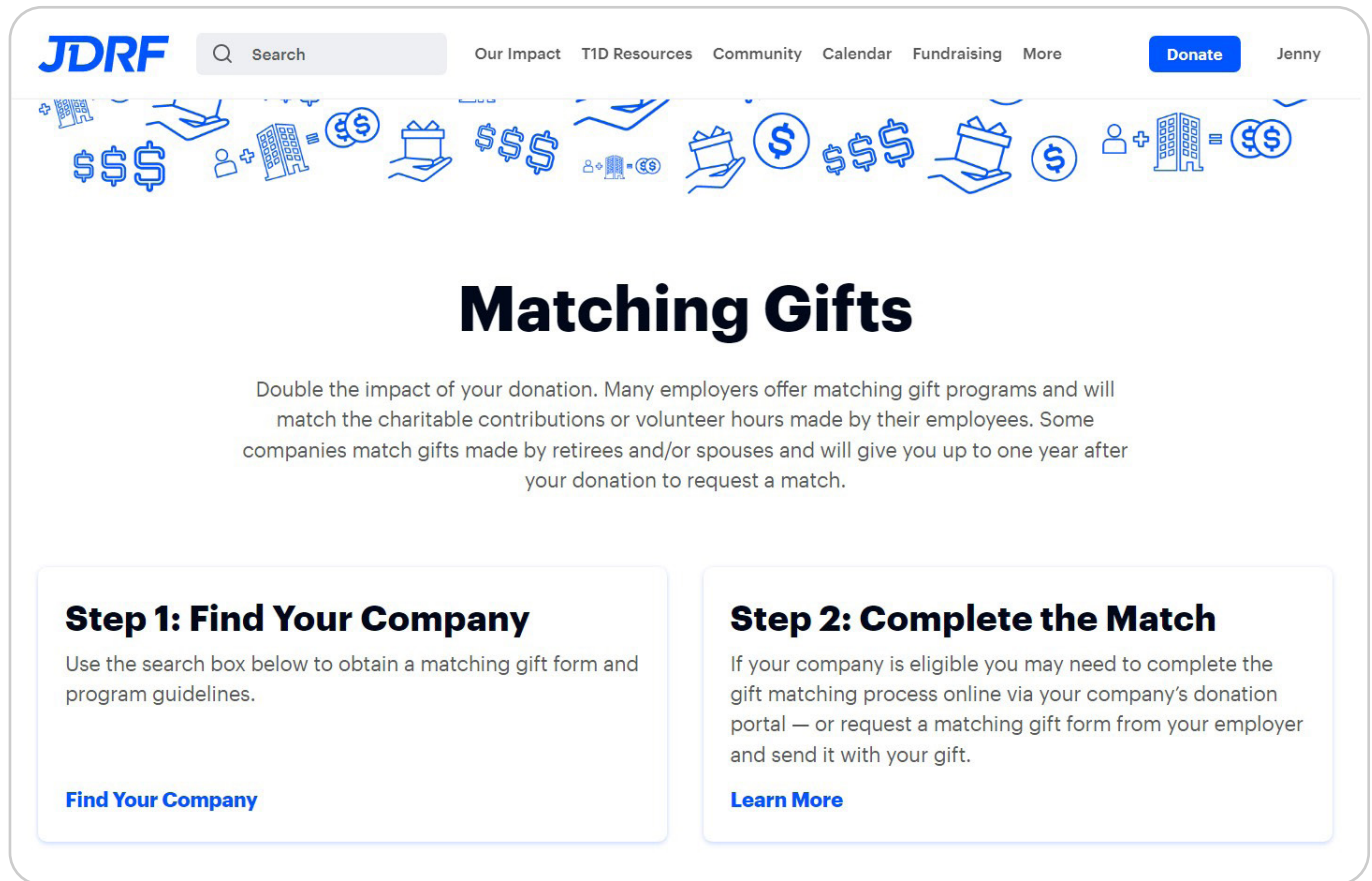
ORGANIZATION: JDRF

GRADE - B

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — HEPData |

TOTAL: 8 / 14

Matching gift page



Confirmation screen

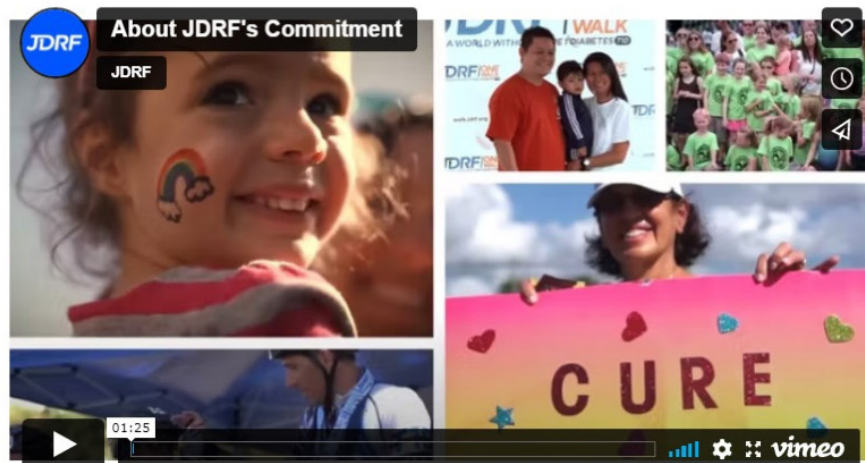
Thank You!

Jenny,

Thank you for your gift of \$10 to support the JDRF One Walk, Greater Palm Beach & Treasure Coast 2022.

As a community of passionate donors and volunteers, you are helping so many families affected by type 1 diabetes (T1D). It is because of you that millions of people living with this disease are able to live healthier and safer lives. Fueled by the support of donors like you, we will stop at nothing until **Type One** becomes **Type None**.

WATCH YOUR DOLLARS GET PUT TO WORK



How can your gift make an even greater impact? Show others you support life-changing T1D research and inspire them to give.

Share This



Matching Gifts

Many companies have a matching gift program that will double or triple an employee's donation.

[Will my employer match?](#)

Follow-up emails

Matching Gift Donation Confirmation

Inbox

no-reply@matchinggifts.com

to me

11:01 PM (11 minutes ago)

JDRF

IMPROVING LIVES. CURING TYPE 1 DIABETES.

Hi Jenny Taylor,

Because you've chosen to give to JDRF, you are supporting millions of people facing the challenges of type 1 diabetes (T1D). Thank you for your generosity as we pursue ground-breaking research that will make living with T1D safer, until we ultimately cure this disease.

You've indicated that your company will match your gift to JDRF. Please use the link below to confirm when your matching gift has been completed.

[Yes, I've completed my matching gift paperwork!](#)

Please feel free to contact us with any questions about matching gifts or anything else that we can do for you. You can reach us any time at matchinggifts@jdrf.org. Again, thank you for your generous support - it is changing lives!

Matching Gift Company Information and Guidelines

Company	Apple
Phone	4089961010
E-mail	support@benevity.com
Matching Gift form URL	https://apple.benevity.org
Matching Gift Guidelines URL	https://forms.matchinggifts.com/AppleGuide.pdf
Minimum Amount Matched	\$1.00
Maximum Amount Matched	\$10,000.00



Our Conclusions

Though JDRF One Walk highlighted matching gifts in several locations throughout the giving process, it's worth mentioning that their strategy certainly had room for improvement. Most notably, the organization did not utilize the donation form to collect employment data at all. This means that, had the individual not followed the link on the confirmation page, the organization would not have access to company information that determines match eligibility.

Additionally, any matching gift follow-up emails were not sent from the organization's own email domain; instead using a generic email address (no-reply@matchinggifts.com) that is significantly more likely to be overlooked or sorted as spam. Overall, JDRF has a decent matching gift promotional strategy in place, despite missing out on many opportunities to optimize corporate match potential.

CMNH Dance Marathon

Children's Miracle Network Hospitals

Gross revenue in 2021 — \$27,681,826

CMNH Dance Marathon is a student-led philanthropic movement dedicated to raising funds for Children's Miracle Network Hospitals across the United States and Canada. Since its inception in 1991, Dance Marathon has collected over \$300 million through the fundraising efforts of thousands of student participants from 400+ college and university campuses.

Here's how the Children's Miracle Network Hospitals' Dance Marathon incorporates matching gifts in overall fundraising efforts;



EVENT NAME: CMNH Dance Marathon



Children's
Miracle Network
Hospitals

ORGANIZATION: Children's Miracle Network Hospitals

GRADE - C

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input type="checkbox"/> | Matching Gift Software — Unknown |

TOTAL: 4 / 14

Donation page

[HOME](#) [GET INVOLVED](#) [SPONSORS](#) [FUNDRAISING](#) [BLOG](#) [STORE](#) [ABOUT](#) Select Language: [EN](#) [ES](#)

You are about to make a general donation. If you wish to donate to someone you know, type in their first and last name on the event landing page and click search. Thank you for your generous contribution!

Supporting Dance Marathon


Your Donation

Donation Option*

One-Time

Monthly

Donation Amount*



Other

You Can Provide the Power of Mission Critical Funds: Some of the most valuable gifts we receive are those that are unrestricted and can be applied to the areas where the need is the greatest.

Donation Amount*

\$ 10

☐ Yes! I'd like to cover processing costs. (\$0.70)

Would like to be notified of when your future donations can be multiplied or make a bigger impact?*

☒ Yes

☐ No

Corporate Giving

☒ Individual Gift

☐ Gift on behalf of my company

Employer Name

Apple



Payment

Payment Method*



PayPal

Confirmation screen

[HOME](#) [GET INVOLVED](#) [SPONSORS](#) [FUNDRAISING](#) [BLOG](#) [STORE](#) [ABOUT](#) Select Language: [EN](#) [ES](#)  

Thank you for your generous support. We appreciate your commitment to kids and families experiencing pediatric illness and injury in our community!

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Please contact your human resources department to see if your gift can be matched.

You will receive a thank you notification via email for tax purposes. All donations are tax-deductible to the extent allowed by law. Thank you for your contribution.


Donation Details:


Date: 08/08/2022
Donor Name: Jenny Taylor
Donation Amount: \$10.00


Click here to download tax receipt: [DOWNLOAD RECEIPT](#)


Note: The transaction on your statement will be from Children's Miracle Network Hospitals.

What's Next?

 [Invite Others to Donate](#)

 [Share on Facebook](#)

 [Share on Twitter](#)

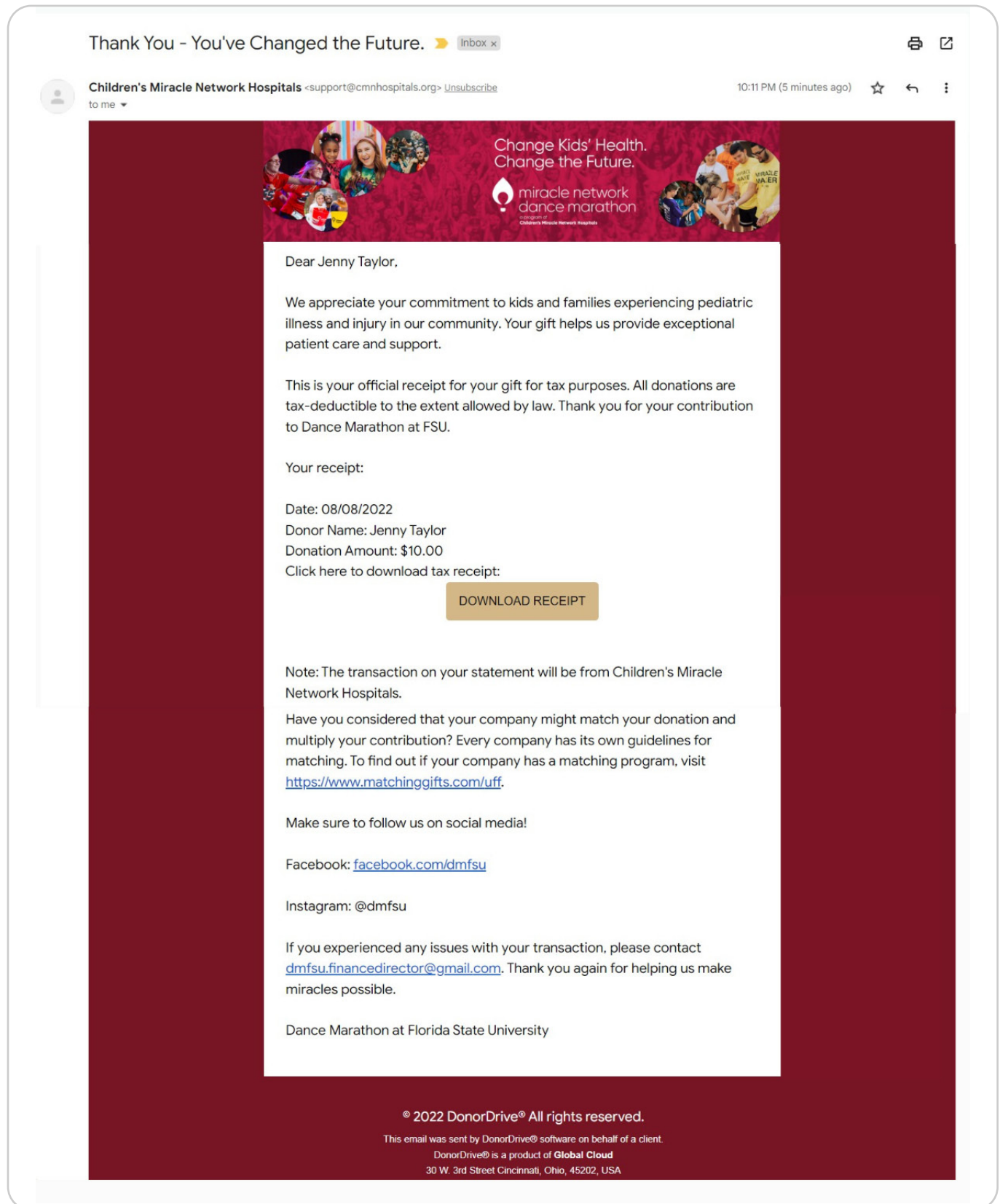
 [Create a Fundraising Account](#)

Tweet for the Cause!

You've helped make a difference today! Now inspire your Twitter followers to donate — spread the word!

[Share on Twitter](#)

Follow-up emails





Our Conclusions

We were not able to determine whether CMNH's Dance Marathon utilized matching gift software at all or, if so, which solution provided their tools. Overall, we noticed that although there were mentions of matching gift opportunities throughout the Dance Marathon giving experience, and they even collected employment information within the donation form, none of the matching gift promotions were personalized to the specific company. As a result, donors may be encouraged to participate in their employers' matching programs, but the bulk of the effort for researching and completing the request process falls on the supporter themselves—which, oftentimes, results in incomplete matches even when available.

March for Babies

March of Dimes

Gross revenue in 2021 — \$27,000,000

March for Babies is a movement hosted by the March of Dimes to raise funding on behalf of mothers and babies everywhere. This series of events enables the organization to provide essential prenatal care, newborn screenings, parenting programs and resources, and impactful advocacy benefiting families in need.

Let's take a look at March for Babies' matching gift fundraising strategy and how they utilize the opportunity to drive corporate revenue for the cause;



EVENT NAME: March for Babies


ORGANIZATION: March of Dimes

GRADE - B

- ☒ Dedicated Matching Gift Page
- ☐ Donation Form
- ☐ With auto-completing company search field
- ☒ Confirmation Screen
- ☒ Embedded company information widget
- ☐ Automatically populating
- ☒ Links to program guidelines + next steps
- ☒ Matching Gift Emails
- ☒ Mentioned in confirmation email
- ☐ Separate matching gift email
- ☒ From the organization’s domain
- ☐ Links to program guidelines + next steps
- ☐ Sent within 24 hours
- ☒ Matching Gift Software — Double the Donation

TOTAL: 8 / 14

Matching gift page




[ABOUT US](#)[HEALTH TOPICS](#)[RESEARCH & PROFESSIONALS](#)[MEDIA](#)[GET INVOLVED](#)[IN YOUR AREA](#)[DONATE](#)







Home > Ways to Give > Giving opportunities > Matching gifts

MATCHING GIFTS

You may not realize that your company has a matching gifts program to recognize employees' generosity. Some companies even match gifts from spouses and retirees.

The search box below will show whether your company will match your donation as well as provide all the forms, guidelines and instructions you need. Your support funds research, education, advocacy and programs to help us empower moms to have healthier pregnancies and families.





GIVING

Giving opportunities

- Charitable Estate Planning
- Creating a Will – A few considerations
- Bequests
- Gifts of Appreciated Stocks, Bonds, and Mutual Funds
- Gifts of Retirement Plan/IRA Assets
- [See All \(13\)](#)


Other Giving topics

- [Feeding Motherhood Report](#)
- [Where Money Goes](#)
- [Our corporate partners](#)
- [Make a donation](#)
- [Help newborns with your monthly support](#)


See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation




Confirmation screen



DONATE TO
FIGHT FOR
ALL FAMILIES

THANKS FOR HELPING LEAD THE FIGHT
FOR MOMS AND BABIES!

Can you imagine research that can help support moms and save lives. Thanks to your support, we're working on the tools, technology and knowledge needed for better health during and after pregnancy.



Print your receipt

Double your donation

Double your donation

Did you know your employer may match your gift to our organization? Here's information on employee giving programs along with guidelines and instructions to submit.


See if your employer will match your donation!

Search company name...

Let's Check

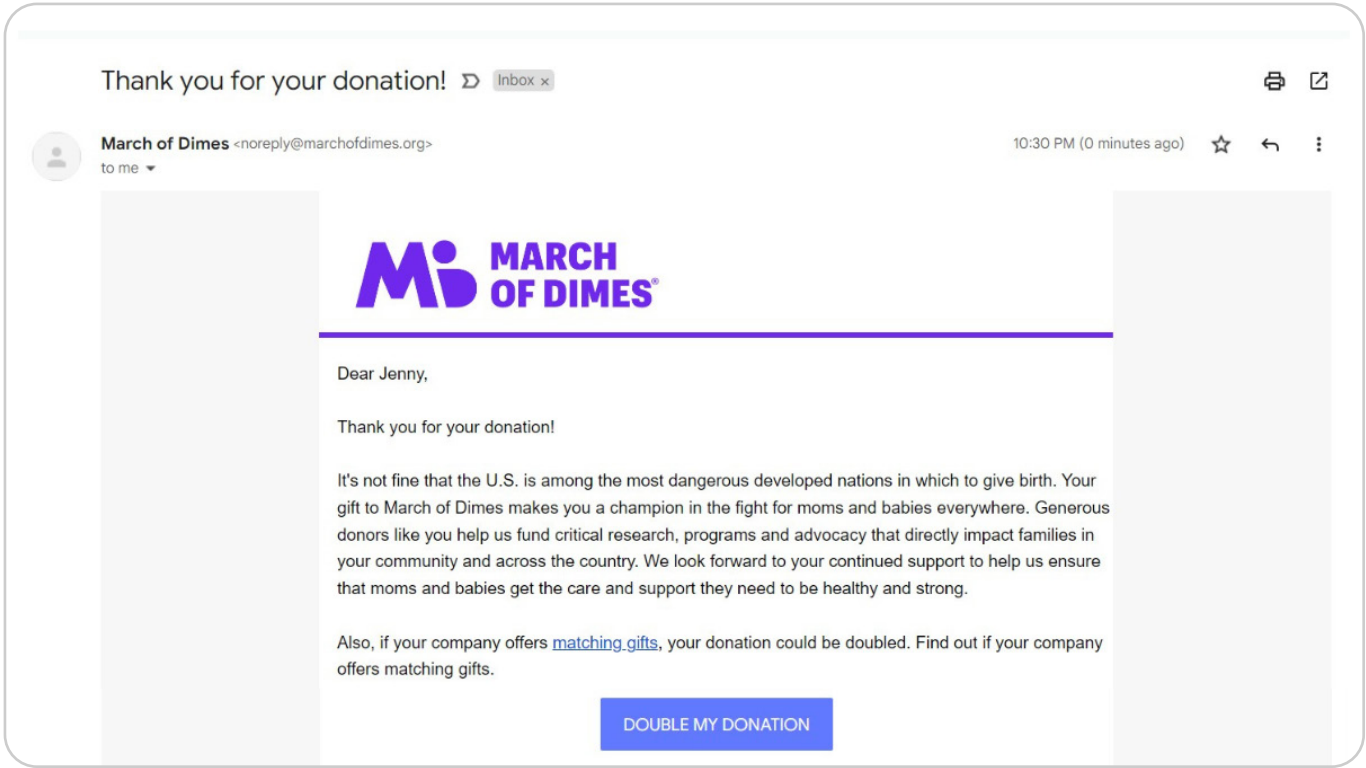
All information provided by

Double the Donation



Matching Gift Research Report - Digital Strategy Analysis | 94

Follow-up emails





Our Conclusions

March for Babies incorporates matching gifts in many of the most essential locations within the peer-to-peer fundraising process, increasing the opportunities for donors to engage with the content and ultimately be inspired to get their gifts matched.

While they don't include matching gifts directly in the donation form, they do utilize an embedded and searchable matching gift tool on the confirmation/thank-you screen. And although they don't send out a separate matching gift follow-up email, they do include matching gift information fairly prominently within the confirmation email. Specifically, they utilize an eye-catching CTA button that leads to the organization's matching gift web page to locate additional details. All in all, donors have multiple chances to follow up on matching gift availability.

Ride Weekend Pelotonia

Gross revenue in 2021 — \$25,482,082

Ride Weekend by Pelotonia is described as “a three-day experience as a centerpiece of its year-round fundraising efforts for innovative cancer research.” Each year, Pelotonia recruits riders, volunteers, challengers, supporters, and donors to participate in this weekend event. Since its founding in 2008, Pelotonia's Ride Weekend has raised more than \$236 million.

Let's see how they incorporate matching gifts in that strategy;





PELTONIA®

EVENT NAME: Ride Weekend

ORGANIZATION: Pelotonia

GRADE - B

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 7 / 14

Matching gift page

→ PELOTONIA

[Get Involved](#)

[Our Impact](#)

[Ride Weekend](#)

[The Community Hub](#)

[REGISTER](#)

[SHOP](#)

[ABOUT](#)

[FAQ](#)

[LOGIN](#)

[GIVE](#)



Matching Gifts

Double your impact on cancer research through employer contributions.

How do I submit a request for my gift to be matched?

Many employers match the charitable contributions of their employees. This is a great way to supplement the money you are giving to a participant or peloton. To begin this process, you will first need to determine if your employer accepts matching gifts. Utilize the search tool below to locate your employer to get more information on their matching gifts program. If you do not see your employer listed in the search tool, we recommend looking on your employer website. If you locate your employer and choose to submit a matching gift, please submit it under Pelotonia's Tax ID # 82-4997087.

See if your employer will match your donation!

[Let's Check](#)

All information provided by

Double the Donation



[GIVE](#)

Donation page

SHOPABOUTFAQLOGIN

→ PELOTONIA®Get InvolvedOur ImpactRide WeekendThe Community HubREGISTERSearch...GIVE

Step 1 of 4

Make a Donation

100% of every dollar you donate is invested in innovative cancer research, the brightest minds and ideas, and the tools and technology needed to change the future of cancer care.

🕒

It takes just 2 minutes to make an impact on cancer research.

Donate to The Forward Fund

☒ Once

☐ Monthly

NEW!

\$30\$60\$120\$200CUSTOM

Custom Amount*
\$10

See if your company will match your donation!

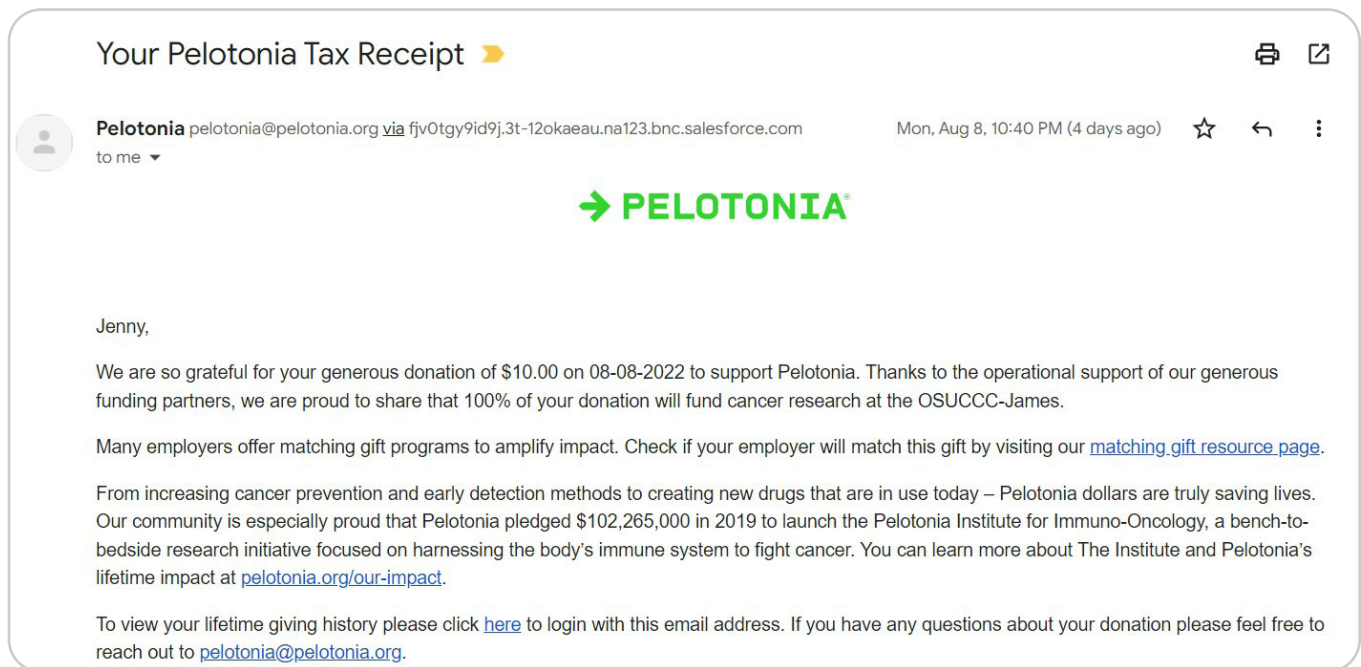
Company selected: Apple Inc.. [Select a different company](#)

Display Name

The display name is required

+ ADD A PERSONAL NOTE

Follow-up emails





Our Conclusions

Pelotonia's Ride Weekend certainly makes an effort to include matching gifts throughout the donor process, despite additional opportunities still being underutilized. As far as the locations primarily analyzed in this study, Pelotonia leveraged their matching gift page, donation forms, and confirmation emails, though they missed out on their confirmation screens.

However, they also include a detailed section on matching gift programs within their Pelotonia FAQ handbook (made available on their website). This resource answers questions such as, "How do I submit a request for my gift to be matched?" "When does my matching gift need to be received by Pelotonia in order to count toward a participant's fundraising commitment?" and "Does my employer participate in a matching gifts program?"

Cycle for Survival

Memorial Sloan Kettering Cancer Center

Gross revenue in 2021 — \$25,000,000

Another cycling event, Cycle for Survival is a top peer-to-peer fundraiser that raises money for Memorial Sloan Kettering Cancer Center. Since 2007, they've collected over \$312 million for treatment, research, and technology that benefits individuals facing more than 400+ cancer subtypes, including some of the rarest forms. Each year, fundraising rides take place in rides in 15 cities across the country to maximize the reach of their efforts.

Here's how matching gifts help aid Cycle for Survival's fundraising initiatives;





Memorial Sloan Kettering
Cancer Center

EVENT NAME: Cycle for Survival


ORGANIZATION: Memorial Sloan Kettering Cancer Center

GRADE - D

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — HEPData |

TOTAL: 3 / 14

Matching gift page



MEMORIAL SLOAN KETTERING | EDDINX

ABOUT

WHAT YOU FUND

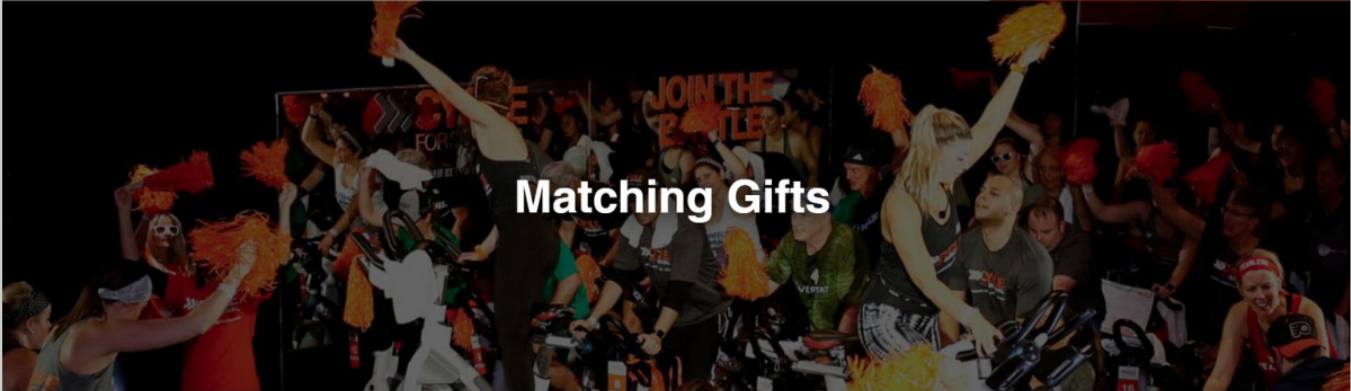
EVENTS

GET INVOLVED

LOGIN

REGISTER

DONATE



Matching Gifts

Many companies match charitable donations their employees make. This is a fantastic way to increase the impact of your gift to Cycle for Survival.

STEP 1


Search for Your Employer

Enter your company name in the search tool below to find out if your employer has a matching gifts program. If your company doesn't come up, contact your Human Resources department directly. Your gift may still get matched!

Type employer or company name here

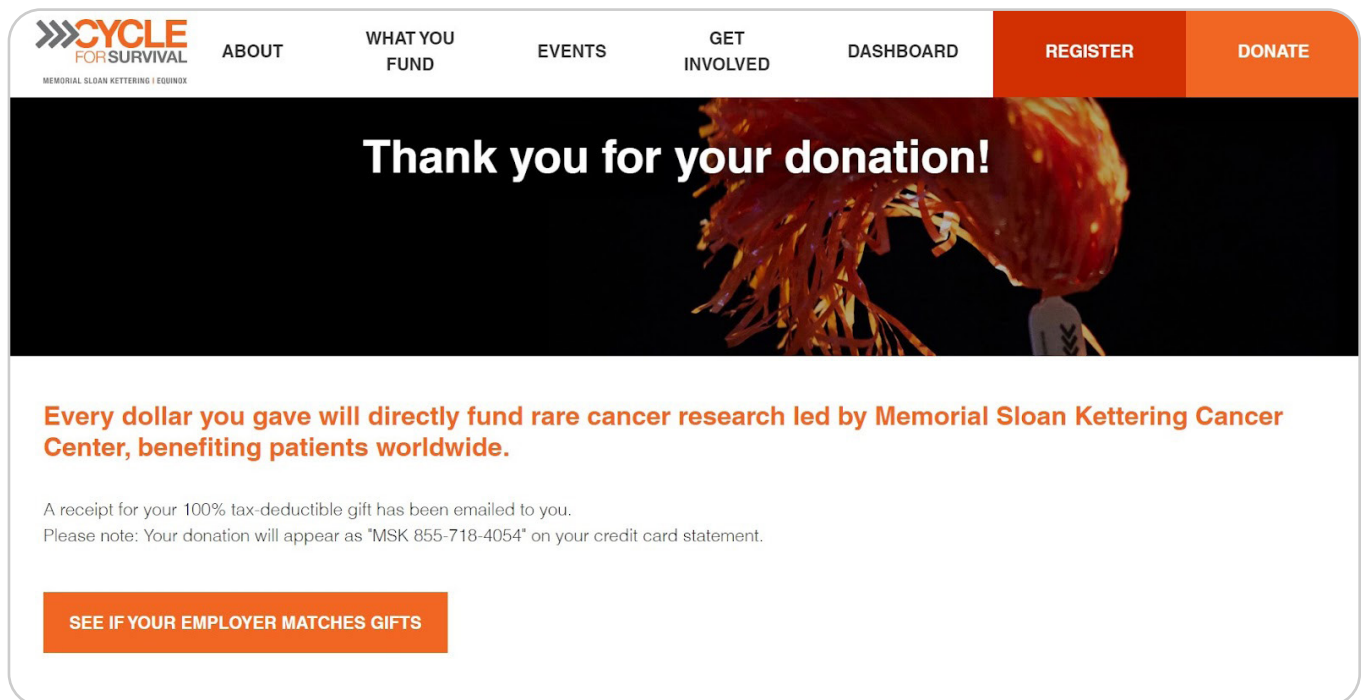
Search

Matching Gift data provided exclusively under these [Terms of Use](#) by



Matching Gift Research Report - Digital Strategy Analysis | 105

Confirmation screen

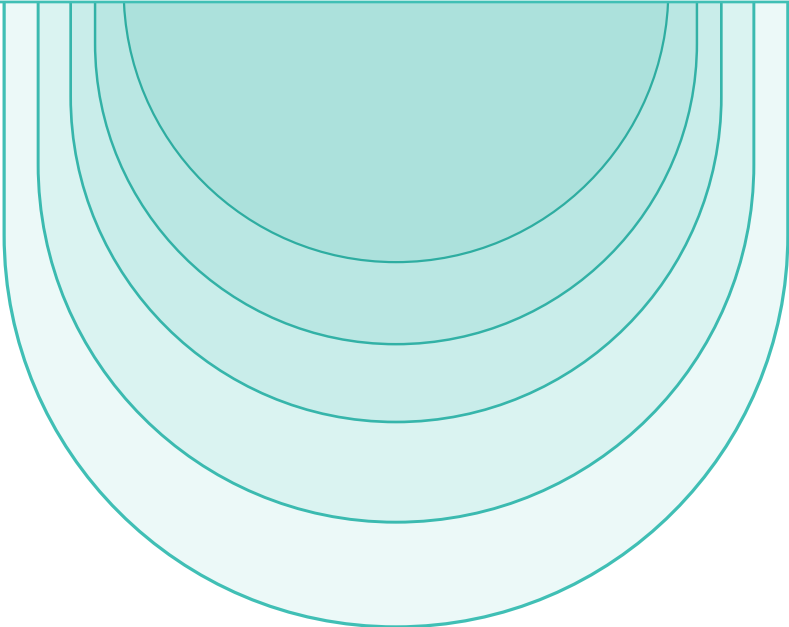




Our Conclusions

Though Cycle for Survival does provide a button on their donation confirmation page leading to a matching gift web page on the event's site, they do not collect employment information within the donation form nor the confirmation page itself. Instead, donors are prompted to exit the confirmation screen to view the matching gift page, where they are then prompted to enter their company's name in a search field.

However, not doing so directly within the giving experience adds an additional step, and many donors are likely to fall off during this part of the process. And once the individual exits the confirmation screen (whether they navigated to the matching gift page or not), they are not likely to receive additional follow-up communications. All in all, Cycle for Survival could do significantly more to promote matching gift opportunities to their supporters. With the limited strategy that they do have in place, they are likely missing out on a ton of potential matching gifts.



Walk MS

The National Multiple Sclerosis Society

Gross revenue in 2021 — \$22,803,320

The second-highest ranking of the National Multiple Sclerosis Society's peer-to-peer fundraising events, Walk MS is a top walking event that rallies to collect money for the fight against MS. Those participating can choose to get involved via a hosted walk, a virtual event, or a DIY experience to raise awareness and funding for disease-modifying therapies, support programs for those living with MS, and advocacy efforts.

Let's take a look at the way Walk MS utilizes matching gifts to raise more;



EVENT NAME: Walk MS


ORGANIZATION: The National Multiple Sclerosis Society

GRADE - B


- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input checked="" type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |


TOTAL: 7 / 14


Matching gift page



National
Multiple Sclerosis
Society

 SIGN IN

 IN YOUR AREA

 DONATE

What is MS?

Symptoms & Diagnosis


Treating MS




Resources & Support


Living Well with MS

Research

Get Involved

 > [WAYS TO DONATE](#) > [EMPLOYER MATCHING GIFTS](#)

[SHARE THIS PAGE](#) >   



Karen (left)
DIAGNOSED IN 2007

Employer Matching Gifts

Ways to Donate

> [Donate by Mail or Phone](#)

> [Donor Advised Funds](#)

> [Employer Matching Gifts](#)

> [Gifts of Stock or Securities](#)




> [Giving Circles](#)




> [Planned Giving](#)

> [Workplace Giving](#)

> [Other Ways to Give](#)

[Back](#)

[SHARE](#)  Like 89  Tweet  Share 15


Double or triple your donation with a matching gift

Many employers have matching gift programs and will match charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses. These donations make a difference for the National MS Society and our mission to end MS forever.

See if your employer will match your donation!


Let's Check

All information provided by
Double the Donation



Matching Gift Research Report - Digital Strategy Analysis | 110

Donation page



ABOUT WALK MS

FUNDRAISING

FIND YOUR WALK

CONTACT US

Donate to a Participant or Team

If you would like to make a donation to a specific participant or team, you can search for them using the field below.

To donate to a participant or team, enter their name below.

Find a Fundraiser or Team

Donate to the General Walk MS Campaign

To support the Walk MS campaign rather than a team or participant, use the form below to make a general donation:

Your Donation

Donation Amount *

\$1,000

\$500

\$250

\$100

\$50

\$35

OTHER

\$ 10

☐

Yes! I'd like to help offset service and processing fees. (\$0.60)

Corporate Giving

☒ Individual Gift

☐ Gift on behalf of my company

See if your company will match your donation!

Apple Inc.


You've selected **Apple Inc..** Next steps will be provided via email after the donation is made.

Matching Gift Research Report

- Digital Strategy Analysis

111

Confirmation screen

ABOUT WALK MS ▾FUNDRAISING ▾FIND YOUR WALKCONTACT US

Q

LOGIN


Dear Jenny Taylor,

Thank you for making a donation to the Walk MS Campaign. The funds we raise together go to fund our mission, and we couldn't do our work without the generosity of people like you.

You can download a PDF receipt of your 100% tax-deductible donation by clicking on the link below:

DOWNLOAD RECEIPT

What's Next?

 [Create a Fundraising Account](#)

Tell Your Friends!

Thanks for helping our cause! Now let everyone know about your donation by posting it to your Facebook Wall.

[Share on Facebook](#)

It looks like your gift is eligible to be matched by your employer!

Use the buttons below for more information and to maximize the impact of your gift. Next steps will also be provided via email.

[GO TO MATCHING GIFT FORM](#) [SEE GUIDELINES](#)



Our Conclusions

Like Bike MS, Walk MS has a seemingly effective strategy in place to best promote matching gifts throughout the donation experience. These efforts include the donation form, confirmation screen, and dedicated match page. However, also like Bike MS, Walk MS could likely enhance its strategy post-transaction to keep both matching gifts and the organization at the top of the donor's mind following the initial contribution.

Great Strides Cystic Fibrosis Foundation

Gross revenue in 2021 — \$20,534,646

Great Strides is the Cystic Fibrosis Foundation's largest national fundraiser, and it raises funds to support individuals living with CF around the world. Specifically, the Cystic Fibrosis Foundation works to raise dollars and awareness for the rare disease, provide life-saving treatment and medical research, and more. Each year, Great Strides offers several walking events alongside virtual participation opportunities for donors and supporters to get involved with the mission.

Here's how Great Strides and the Cystic Fibrosis Foundation incorporate matching gift fundraising;



EVENT NAME: Great Strides


ORGANIZATION: Cystic Fibrosis Foundation

GRADE - A-

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Amply |

TOTAL: 9 / 14

Matching gift page



[Intro to CF](#) [Managing CF](#) [Research and Clinical Trials](#) [Support](#) [Community Blog](#) [News](#)

[Search](#) [Local Chapter](#) [español](#)

[GET INVOLVED](#) [DONATE](#)

Matching Gifts

Explore opportunities to support our organization by offering your employees opportunities to get involved and by investing in our innovative research and care programs that align with your philanthropic goals.

2 min read

There are many options for employees who want to make a difference in the lives of those with cystic fibrosis through their place of employment. Workplace giving offers you and your colleagues rewarding experiences outside of the day-to-day work routine. Teams that unite to help people with cystic fibrosis experience a shared sense of purpose and increased morale as they join forces to advance a cure for CF.

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the Cystic Fibrosis Foundation may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

To find out if your company has a matching gift policy, please enter your employer's name below.

Data Powered by [Amplify](#)

Donation page

GREAT STRIDES

CYSTIC FIBROSIS FOUNDATION

LOG IN TO FUNDRAISE

REGISTER TO WALK

DONATE TO A WALKER

MENU

Gift Information

* Select A Gift Amount:

\$1,000

\$500

\$250

\$100

\$65

Enter an Amount

\$10

☐ Yes, automatically repeat this gift every month.

Thank you for your gift! Please let us know how you would like your name to be displayed on the webpage of the person to whom you donated

Display Name:

☒ Yes, you can display the amount of my donation publicly.

Personal email message to participant:

Matching Gift

☒ Would you like your employer to match?

Select your employer from the Dropdown: [Not in list?](#)

Apple

GREAT STRIDES 2022

NAPLES/FT. MYERS

You are making a donation on behalf of

NAPLES/FT. MYERS

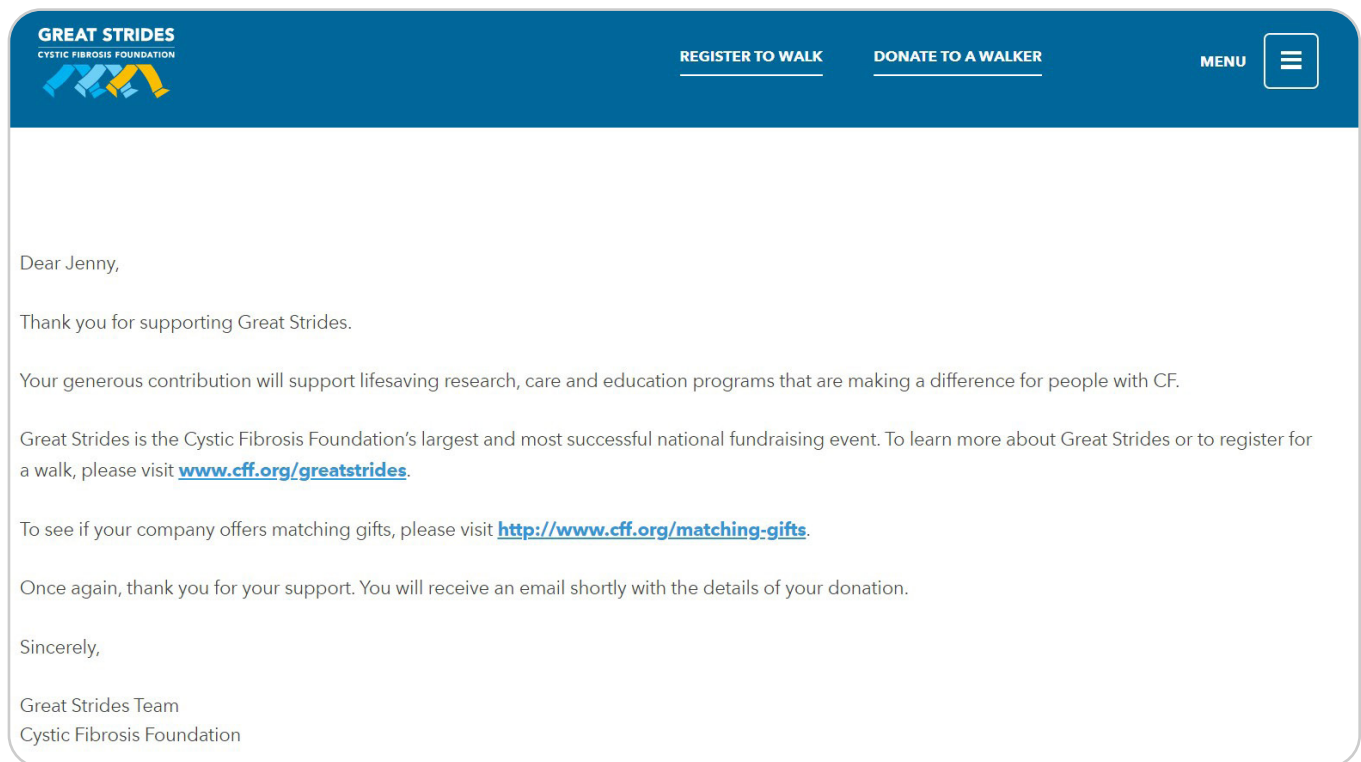
Together, we have made unprecedented advancements in the treatment and care of CF.

But our most important and challenging work is still ahead of us.

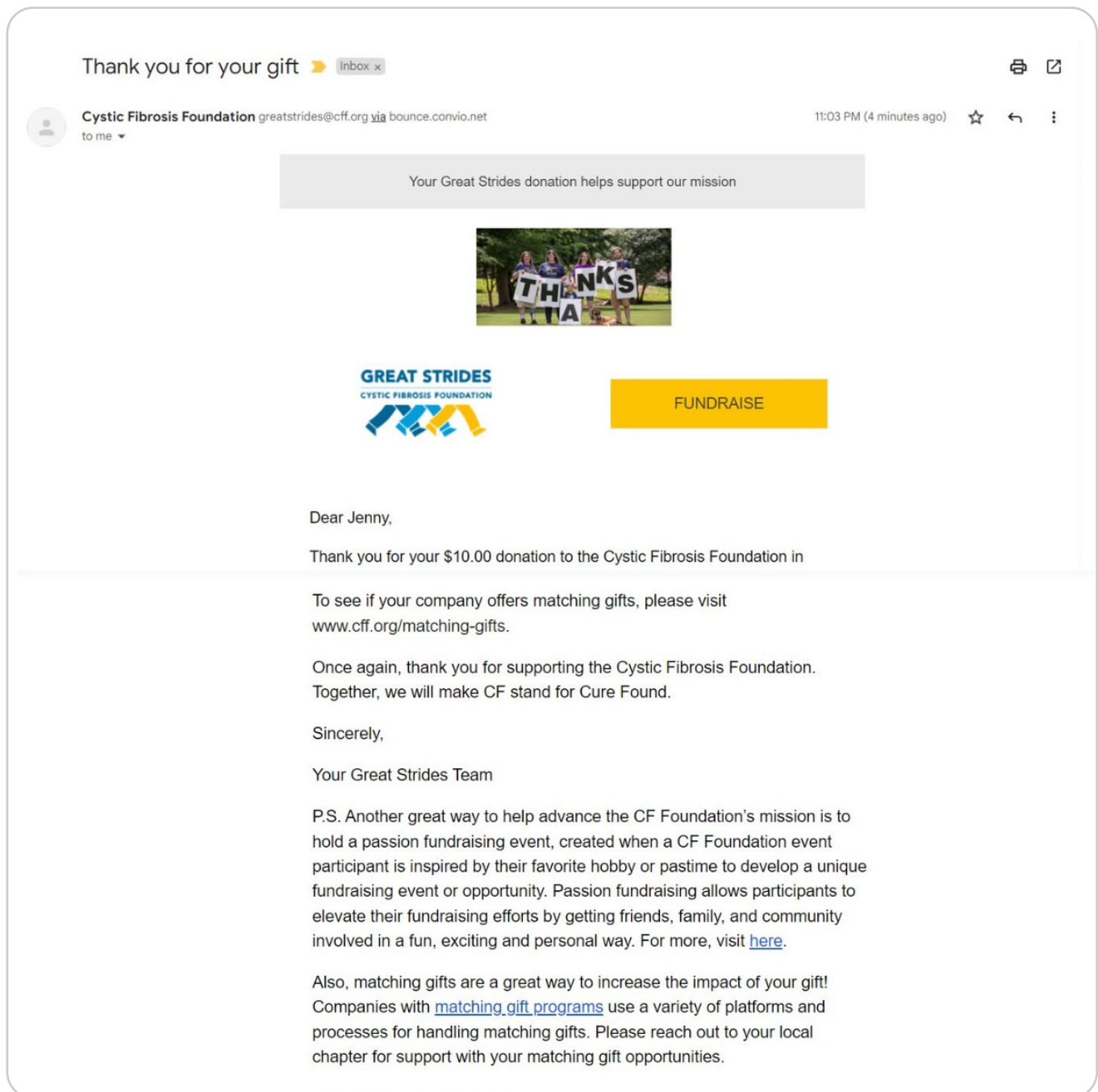
Your generous support will accelerate innovative research and help us reach

Matching Gift Research Report - Digital Strategy Analysis | 117

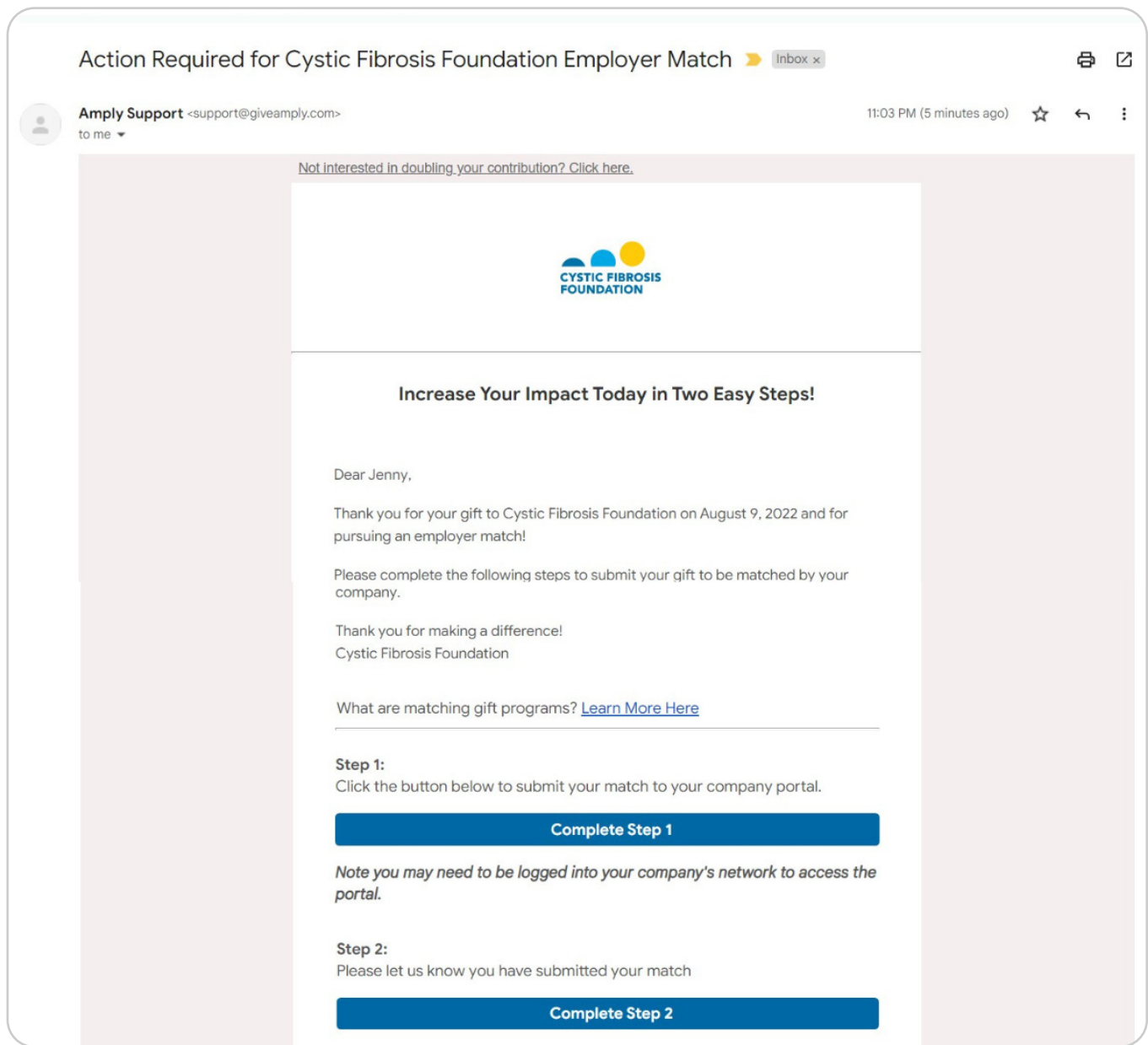
Confirmation screen



Follow-up emails



Follow-up emails





Our Conclusions

Great Strides does incorporate matching gifts in multiple locations throughout the giving experience, though the strategies implemented could do more to improve upon user-friendliness and otherwise better grab their audiences' attention.

For example, Great Strides' donation forms offer an opportunity to share matching gift information. However, the supporter must first select a box that indicates the user is interested in matching gifts. From there, the individual is provided with a somewhat limited dropdown menu or the chance to type their employer's name on their own. Then, on the confirmation screen and follow-up emails, donors are offered the chance to navigate to the organization's matching gift page, though no specific matching gift program information is provided, regardless of whether the donor entered employment details in the previous stage. Overall, this leaves much of the request process up to the donor, likely resulting in many missing matches.

ACS Virtual Challenges

American Cancer Society

Gross revenue in 2021 — \$19,640,000

The ACS Virtual Challenges are a series of Facebook-based fundraising opportunities that allow supporters to network and collect donations on behalf of the American Cancer Society while leveraging innovative social media fundraising tools. These challenges include events such as walk/runs, swims, rowing challenges, golf tournaments, and more.

Let's take a look at the ACS Virtual Challenges, and the way matching gifts were incorporated:



EVENT NAME: ACS Virtual Challenges

ORGANIZATION: AMERICAN CANCER SOCIETY

GRADE - D

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 2 / 14

Matching gift page

Cancer Helpline

800.227.2345

Contact Us

Sign Up For Email

American Cancer Society

Español | More Languages

GIVE IN HONOR & MEMORIAL

DONATE

Cancer A-Z

Risk, Prevention, & Screening

Treatment & Survivorship

Programs & Services

Our Research

Get Involved

About Us

Home > Get Involved > Donations > More Ways to Give

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours completed by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the American Cancer Society may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

If you have any questions regarding your matching gift request, please reach out to matchinggifts@cancer.org.

See if your employer will match your donation!

Search company name...

Let's Check

All information provided by

Double the Donation

Live Chat



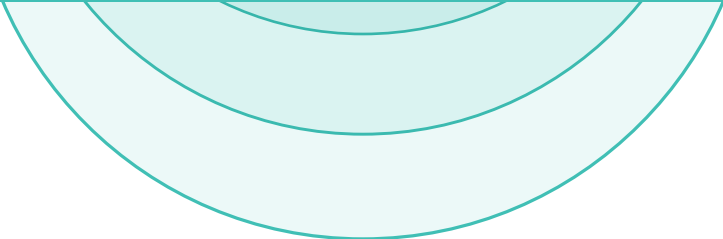
Our Conclusions

Unfortunately, the ACS Virtual Challenges lacked established matching gift practices that had been utilized in other fundraising events hosted by the American Cancer Society. In fact, as of this reporting, the only opportunity for virtual challenge donors to be exposed to matching gift programs is within the matching gift web page on the ACS website. As a result, we can expect that many eligible donors are going unmatched due to a lack of awareness of the programs and the fact that the ACS's matching gift strategies did not carry over to their Facebook-based campaigns.

For additional context, the American Cancer Society had a total of four events that reached the P2P Top 30 list. Of the three facilitated through the ACS website (Relay for Life, Making Strides Against Breast Cancer, and Real Men Wear Pink), the average total score landed at 8/14, translating to a B on our matching gift strategy scale.

However, the ACS has also recently invested in growing its Facebook-based fundraising—which brought in nearly \$20 million in general donation revenue in 2021 through a number of virtual challenges and reached #16 on the P2P Top 30. Unfortunately, their matching gift digital strategy did not carry over well, with that particular campaign's match score falling at 2/14.

One of the primary reasons for this discrepancy can probably be attributed to a change in the online fundraising software used. While ACS's other campaigns hosted through its website utilize embedded solutions that make matching gift promotions easy, the Virtual Challenges utilize Facebook's own giving platform, which was not equipped with built-in matching gift tools.



Walk to Defeat ALS The ALS Association

Gross revenue in 2021 — \$19,626,274

Hosted by the ALS Association each year, Walk to Defeat ALS is promoted as the #1 way to unite and support those living with ALS. The association, with its key fundraising event, works to raise funding and awareness for ALS—including by driving groundbreaking innovative solutions and ultimately gearing for a cure. Walks take place across the country, with dedicated participants fundraising and walking for the cause.

Here's how the ALS Association's Walk to Defeat ALS incorporates matching gifts in their strategy;



EVENT NAME: Walk to Defeat ALS

ORGANIZATION: THE ALS ASSOCIATION

GRADE - D

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — HEPData |

TOTAL: 3 / 14

Matching gift page



Matching Gifts


Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, request a matching gift form from your employer, and send it completed and signed with your gift. We will do the rest. The impact of your gift to ALS may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

[Matching Gifts](#) database provided by HEPdata exclusively under these [Terms of Use](#).




Confirmation screen



GREATER PHILADELPHIA
CHAPTER

EVENT HOME REGISTER **DONATE** MENU



THANKS, JENNY!

We received your gift of \$10.00 for the Walk to Defeat ALS.
Your support is crucial to helping us fight ALS!

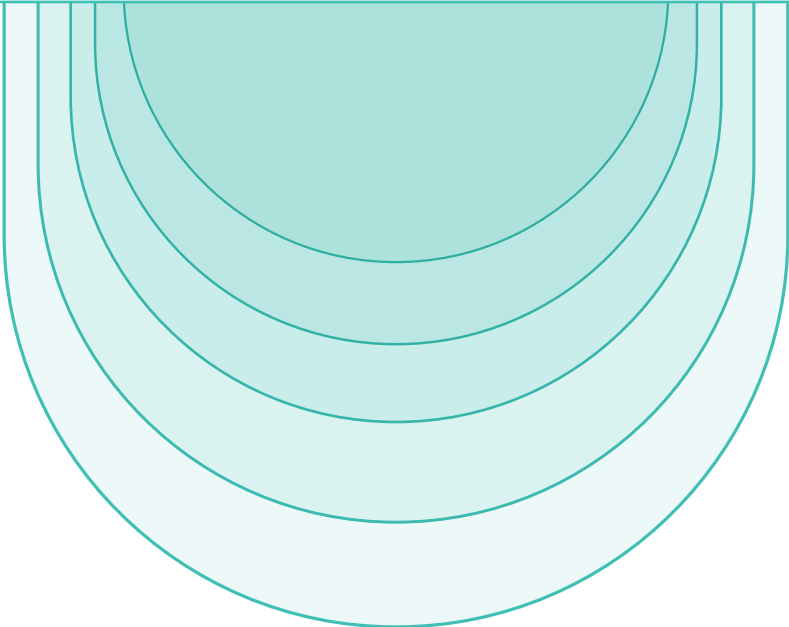
Many companies offer Matching Gift Programs. Search for your company here to find out if they will match your gift and double your impact!



Our Conclusions

Walk to Defeat ALS has a limited matching gift strategy in place that is essentially restricted to its matching gift page and donation confirmation screen. After a donor clicks out of the confirmation page, they're likely not met with any additional follow-ups—matching gifts are neither mentioned in their initial thank-you emails nor do they trigger dedicated matching gift emails after the fact.

All in all, the ALS Association has significant potential to do more with matching gifts and begin making the most of the opportunities available to their donors. But until their donors are aware of the opportunities in the first place, they won't be able to participate.



Out of the Darkness Community Walks American Foundation for Suicide Prevention

Gross revenue in 2021 — \$19,450,302

Out of the Darkness Walks occur in many cities nationwide to raise funding for suicide prevention, support those affected by suicide, and send a critical message that no one is alone. In addition to signature Community Walks, AFSP also organizes Campus and Overnight Walks to provide supporters with multiple opportunities to get involved.

Let's take a look at the ways AFSP integrates matching gift programs into their Out of the Darkness walking events;



American
Foundation
for Suicide
Prevention

EVENT NAME: Out of the Darkness Community Walks

ORGANIZATION: AMERICAN FOUNDATION FOR SUICIDE PREVENTION


GRADE - A-

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input checked="" type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |


TOTAL: 9 / 14

Matching gift page

[ACCOUNT LOGIN](#) [Fundraiser Search](#)


 **American Foundation for Suicide Prevention**

[HOME](#) [Out of the Darkness Walks](#) [Events](#) [Memorial/Tributes](#) [Individual Giving](#) [Corporate](#) [Other Ways to Give](#)



Matching Gifts

You + Company Match = Double the impact!

 **American Foundation for Suicide Prevention**


Matching gifts are a great opportunity to double the impact of your contribution to AFSP! Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. Some companies with a matching gift policy may double or even triple the amount of your original gift and will even match gifts from spouses and/or retirees.

To find out if your company has a matching gift policy, please enter your employer's name below:

See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation



Donation page



**American
Foundation
for Suicide
Prevention**

[HOME](#) [Out of the Darkness Walks](#) [Events](#) [Memorial/Tributes](#) [Individual Giving](#) [Corporate](#) [Other Ways to Give](#)

Each dollar brings us closer to a world without suicide.

Please click [here](#) to make a gift in memory of a loved one.

Mailing Address: American Foundation for Suicide Prevention (AFSP), 199 Water Street, 11th Floor, New York, NY 10038

Contact Us: development@afsp.org | 212-363-3500

Our Federal tax ID # is 13-3393329. AFSP's Combined Federal Campaign (CFC) number is 10545.

Supporting American Foundation for Suicide Prevention

Your Donation

Donation Option*

One-Time

Monthly

Donation Amount*

\$ 10

I would like my gift to be anonymous.

☐ Yes

Would you like to be added to our mailing list?

☐ Yes

☐ No

Have you recently lost someone to suicide? (If you would like to make a memorial gift, please visit the link listed above)

☐ Yes

☐ No

Corporate Giving

☒ Individual Gift

☐ Gift on behalf of my company


See if your company will match your donation!


Apple Inc.



You've selected **Apple Inc.**. Next steps will be provided via email after the donation is made.

Confirmation screen

[ACCOUNT LOGIN](#) [Fundraiser Search](#) 

**American
Foundation
for Suicide
Prevention**

[HOME](#) [Out of the Darkness Walks](#) [Events](#) [Memorial/Tributes](#) [Individual Giving](#) [Corporate](#) [Other Ways to Give](#)

Dear Jenny Taylor,

Thank you for your generous gift of \$10.00 on 08/09/2022, to the American Foundation for Suicide Prevention (AFSP).

You can download your receipt here: [DOWNLOAD RECEIPT](#)

The [American Foundation for Suicide Prevention](#) is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that's smart about mental health through education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. Led by CEO [Robert Gebbia](#) and headquartered in New York, AFSP has local [chapters](#) in all 50 states with programs and events nationwide. Learn more about AFSP in our latest [Annual Report](#), and join the conversation on suicide prevention by following AFSP on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

Thank you for supporting suicide prevention.

Sincerely,

Mike Lamma
VP of Development and Field Management


*No goods or services were received in exchange for this gift.
The American Foundation for Suicide Prevention's Tax ID Number is: 13-3393329*


It looks like your gift is eligible to be matched by your employer!


Use the buttons below for more information and to maximize the impact of your gift.
Next steps will also be provided via email.


[GO TO MATCHING GIFT FORM](#) [SEE GUIDELINES](#)

What's Next?

 [Invite Others to Donate](#)

 [Share on Facebook](#)

 [Share on Twitter](#)

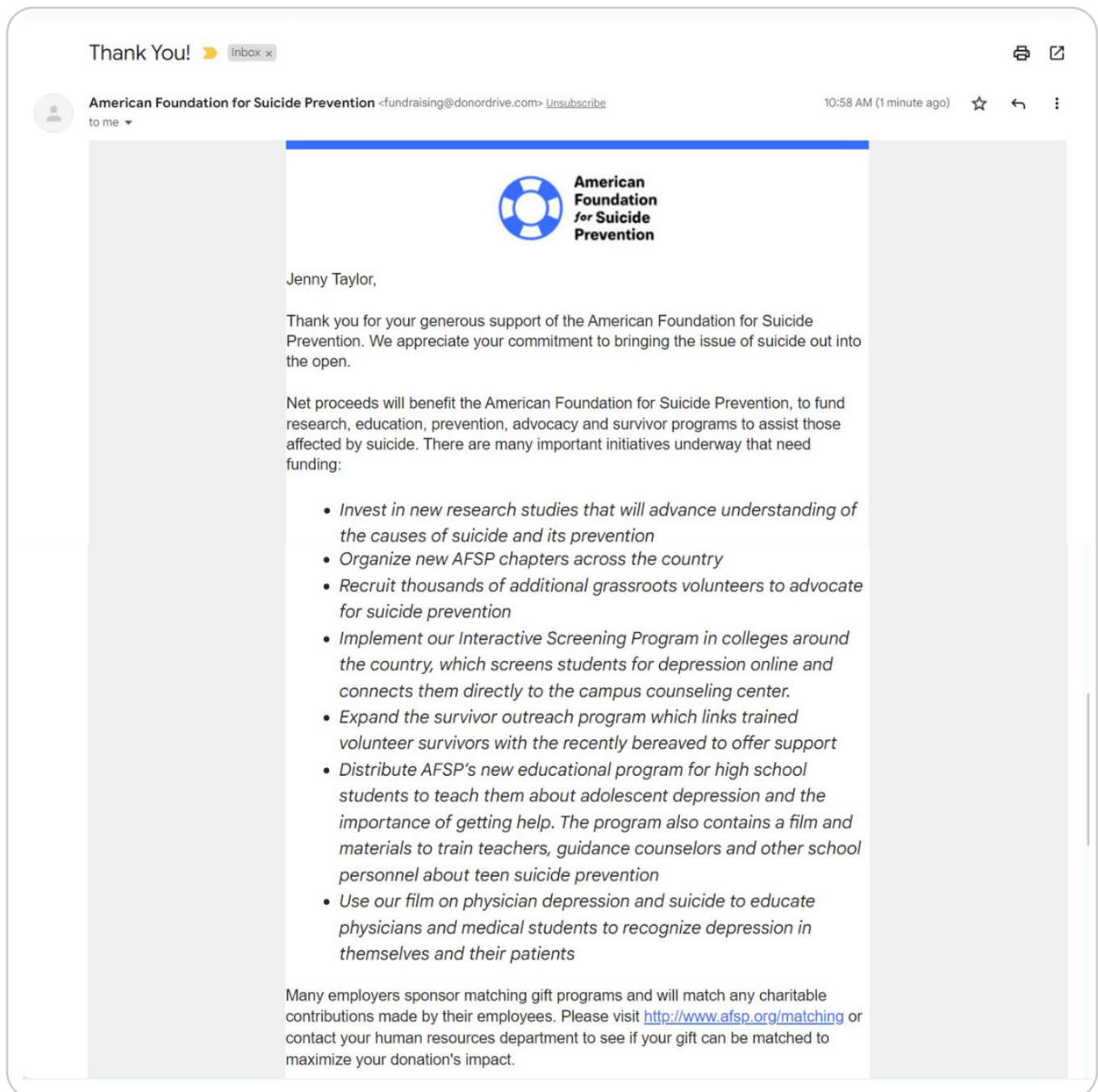
 [Create a Fundraising Account](#)

Invite Others to Donate!

Do you know someone who might like to donate? Invite them now with a custom email message.

[Send an Email](#)

Follow-up emails





Our Conclusions

Out of the Darkness Community Walks offers a fairly well-rounded matching gift strategy that highlights workplace giving opportunities from the matching gift page to the donation form and confirmation screen to the acknowledgment emails. This enables donors to receive company-specific matching gift program information from the confirmation screen based on the employer selected during the donation process.

The simpler it is for donors to get their gifts matched, the more likely they are to drive their match to completion, and the American Foundation for Suicide Prevention makes it quick and easy with direct links to corporate match request portals and more.

Movember

The Movember Foundation

Gross revenue in 2021 — \$18,306,715

Movember, hosted by the Movember Foundation, is an impactful fundraising event designed to make a difference in men's health—including, but not limited to, prostate and testicular cancers and mental health and suicide prevention—and the largest fundraising movement dedicated to these areas. Since 2003, Movember has used funding from its events to support more than 1,250 men's health projects on a global scale.

Let's take a look at the Movember Foundation's matching gift efforts;



EVENT NAME: MOVEMBER

ORGANIZATION: THE MOVEMBER FOUNDATION

GRADE - B

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input checked="" type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 7 / 14

Matching gift page

GIFT MATCHING

A number of companies operate a gift matching program so that the money you donate or raise is doubled by them. Here's how the gift matching program works:

1. Make a donation, and be sure to keep your receipt.

You'll need to give a copy of this receipt to your employer during the matching gift submission process. During this process, input the registration ID Number of the person you donated to - found at the bottom of your receipt - within the "comment/note/designation" field on the matching gift submission process. This will ensure that your matching donation goes directly to the fundraiser you donated to.

2. Search for your employer using the tool below.

If there are no results, contact your Human Resources department to double check if they operate a gift matching program.

3. Check your employer's procedures for gift matching.

Most employers have a minimum/matching donation amount that needs to be submitted within a few months of making the gift. Search for your employer below for those details.

SEARCH FOR YOUR COMPANY BELOW

Some companies match donations made by legendary employees like you. Search below to see if yours does.

See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation



Can't find your employer? Why not ask them? You're helping Movember stop men dying too young, so chances are they'd be happy to support you. At the very least, it's an opportunity to share the great work you're doing.

Confirmation screen

DOWNLOAD RECEIPT

Your receipt has also been emailed to you. Your receipt number is R-52654278-64584661

[Download](#)

WHERE DOES YOUR DONATION GO?

Your donation will fund medical research, groundbreaking tests and trials, life-changing men's health programs and innovative treatments. Keep an eye on your inbox for updates on where your money's going and the impact you're having.

[Our impact](#)

WILL YOUR EMPLOYER MATCH YOUR DONATION?


Some companies match donations made by legendary employees like you. Search below to see if yours does.

Can't find your employer? Why not ask them? You're helping Movember stop men dying too young, so chances are they'd be happy to support you. At the very least, it's an opportunity to share the great work you're doing.

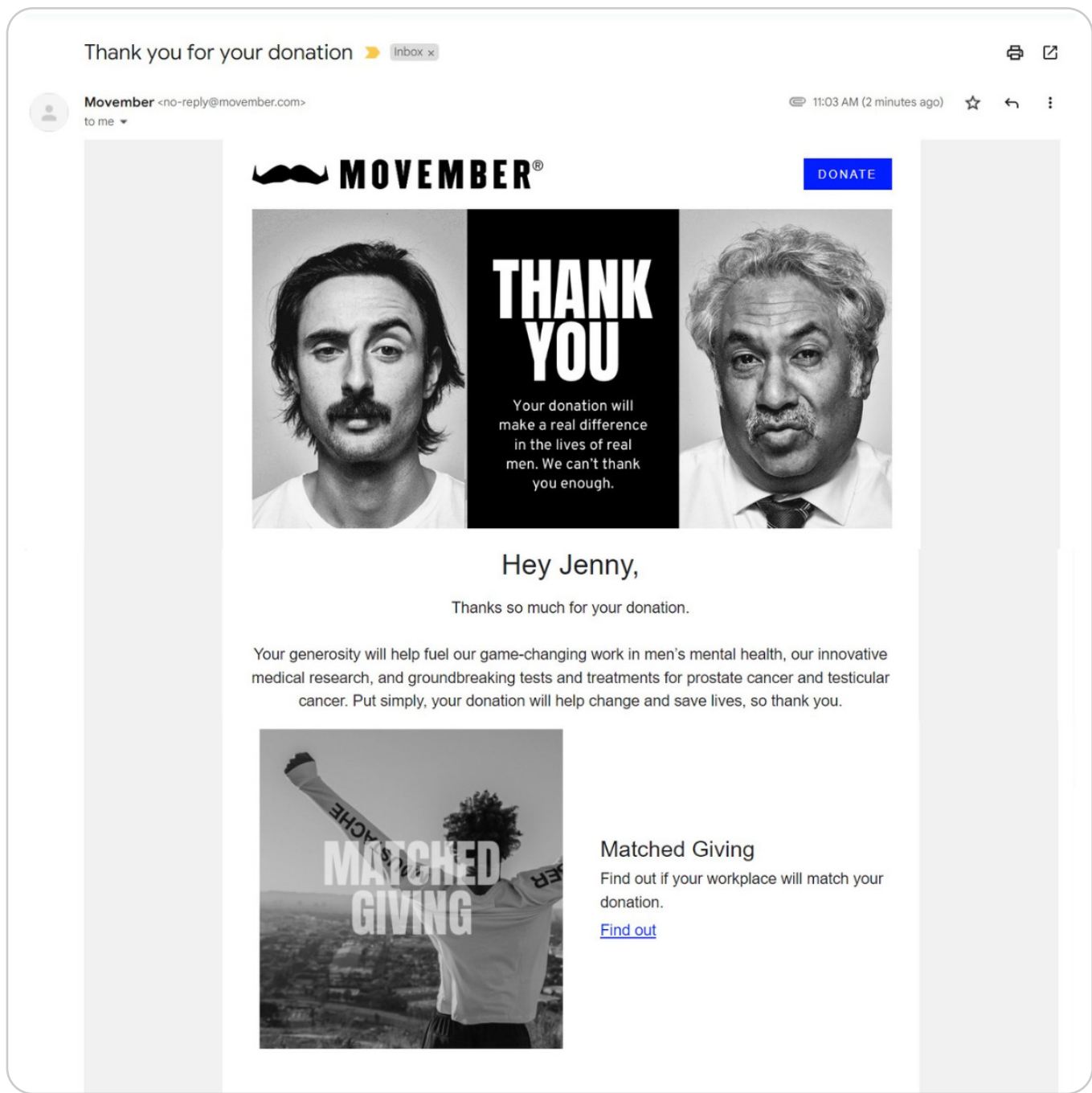
See if your employer will match your donation!

[Let's Check](#)

All information provided by
Double the Donation



Follow-up emails





Our Conclusions

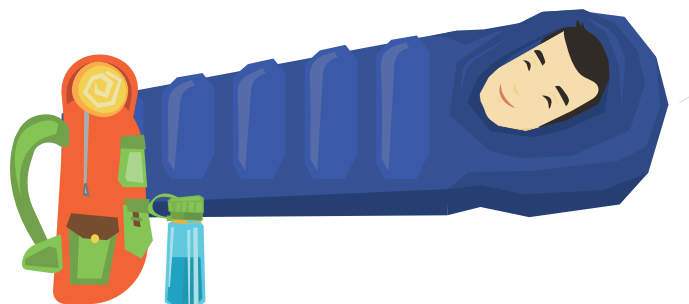
Movember includes matching gifts in some of the most impactful locations to drive more donors toward these available programs. Through their matching gift page and confirmation screens (each with a company search tool) and follow-up email messaging, Movember highlights the ways matching gift programs can make a difference in even more mens' lives. However, collecting employment information within the donation form and sending separate matching gift email blasts could take their strategy even further.

Sleep Out Covenant House

Gross revenue in 2021 — \$18,260,191

Sleep Out by Covenant House is a top fundraising event dedicated to fighting youth homelessness by collecting revenue that will go toward providing youth with safe shelter and the resources they need. Participating in a Sleep Out event—which are hosted at Covenant House sites across the U.S. and Canada—raises funds and awareness for homelessness issues while showing commitment to the young people being supported through Covenant House's programs.

Plus, Sleep Out supporters can give and raise even more with matching gifts. Here's how Covenant House is promoting the opportunities;



EVENT NAME: Sleep Out



ORGANIZATION: COVENANT HOUSE


GRADE - A

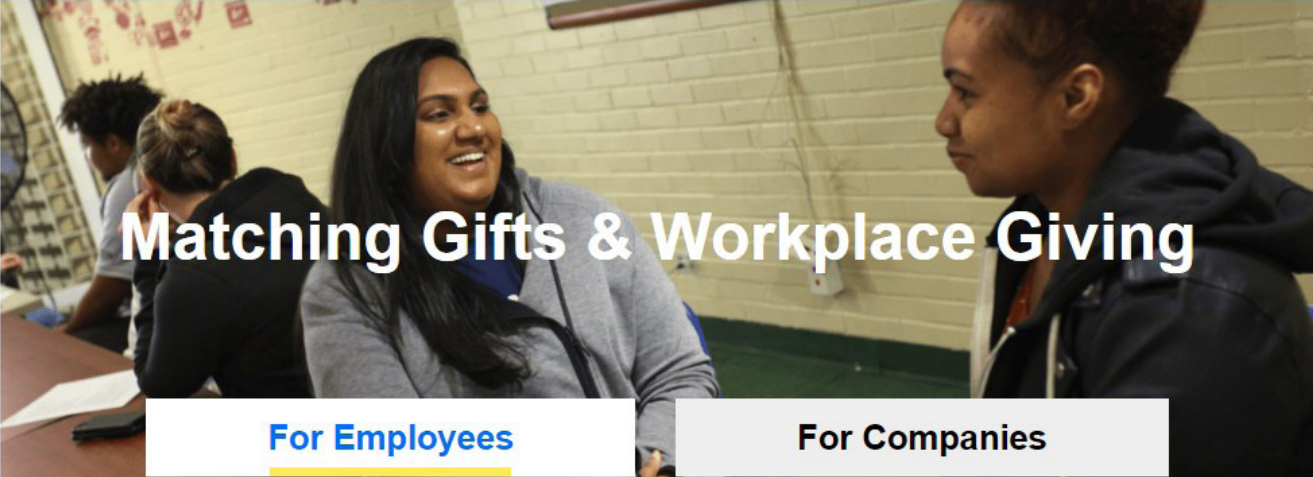
- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 11 / 14

Matching gift page

**Covenant House**

About Us ▾ Our Work ▾ Get Involved ▾ **GET HELP** SEARCH SLEEP OUT 




Matching Gifts & Workplace Giving


For Employees

For Companies

Many companies have matching gift programs which allow employee donations to nonprofits to be matched. To determine if your company has a matching gift policy simply type it in the search bar below.

See if your employer will match your donation!

 Search


All information provided by [Double the Donation](#) 

If your company has a matching gift program you can use the form above or request a matching gift form from Human Resources. Submit the completed form to Human Resources or fill it out, sign it and send it to us and we'll follow up to make sure your donation is matched. You can mail, email or fax your completed form to:

Covenant House International
Attn: Matching Gifts
5 Penn Plaza
New York, NY 10001
Email: chimatchinggifts@covenanthouse.org

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Donation page

Covenant House

Today, your donation has 2x the impact for youth facing homelessness.

Donation Type

MONTHLY

ONE-TIME

Donation Amount

\$100

\$500

\$1,000

\$2,000


\$ 10

Donation FAQs



Does Covenant House accept matching gifts?

▼

Covenant House welcomes matching gifts from your employer. You can check to see if your employer matches employee gifts and download matching gift forms by visiting covenanthouse.org/employee-giving-landing.



Confirmation screen




[About Us](#) [Our Work](#) [Get Involved](#) [GET HELP](#) [SEARCH](#) [SLEEP OUT](#) [DONATE](#)

Thank you for your donation.

Your generosity protects the homeless kids we serve from the many dangers they face, providing them with options, education, and a path to a better future.

Many companies have matching gift programs which allow employee donations to nonprofits to be matched. To determine if your company has a matching gift policy simply click below.

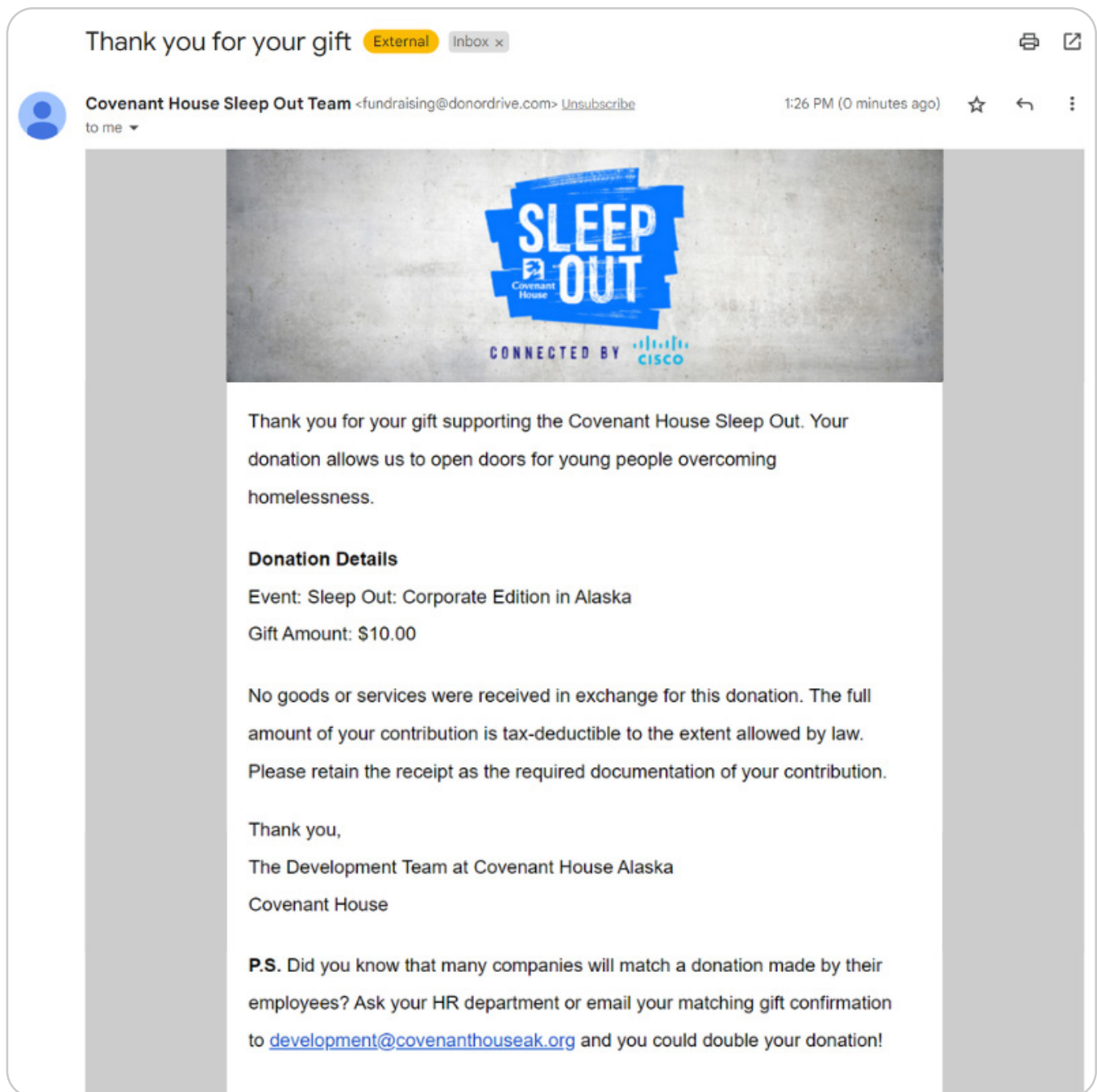
See if your employer will match your donation!

 [Click here to double your donation](#)

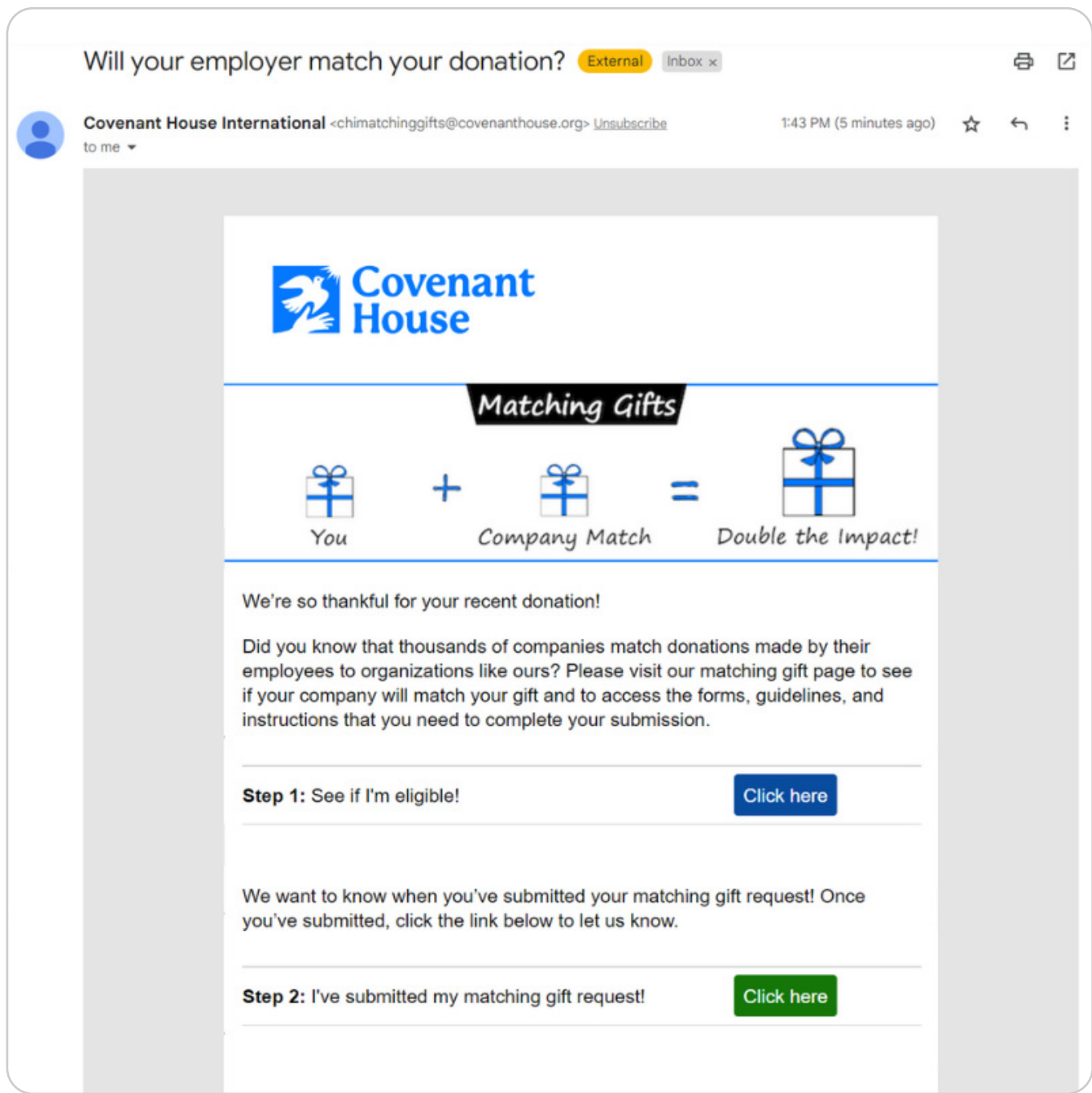
If your company has a matching gift program you can use the form above or request a matching gift form from Human Resources. Submit the completed form to Human Resources or fill it out, sign it and send it to us and we'll follow up to make sure your donation is matched. You can mail, email or fax your completed form to:

Covenant House International
ATTN: Matching Gifts
5 Penn Plaza, 2nd Floor
New York, NY 10001
Email: slatchman@covenanthouse.org
Fax number: (212) 727-6516

Follow-up emails



Follow-up emails

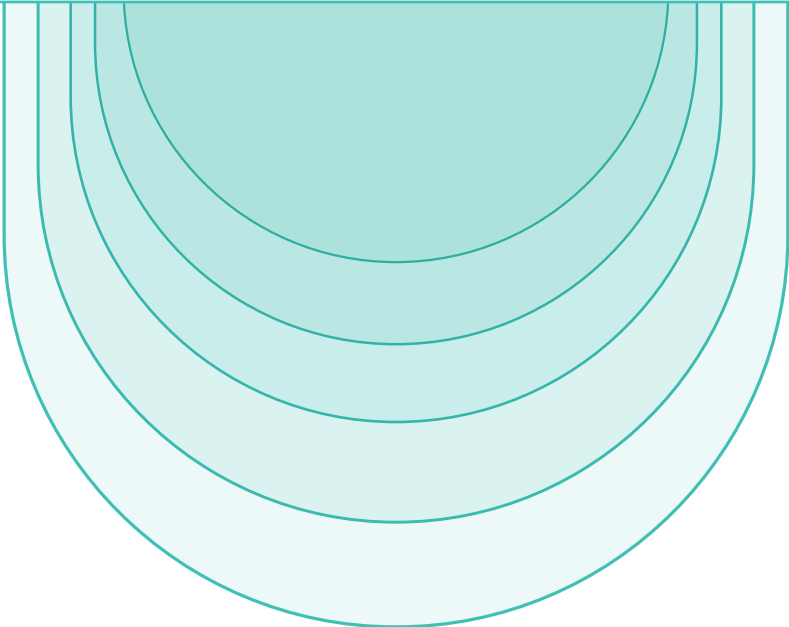




Our Conclusions

Covenant House's Sleep Out offered matching gift information in multiple key locations—a dedicated matching gift page, a brief section within their online giving form, and a donation confirmation screen seen after donors contribute their initial gifts. By providing the information to their donors at multiple opportunities, Covenant House can encourage supporters to follow up and get their donations matched by their employers.

One component that would have the potential to elevate their strategy even further, however, would be collecting employment information within the giving process itself and leveraging that data to trigger targeted email follow-ups post donation.



Extra Life Children's Miracle Network Hospitals

Gross revenue in 2021 — \$15,034,264

Extra Life is a program of Children's Miracle Network Hospitals, and it works to raise substantial funding to support Children's Miracle Network Hospitals, its patients, and its families in the U.S. and Canada by uniting thousands of gamers around the globe. Since the first event in 2008, Extra Life has raised over \$100 million for life-saving treatments, healthcare services, breakthrough research, innovative medical equipment, and more.

And here's how Extra Life uses matching gift programs to help;



EVENT NAME: Extra Life

ORGANIZATION: CHILDREN'S MIRACLE NETWORK HOSPITALS


GRADE - C

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input type="checkbox"/> | Matching Gift Software — Unknown |

TOTAL: 4 / 14

Donation page

[Home](#) [About](#) [Experience](#) [Community](#) [Resources](#)


a program of
Children's Miracle Network Hospitals

Make A Donation

Hey hero! You're about to make a gift directly to **Children's Miracle Network Hospitals**. This tax-deductible donation will *not* be associated with any specific Extra Life participant. If you meant to support a specific Extra Lifer, enter their first and last name into the search box on the [main page](#) and click search. Thanks!

Supporting Extra Life 2022

Your Donation

Donation Option *

One-Time

Monthly

Donation Amount *

\$25

SUPER EASY The Beginner option gives the warm fuzzies of saving kids without overdrawing your checking account.

\$50

INTERMEDIATE Intermediate donors have enormous impact on the lives of local kids without busting their budget.

\$100

ADVANCED ***Most popular giving level*** These donors bring a lot of gusto to the fight to save kids! Huge props to our advanced donors.

\$250

EXPERT For those who want to make a significant impact on the lives of kids with a single, awesome gift.

\$1,337

You know we'd offer this right?

Other

OTHER AMT Choose your own amount! Any donation you make will have an immediate impact on the kids treated at children's hospitals.

Donation Amount *

\$ 10

USD

☐ Yes! I'd like to cover processing costs. (\$0.70 USD)

How did you hear about Extra Life?

Corporate Giving

☒ Individual Gift

☐ Gift on behalf of my company


Employer Name

Apple


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Confirmation screen

[Home](#) [About](#) [Experience](#) [Community](#) [Resources](#) [LOGIN](#)



[SIGN UP](#) [DONATE](#)



[Watch later](#) [Share](#)

[Watch on YouTube](#)

Thank you for your generous gift of \$10.00 USD to Children's Miracle Network Hospitals through Extra Life. You're helping save and improve the lives of kids across North America.

Double Your Donation!!
Many employers have matching gift programs and will match any charitable contributions made by their employees. Can you contact your company's HR department to see if your gift can be matched?

You'll receive a thank you notification via email for tax purposes. All donations are tax-deductible to the extent allowed by law. Thank you for your contribution.

What's Next?

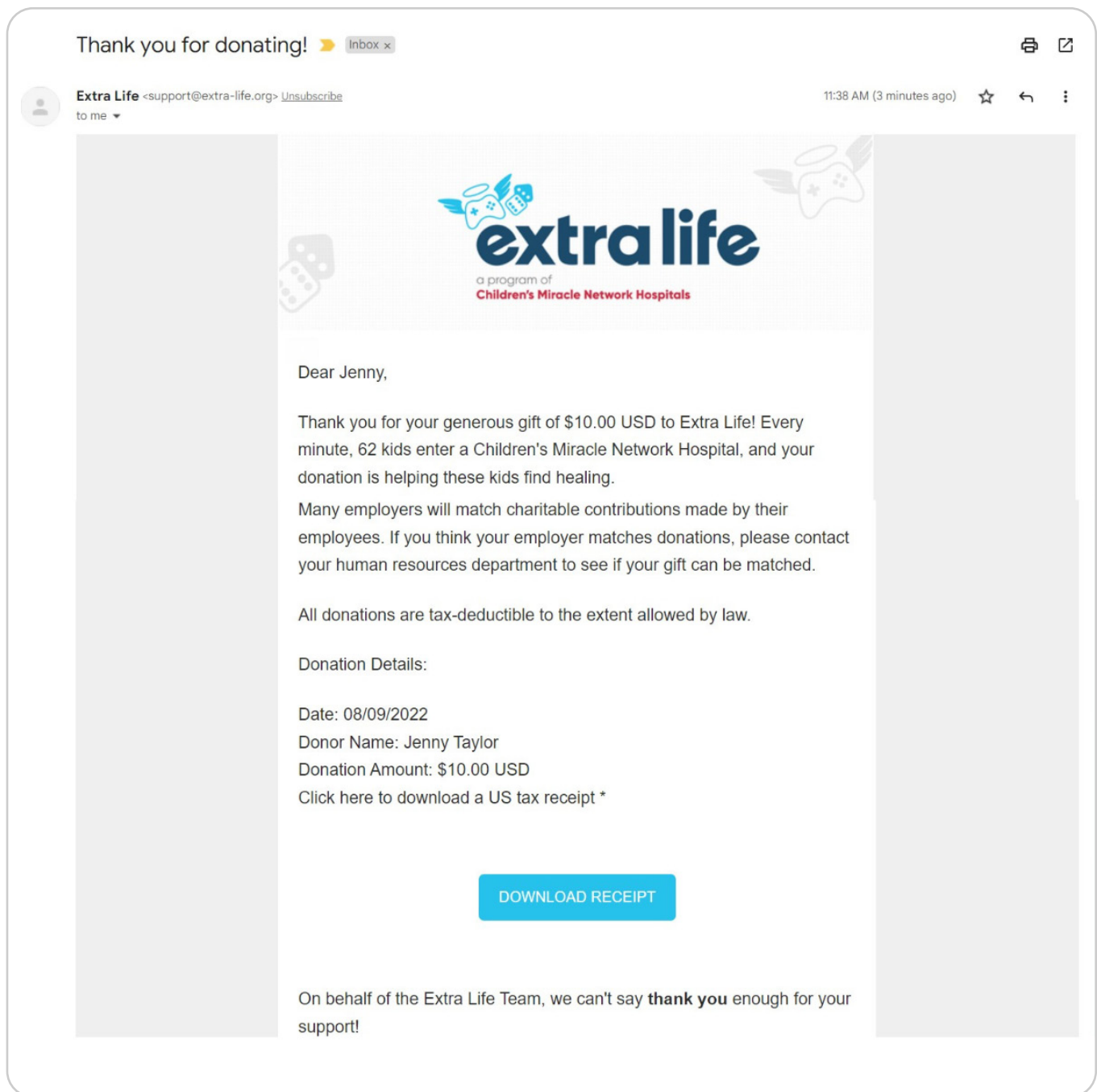
- [Invite Others to Donate](#)
- [Share on Facebook](#)
- [Share on Twitter](#)
- [Create a Fundraising Account](#)

Tell Your Friends!

Thanks for helping our cause! Now let everyone know about your donation by posting it to your Facebook Wall.

[Share on Facebook](#)

Follow-up emails





Our Conclusions

Extra Life certainly has room for improvement in its matching gift strategy, and doing so could make a significant difference in the results they see from match programs. For example, a finding of note is that we were unable to locate a matching gift web page for Extra Life or the broader Children's Miracle Network Hospital, which makes it one of two events that lack a dedicated match page.

Additionally, though the organization collected employment information during the donation process, there were no personalized insights shared regarding the donor's specific matching gift program. In fact, donors were not even provided with a search tool but instead directed to contact their employers' HR departments, which is likely to result in missed matches due to process complications.

Play Live St. Jude Children's Research Hospital

Gross revenue in 2021 — \$14,900,000

St. Jude Research Hospital's PLAY LIVE fundraiser is a unique peer-to-peer fundraising event designed to appeal to kids and gamers of all ages—complete with video games and prizes. Together, PLAY LIVE has raised over \$45 million for children's cancer research and treatment, allowing fundraisers to get involved and make a difference.

Let's take a look at the way matching gifts are folded into this fundraising event's initiatives;



EVENT NAME: Play Live



St. Jude Children's
Research Hospital


ORGANIZATION: ST. JUDE CHILDREN'S RESEARCH HOSPITAL

GRADE - D

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Matching Gift Emails |
| <input type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |


TOTAL: 2 / 14


Matching gift page



St. Jude Children's
Research Hospital

[CONTACT US](#) [ESPAÑOL](#) [Patient Referrals](#) [Donate Now](#)


[About Us](#) [Care & Treatment](#) [Research](#) [Training](#) [Get Involved](#) [Ways to Give](#) 




St. Jude patient Gracie

Search if your employer will double your donation!

Let's Check




How to have your gift matched:



Step 1:


If you've recently made a donation, skip to Step 2. Or, make a donation to St. Jude today.

Make a Donation




Step 2:

Search in the bar above to see if your employer matches gifts to St. Jude.



Step 3:

Follow the instructions in the search results to have your gift to St. Jude matched.



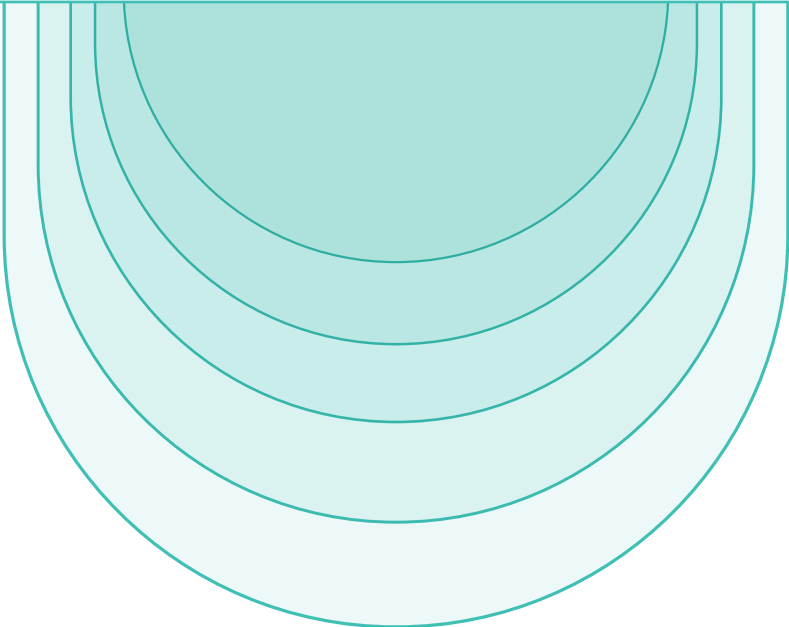
Matching Gift Research Report - Digital Strategy Analysis | 160



Our Conclusions

Despite its innovative fundraising strategy, PLAY LIVE lacks the well-crafted matching gift efforts that we've seen in St. Jude's other P2P fundraising initiatives. This is perhaps due to the fact that the PLAY LIVE fundraiser is hosted through a different fundraising platform than St. Jude's typical giving software.

Overall, we believe that PLAY LIVE could have the potential to collect more through matching gifts should the St. Jude team begin incorporating matching promotions within the giving process. They can even incorporate the best practices already in place throughout their own alternative fundraising opportunities—such as Heroes and St. Jude Walk/Run.



St. Baldrick's Head-Shaving Events

St. Baldrick's Foundation

Gross revenue in 2021 — \$14,767,931

St. Baldrick's Head-Shaving Events, put on by St. Baldrick's Foundation, has an ultimate goal of "Shaving Heads to Conquer Kids' Cancer." This peer-to-peer fundraising initiative offers many ways to get involved, which include participating in an existing fundraising event, starting a new fundraising event, or shaving solo with an at-home head-shaving party. All in all, these head-shaving events allow fundraisers across the nation to raise much-needed funding for kids' cancer research and innovative treatments but also bring awareness to the issue at hand.

And here's how the St. Baldrick's team intertwines matching gift programs with its head-shaving efforts;

EVENT NAME: St. Baldrick's Head-Shaving Events




ORGANIZATION: ST. BALDRICK'S FOUNDATION

GRADE - C

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — HEPData |

TOTAL: 5 / 14


Matching gift page



CONQUER
KIDS'
CANCER

Sign In • Contact Us

Donate

Search for people or events... 

Why We Exist • Get Involved • Our Community • See the Impact • Ways to Give • Blog

Matching Gifts Search

Double Your Donation, Double the Impact — It's Easy!

Did you know your donation could be doubled, or even tripled, meaning more research funding for kids with cancer?

Many companies have matching gift programs that will match the amount you give to St. Baldrick's. To date we've received over 50,000 matching donations from donors like you, totaling over \$6.5 million for kids' cancer research!


Here's how you can get started...

Step 1: [Donate to St. Baldrick's](#)

Step 2: See if your employer will match your donation. Contact your Human Resources or Corporate Giving Department, or search for your company with the form on this page!

Step 3: Submit a matching gift request based on your employer's instructions. Once we verify your donation, your company will issue their matched gift. We'll post it online as soon as it's been processed!

(FYI: From the time your company issues their match, it can take up to eight weeks for your donation to be posted. We appreciate your patience as we make sure your donation is properly accounted for!)

Company Name 

We did the math on your gift's impact when it's matched. **Here's how your gift can help conquer kids' cancer...**


A matched \$25 gift becomes \$50, which can fund two hours of coordination for a clinical trial. These are often a child's best hope for a cure.

A matched \$50 gift becomes \$100, which can fund four hours of research to improve patient and survivor quality of life.

A matched \$250 gift becomes \$500, which can provide one day of research for innovative projects — projects that can't continue without funding.

Questions? Contact us at matchinggifts@stbaldricks.org

Confirmation screen

 **St. Baldrick's**
FOUNDATION

CONQUER
KIDS'
CANCER

[Sign In](#) • [Contact Us](#)

[Donate](#)

[Why We Exist](#) • [Get Involved](#) • [Our Community](#) • [See the Impact](#) • [Ways to Give](#) • [Blog](#)

Thank you, from the bottom of our hearts.

Your donation to
St. Baldrick's Foundation General Fund
will help discover new cures for kids with cancer.





[Facebook](#)[Twitter](#)

Matching Gifts

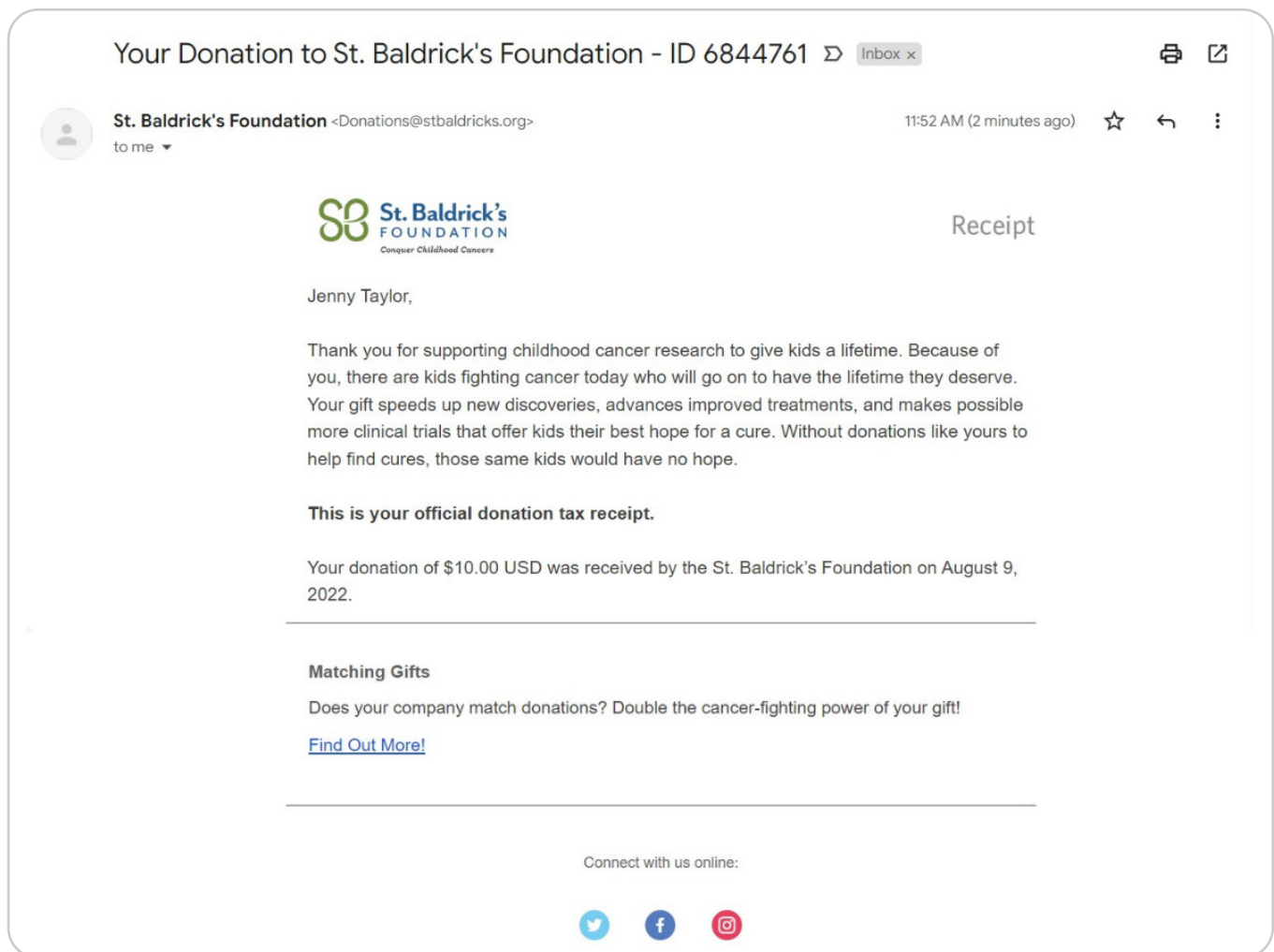
One gift is good, but two will be twice as impactful. Search your company name to see if they'll match your kindness.

Questions? Contact matchinggifts@stbaldricks.org

Quick Links

-  [Make another donation](#)
-  [See the impact](#)
-  [About St. Baldrick's Foundation](#)
-  [Download your receipt](#)

Follow-up emails

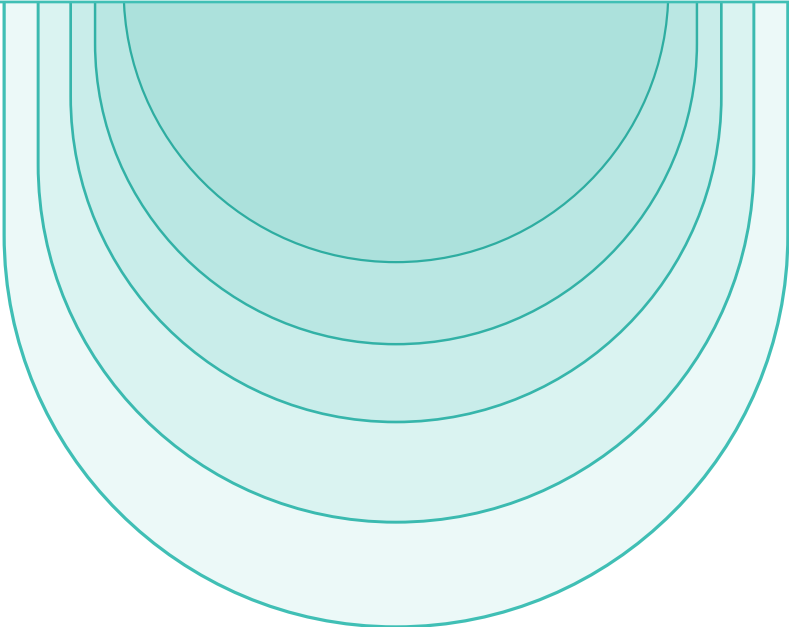




Our Conclusions

A substantial component of St. Baldrick's matching gift strategy had to do with its matching gift company search tool, which was included on the match page and confirmation screen—and unfortunately, it was not the most user-friendly one. While some of the other organizations' offered auto-completing search functionality, St. Baldrick's required the user to type the full name of the company they work for and then select the correct business from the populated list. And yet we also found that the list populated was not particularly accurate, either. For example, a search for the company "Apple" resulted in companies such as Community First Credit Union, Jewelers Mutual Insurance Company, Uponor North America, Inc., AZCO, and U.S. Venture.

Overall, the experience wasn't as seamless for donors aiming to locate their employer's matching gift program information as some of the other organizations we've seen.



St. Jude Heroes St. Jude Children's Research Hospital

Gross revenue in 2021 — \$14,357,468

St. Jude Heroes, another program of St. Jude Children's Research Hospital, incorporates a combination of virtual and in-person fitness-related fundraising events. These fundraisers have collected millions of dollars for St. Jude Kids across the nation through experiences such as the Marathon, Half Marathon, 10K, 5K, 2-Race Challenge, and 4 Race Challenge.

Here's how St. Jude Heroes uses matching gifts in their overarching fundraising strategy;



EVENT NAME: St. Jude Heroes



St. Jude Children's
Research Hospital


ORGANIZATION: ST. JUDE CHILDREN'S RESEARCH HOSPITAL

GRADE - A

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input checked="" type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |


TOTAL: 11 / 14


Matching gift page



St. Jude Children's
Research Hospital

[CONTACT US](#) [ESPAÑOL](#) [Patient Referrals](#) [Donate Now](#)


[About Us](#) [Care & Treatment](#) [Research](#) [Training](#) [Get Involved](#) [Ways to Give](#) 




St. Jude patient Gracie

Search if your employer will double your donation!

Let's Check




How to have your gift matched:



Step 1:


If you've recently made a donation, skip to Step 2. Or, make a donation to St. Jude today.

Make a Donation



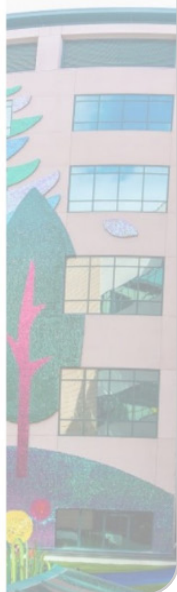
Step 2:

Search in the bar above to see if your employer matches gifts to St. Jude.




Step 3:

Follow the instructions in the search results to have your gift to St. Jude matched.



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Donation page



St. Jude Children's
Research Hospital
Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

Contact Us

Donate by mail

Make a donation to cure childhood cancer.





Donate on behalf of **St. Jude Walk/Run - Fort Lauderdale, FL.**

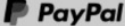
Your Donation Amount

✕

Other

Payment Method:






Employer Matching

Does your employer have a matching gift program? Please use the field below to find out.

Company selected: **Apple Inc.** [Select a different company](#)

Donate \$10

Confirmation screen




St. Jude Children's
Research Hospital
Finding cures. Saving children.
ALSAC - DANNY THOMAS, FOUNDER


Contact Us

Thank you, Jenny!

Your donation of **\$10.00** helps ensure families never receive a bill from St. Jude for treatment, travel, housing or food.


Print your receipt 

Search if your employer will double your donation!

 Search e

Let's Check

All information provided by



Now take the next step

Follow-up emails



St. Jude
Heroes®

Dear Jenny,

Thank you for your generous \$10.00 donation to St. Jude Children's Research Hospital. We're incredibly grateful for your support to help end childhood cancer.

Because of donors like you:

- Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago.
- Families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.

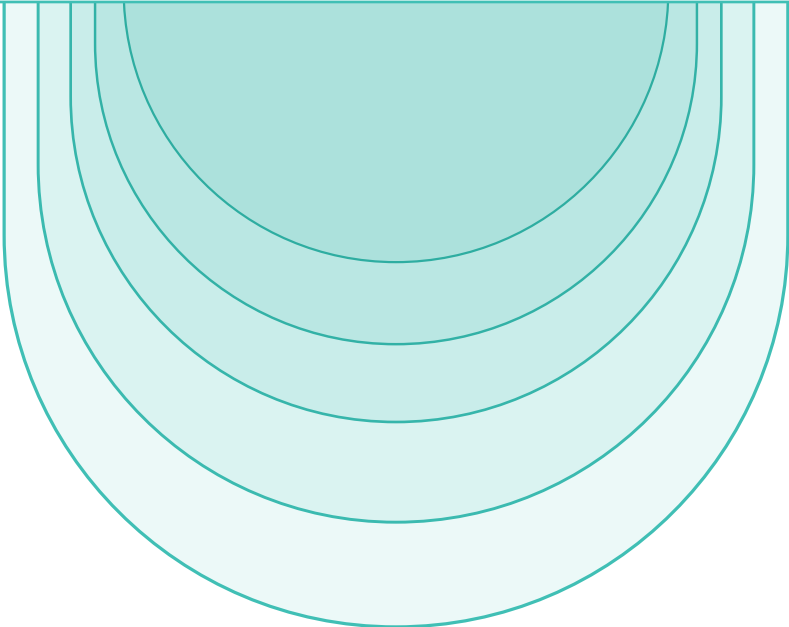
Did you know that many employers sponsor matching gift programs and will match charitable contributions made by their employees? [Learn how you can double your impact.](#)



Our Conclusions

St. Jude Heroes takes the initiative to promote matching gift programs to their donors at a few key locations—which include their donation form, the confirmation screen immediately following the donors' initial gifts, and the matching gift web page, which is linked from the confirmation screen, driving users in that direction to learn more about the programs made available to them.

They also leverage follow-up email communications post-transaction, which can be substantial opportunities for matching gift conversions. Specifically, the organization attempts to drive donors with an aim to “double their impact” from the initial donation confirmation and thank-you email!



Komen Race for the Cure

More than Pink Series — Susan G. Komen Organization

Gross revenue in 2021 — \$14,163,153

Komen Race for the Cure, which is also known as the More than Pink series, is a top fundraising opportunity hosted by the Susan G. Komen Organization each year as a way to raise funds for research, care, community, and action. Individuals interested in getting involved can do so as a race participant/fundraiser or donor, start or join a team at a local event, and more.

Plus, here's how Komen Race for the Cure makes the most of matching gifts to fight breast cancer even more effectively;

**EVENT NAME: KOMEN RACE FOR
THE CURE/MORE THAN PINK SERIES**




ORGANIZATION: SUSAN G. KOMEN ORGANIZATION

GRADE - A+

- ☒ Dedicated Matching Gift Page
- ☒ Donation Form
- ☒ With auto-completing company search field
- ☒ Confirmation Screen
- ☒ Embedded company information widget
- ☒ Automatically populating
- ☒ Links to program guidelines + next steps
- ☒ Matching Gift Emails
- ☐ Mentioned in confirmation email
- ☒ Separate matching gift email
- ☒ From the organization's domain
- ☒ Links to program guidelines + next steps
- ☒ Sent within 24 hours
- ☒ Matching Gift Software — Double the Donation

TOTAL: 13 / 14

Matching gift page

[About Breast Cancer](#)[Patients & Caregivers](#)[Researchers & Healthcare Providers](#)[How to Help](#)[DONATE](#)

[Glossary](#) | [Print](#) | [Share](#)

Get Involved ▾

Donate ▴

- Other Ways to Give
- Donate Cryptocurrency
- Planned Giving
- Gifts of Stock
- Employer Gift Match**
- Memorial & Tribute Giving
- AmazonSmile
- Susan G. Komen® Customized Cash Rewards Visa®
- Donate a Car
- eBay for Charity
- LivePink


Employer Gift Match

If you or your spouse works for a company, that offers a matching gift program, you can ask your company to match that donation – doubling, sometimes tripling your impact to Susan G. Komen®.


See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation



Donation page



DONATE

Thank you for donating to Susan G. Komen.
With your help, we're moving toward a world without breast cancer.

Your Donation to **2023 West Palm Beach MORE THAN PINK Walk**

Gift Amount

\$500

\$250

\$100

\$75

\$30


\$ 10

\$10.00 Minimum

☐ I choose to add \$0.40 to cover the fees to process my donation.

Would you like your employer to match your gift? If so, please search below.

Company selected: **Apple Inc.** [Select a different company](#)



Your Donation Makes You
MORE THAN PINK®

Thank you for making a donation on behalf of **2023 West Palm Beach MORE THAN PINK Walk.**

Confirmation screen



YOUR SUPPORT IS HELPING US SAVE LIVES AND GET ONE STEP CLOSER TO A WORLD WITHOUT BREAST CANCER.

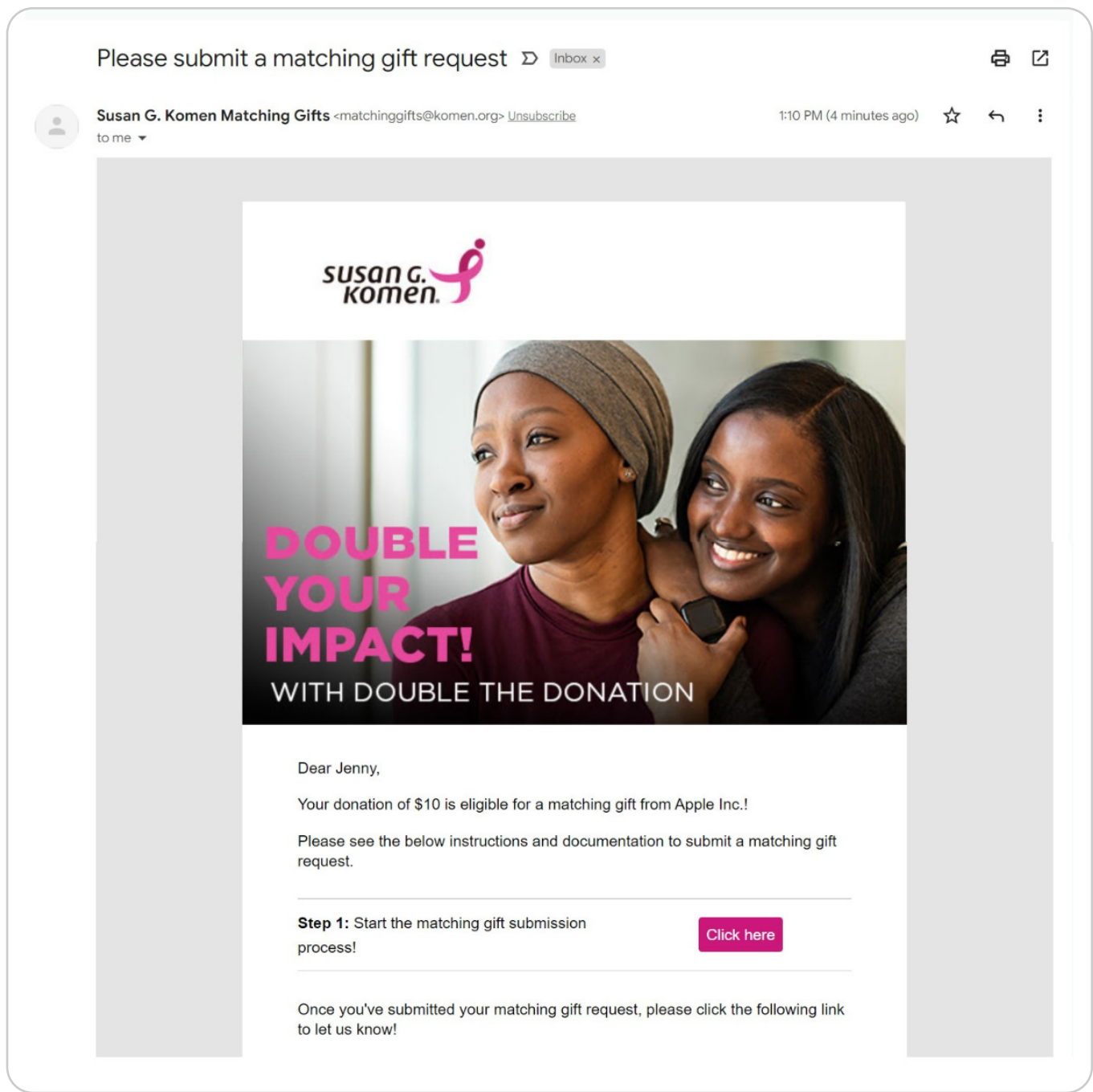
THANK YOU FOR YOUR DONATION OF **\$10.00**
ON BEHALF OF 2023 WEST PALM BEACH MORE THAN PINK WALK®

Your transaction summary and receipt have been emailed to you at jennytaylordonation@gmail.com.

To double your impact, use our [matching gifts program search tool](#) to find your employer, and find out if your employer will match your gift!

MAKE YOUR DONATION GO EVEN FURTHER

Follow-up emails

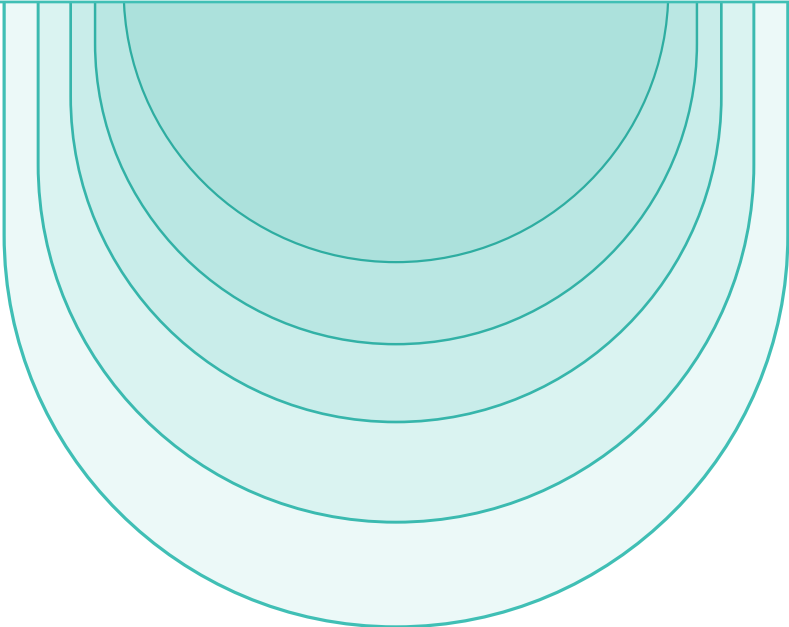




Our Conclusions

Komen Race for the Cure has one of the most well-built-out matching gift digital strategies that we've seen—coming in at 13/14, or an A+ on our research scale. The organization empowers its supporters to take part in matching gift programs at multiple opportunities just about whenever possible, including on a matching gift page with a built-in matching gift database, donation forms with an employer search tool, confirmation screens, separate matching gift follow-up emails, and more.

These touch points across many channels enable donors to take the next steps to submit their matching gift requests with ease, allowing the Susan G. Komen Organization to maximize its fundraising and mission efforts.



Great Cycle Challenge USA Children's Cancer Research Fund

Gross revenue in 2021 — \$13,600,055

The Great Cycle Challenge USA is a nonprofit cycling fundraiser event with an end goal of collecting funds for the Children's Cancer Research Fund. Rather than riding a pre-determined route, however, participants in the Great Cycle Challenge register to receive a personal goal for the number of miles to ride throughout the month of September. From there, they solicit donations from their peers to support their efforts and log miles ridden to track progress toward their ultimate goal.

And to bring their fundraising to the next level, here's how Great Cycle Challenge USA utilizes matching gifts to raise more;

EVENT NAME: Great Cycle Challenge USA


ORGANIZATION: CHILDREN'S CANCER RESEARCH FUND


GRADE - A

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 10 / 14

Matching gift page



USA

RIDING TO FIGHT KIDS' CANCER

SIGN UP

DONATE

LOGIN

HOMEABOUTHOW IT WORKSFUNDRAISINGHOW TO LOG MILESLEADERBOARDSFAQS

Find a participantFIND

MATCHED GIFTS

Many companies offer matching gift programs to encourage employees to contribute or volunteer with charitable organizations like Children's Cancer Research Fund (CCCRF) through its Great Cycle Challenge USA program.

Corporates will often match donations dollar-for-dollar (or more!), while some organizations will even recognize your riding as a voluntary contribution to a nonprofit and match the hours ridden with a financial contribution!

This is a great opportunity to increase the impact of the donations or fundraising you are already undertaking, so don't forget to ask your HR department if they will match your gift, and make sure your donors are asking theirs too!

Children's Cancer Research Fund (Tax ID: 41-1893645) is recognized as a nonprofit 501(c)3 organization by the Internal Revenue Service, making it eligible to receive matching gifts from most corporate and philanthropic foundation matching programs.

Apply for a match in three easy steps:


- **Step 1:** Donate to support a rider's Great Cycle Challenge campaign (including your own!)
- **Step 2:** Search below to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match.

See if your employer will match your donation!

Let's Check

All information provided by


Double the Donation






- **Step 3:** Apply for the match through the company's website or submit the completed forms to the company's relevant department and ask them to send it to the address below:

Children's Cancer Research Fund
Attn: Great Cycle Challenge
7301 Ohms Lane, Suite 355
Minneapolis, MN 55439
Tax ID: 41-1893645
Contact email: ccrf-operations@childrencancer.org

Donation page



Your donation
will be matched!





Your gift helps kids like Anja!

Right now, you can make better treatments possible for kids like Anja, who was diagnosed with liver cancer.

Thanks to a generous group of supporters, gifts made now through December 31 will be matched, up to \$100,000!

[Other ways to donate](#) • [What we fund](#) • [Donations may be tax deductible](#)

< Double your impact



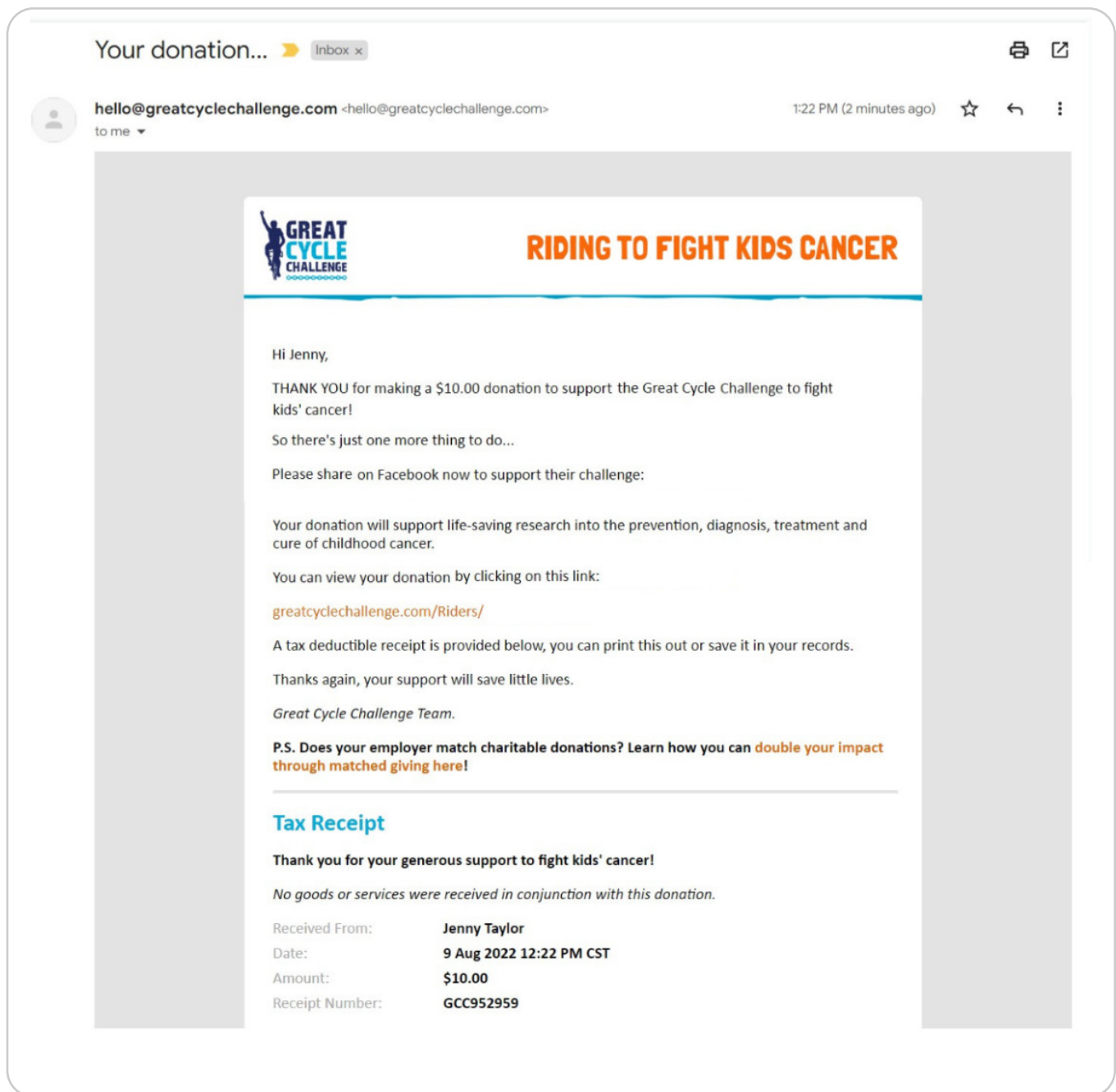
Apple Inc. ×

Apple Inc. will match your donation!

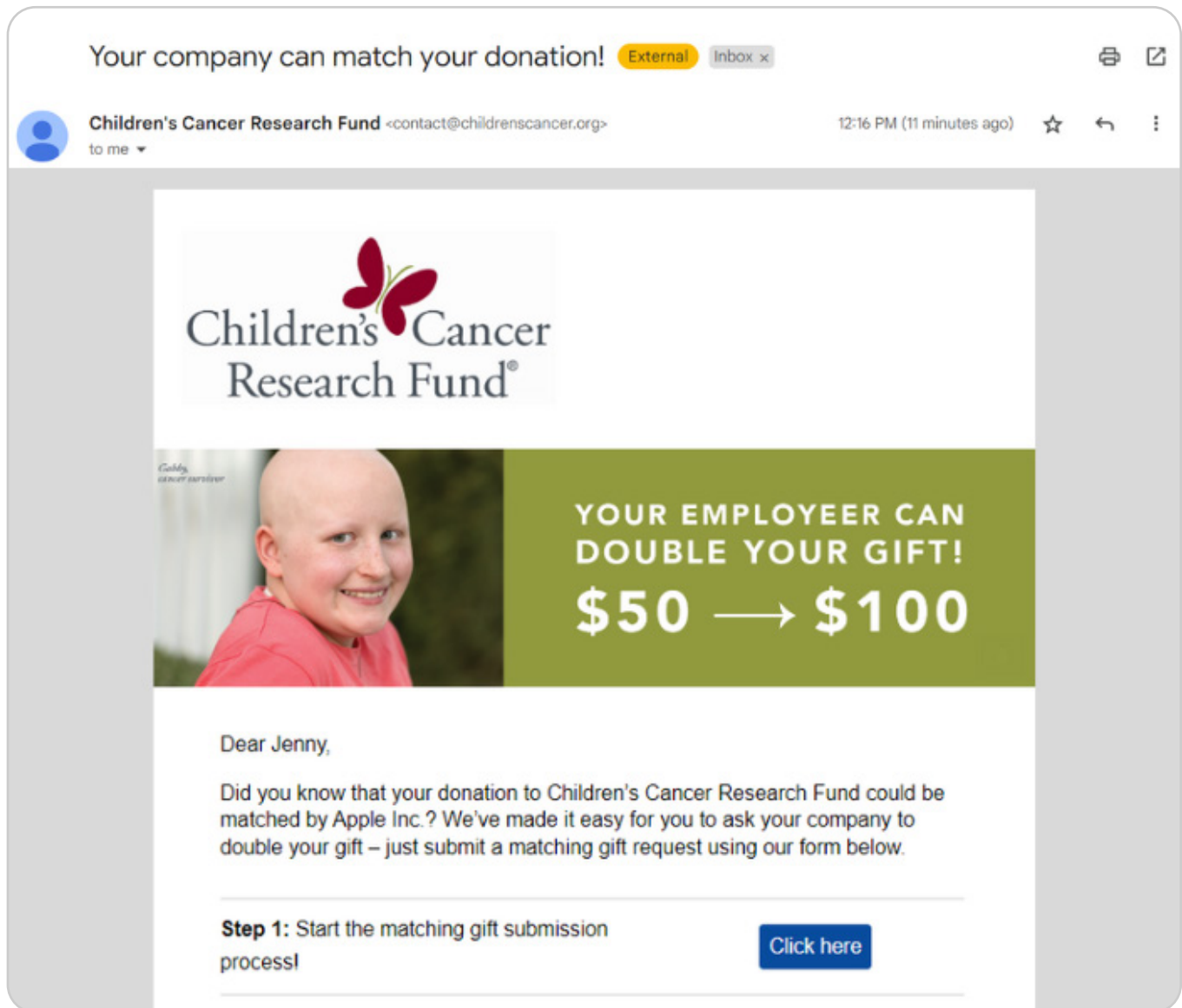
With the match, we could receive \$20 in total. We'll email you instructions for completing the match after you donate.

Donate \$10

Follow-up emails



Follow-up emails

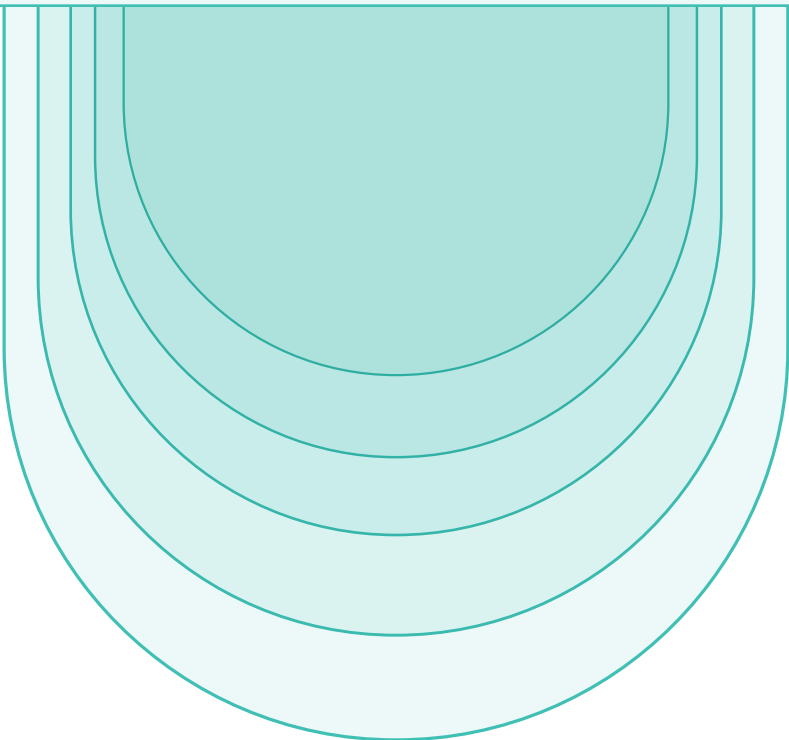




Our Conclusions

Overall, the Great Cycle Challenge USA does a lot to leverage the substantial opportunity made possible by corporate matching gifts. GCC incorporates matching information on their dedicated (and well-built-out) matching gift web page and mention matching gifts in the confirmation email.

And because they collect valuable employment information within the donation process, they're able to trigger detailed and targeted follow-ups post-donation with dedicated email reminders. In the end, Great Cycle Challenge donors are presented with multiple chances to get involved in the programs, and the event team makes it as easy as possible for them to do so.



St. Jude Walk/ Run to End Childhood Cancer

St. Jude Children's Research Hospital

Gross revenue in 2021 — \$13,158,274

St. Jude Walk/Run encapsulates both in-person and virtual fundraising experiences as a way to raise money for St. Jude's Children's Research Hospital and, ultimately, end childhood cancer. Through a series of 5K events taking place across the nation during Childhood Cancer Awareness Month, the Walk/Run event empowers individuals to participate by walking, running, volunteering, donating, and more.

Not to mention, here's how St. Jude encourages supporters to get involved through corporate gift-matching as well;

EVENT NAME: St. Jude Walk/Run to End Childhood Cancer



St. Jude Children's
Research Hospital


ORGANIZATION: ST. JUDE CHILDREN'S RESEARCH HOSPITAL

GRADE - A-

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input checked="" type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |


TOTAL: 9 / 14


Matching gift page



St. Jude Children's
Research Hospital

[CONTACT US](#) [ESPAÑOL](#) [Patient Referrals](#) [Donate Now](#)


[About Us](#) [Care & Treatment](#) [Research](#) [Training](#) [Get Involved](#) [Ways to Give](#) 




St. Jude patient Gracie

Search if your employer will double your donation!

Let's Check




How to have your gift matched:



Step 1:


If you've recently made a donation, skip to Step 2. Or, make a donation to St. Jude today.

Make a Donation




Step 2:

Search in the bar above to see if your employer matches gifts to St. Jude.




Step 3:

Follow the instructions in the search results to have your gift to St. Jude matched.



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Donation page



St. Jude Children's
Research Hospital
Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

Contact Us

Donate by mail

Make a donation to cure childhood cancer.





Donate on behalf of **St. Jude Walk/Run - Fort Lauderdale, FL.**

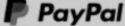
Your Donation Amount

✕

Other

Payment Method:






Employer Matching

Does your employer have a matching gift program? Please use the field below to find out.

Company selected: **Apple Inc.** [Select a different company](#)

Donate \$10

Confirmation screen



St. Jude Children's
Research Hospital
Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

Make a donation to cure childhood cancer.

Dear Jenny,

We are deeply grateful for your generosity and support of our efforts. Your gift makes a difference – it enables us to provide vital services to the community we serve. We count on you and people like you to ensure that we can continue providing these services.

Once again, thank you for your support.


Sincerely,
St. Jude

Please print the following for your records:

Search if your employer will double your donation!

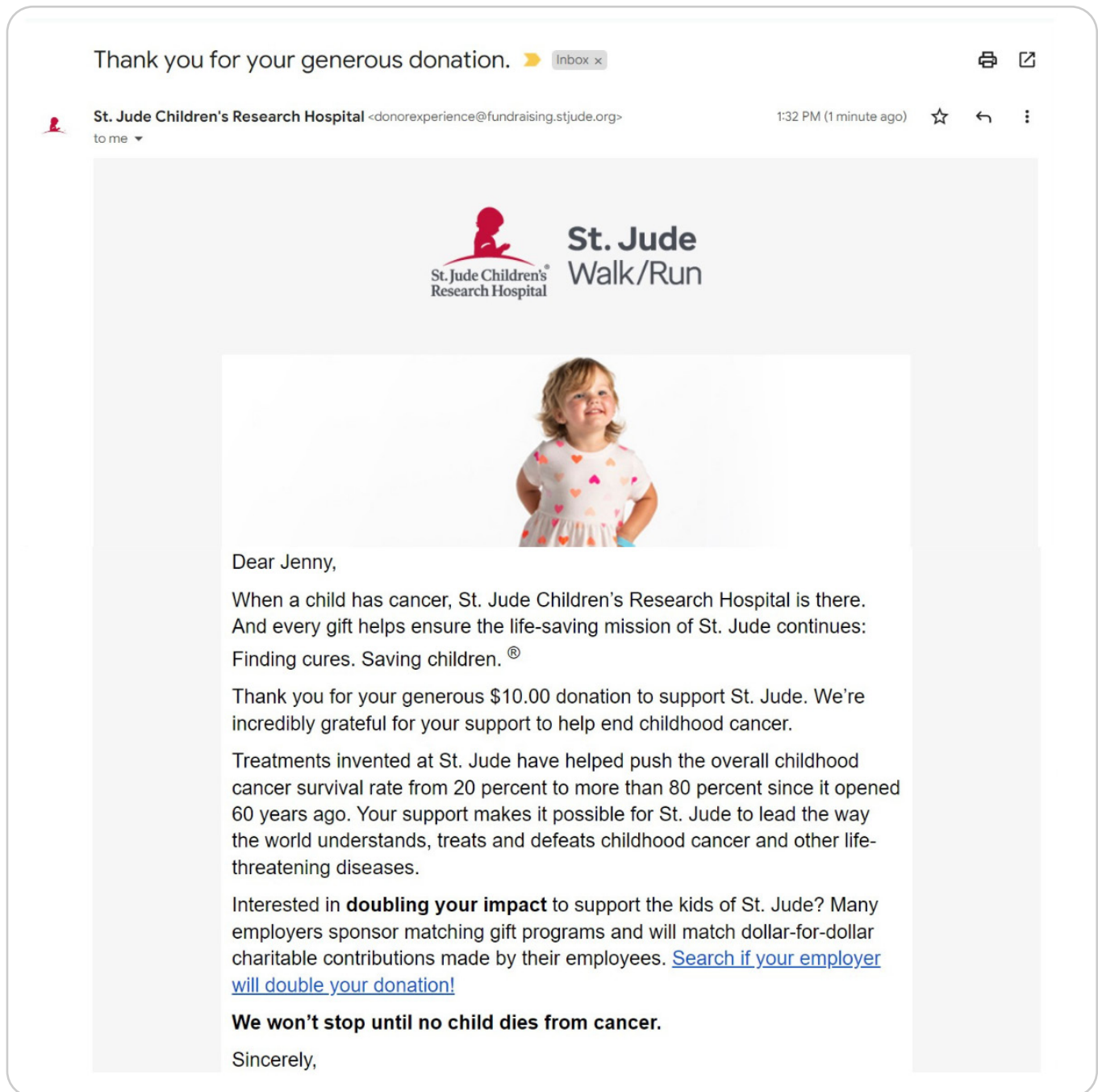
Let's Check

All information provided by



Transaction Summary	
Transaction date	8/9/22
Level:	Other
Amount	\$10.00
Payment type:	Credit Card

Follow-up emails





Our Conclusions

St. Jude Walk/Run's matching gift strategy spans from its donation form and confirmation screen to its dedicated matching gift web page and promotional follow-up emails. And in each of these touchpoints, the St. Jude team positions matching gifts as an excellent way for an individual to make their gifts go even further.

NAMIWalks Your Way National Alliance on Mental Illness

Gross revenue in 2021 — \$13,142,275

Each year, the National Alliance on Mental Illness hosts a series of dedicated peer-to-peer fundraising events in order to “educate, support, advocate, listen and lead to improve the lives of people with mental illness and their loved ones.” These events, called NAMIWalks Your Way, raise millions of dollars that go toward mental health programs that provide hope, recovery, wellness, and freedom from the stigma that surrounds mental illness.

Here’s how NAMIWalks Your Way use matching gifts to take on the fight against mental illness;

EVENT NAME: NAMIWalks Your Way

ORGANIZATION: NATIONAL ALLIANCE ON MENTAL ILLNESS

GRADE - A

- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input checked="" type="checkbox"/> | Separate matching gift email |
| <input checked="" type="checkbox"/> | From the organization's domain |
| <input checked="" type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Unknown |

TOTAL: 11 / 14

Matching gift page

HOME

SPONSOR NAMIWALKS
NYS

WALKER & TEAM
CAPTAIN TOOLKIT

2018 WALK KICK-OFF

EMPLOYEE/CORPORATE
MATCHING GIFTS

IN CELEBRATION/IN
MEMORY OF - NAMI BOW
OR SIGN

VOLUNTEER


ABOUT NAMI NYS

Get The Word
Out

f SHARE

t TWEET

in SHARE



**Maximize your impact
with a
Matching Gift!**

Employee/Corporate Matching Gifts:

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. Some companies may also match gifts made by retirees and/or spouses.

If your company is eligible, request a matching gift form from your employer, please send your matching gift documentation completed and signed with your gift to:

Tina Lee
Community Education and Outreach Manager
tina@naminys.org
99 Pine Street Suite 105
Albany NY 12207

Donation form



We are all in this together.

When you give during the **2022 Matching Gift Challenge**, your gift will go twice as far to support NAMI's vital role as a reliable source of support, information and resources. Now through Dec. 31, your gift will be matched dollar-for-dollar **up to a total of \$200,000** by KPMG Foundation to help advance our movement in the new year!

Disclaimer: the 2022 Matching Gift Challenge is a NAMI National initiative and not an internal KPMG match program.

ONE TIME

RECURRING

Choose a **one-time** amount

\$500

\$250

\$150

\$50

USD ▼

\$ 10.00

☐ Dedicate my donation **in honor or in memory** of someone

☒ See if your employer will match your donation

Employer donation matching is provided by our partner Double the Donation. You may receive an email from Double the Donation with instructions on how to request a donation match from your employer.

Company

Company selected: **Apple Inc.**

[Select a different company](#)

Follow-up emails

Thank you for your donation to NAMIWalks Your Way! ➤



NAMIWalks Georgia <namiwalks@nami.org> [Unsubscribe](#)
to me ▼

1:38 PM (3 minutes ago)

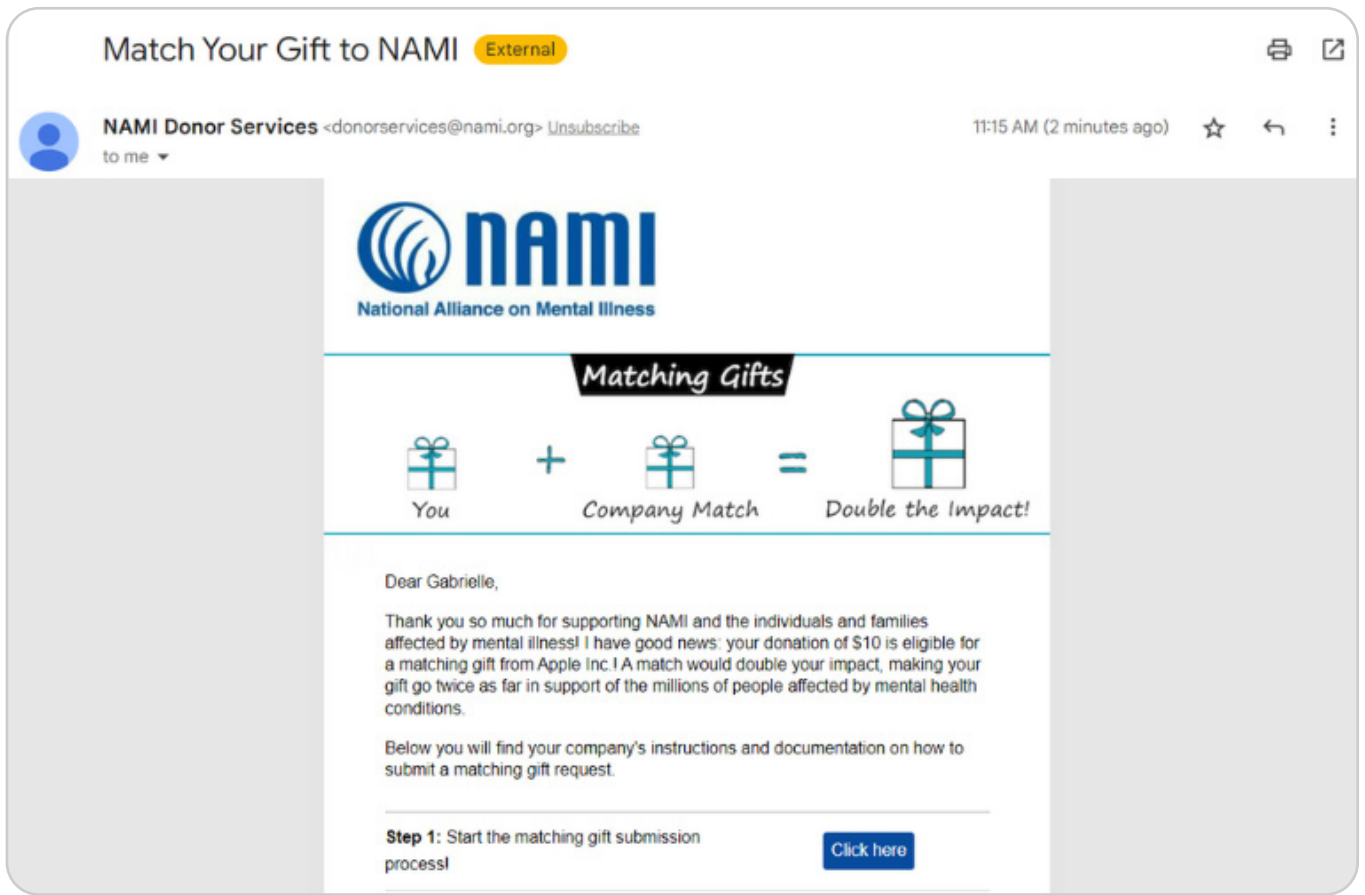


Dear Jenny,

Thank you for your generous donation to CareSource Walkers and NAMIWalks Your Way Georgia. Your contribution directly supports NAMI's mission of promoting awareness of mental health and reducing stigma, raising funds for NAMI's free, top-rated mental health programs and building community to let people know we are in this together.

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Learn more [via this flyer](#) and contact your Human Resources Department to find out if your gift can be matched.

Follow-up emails





Our Conclusions

NAMIWalks Your Way does take the opportunity to promote matching gifts to its audience in several key locations—including their online donation form, thank-you emails, and separate matching gift follow-up emails. Not to mention, the organization has a dedicated matching gift web page live year-round for supporters to easily locate the information they need.

One easy opportunity for growth for the NAMI team, in regard to matching gifts, would be incorporating matching gift information directly following the transaction on the confirmation screen! This would empower donors to take the next steps immediately after submitting their initial donations.

Real Men Wear Pink The American Cancer Society

Gross revenue in 2021 — \$12,000,000

Real Men Wear Pink is the final P2P Top 30 event hosted by the American Cancer Society. This idea has produced more than \$40 million in fundraising revenue since its inception, much of the funding going toward a 24/7 helpline for those affected by breast cancer (including men), breakthrough breast cancer research, and more.

Let's see how ACS and Real Men Wear Pink highlight matching gifts in their initiatives for breast cancer support;



EVENT NAME: Real Men Wear Pink

ORGANIZATION: AMERICAN CANCER SOCIETY

GRADE - B

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input checked="" type="checkbox"/> | Donation Form |
| <input checked="" type="checkbox"/> | With auto-completing company search field |
| <input checked="" type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — Double the Donation |

TOTAL: 7 / 14

Matching gift page

Cancer Helpline

800.227.2345

Contact Us

Sign Up For Email

American Cancer Society

Español

More Languages

GIVE IN HONOR & MEMORIAL

DONATE

Cancer A-Z

Risk, Prevention, & Screening

Treatment & Survivorship

Programs & Services

Our Research

Get Involved

About Us

Home

Get Involved

Donations

More Ways to Give

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours completed by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the American Cancer Society may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

If you have any questions regarding your matching gift request, please reach out to matchinggifts@cancer.org.

Live Chat

See if your employer will match your donation!

Search company name...

Let's Check

All information provided by

Double the Donation

Donation page

American Cancer Society®

REAL MEN WEAR PINK

ABOUT REAL MEN WEAR PINKGET INVOLVEDFUNDRAISINGSIGN IN

Donate Today

Your donation will truly help save lives. Learn More.

My donation will support the fundraising efforts of:

Real Men Wear Pink

Your Donation

*How much would you like to donate?

\$50\$100\$150\$250Other \$ 10

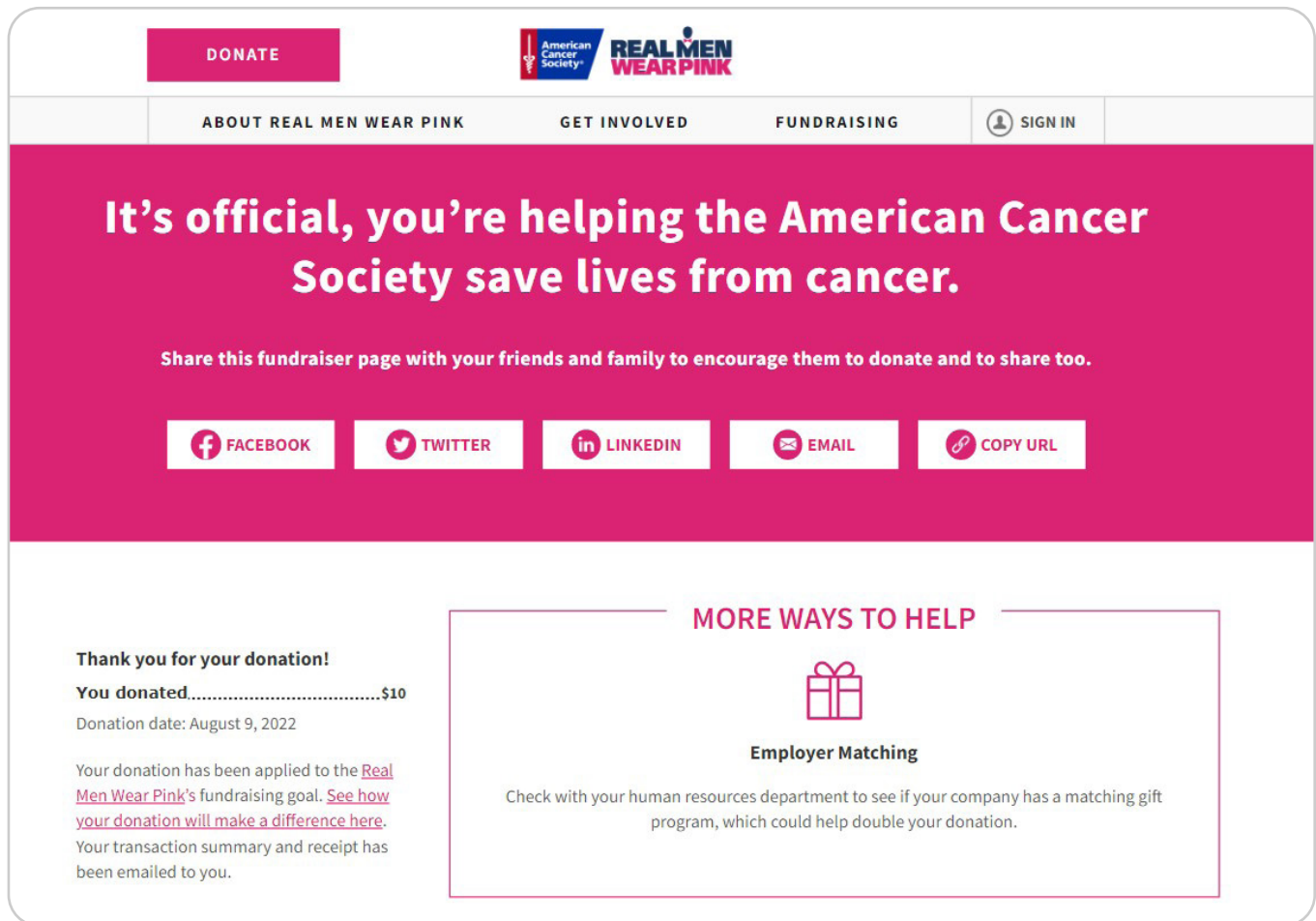
Employer Matching

Would you like your Employer to match the gift? If so, please enter your Employer Name below:

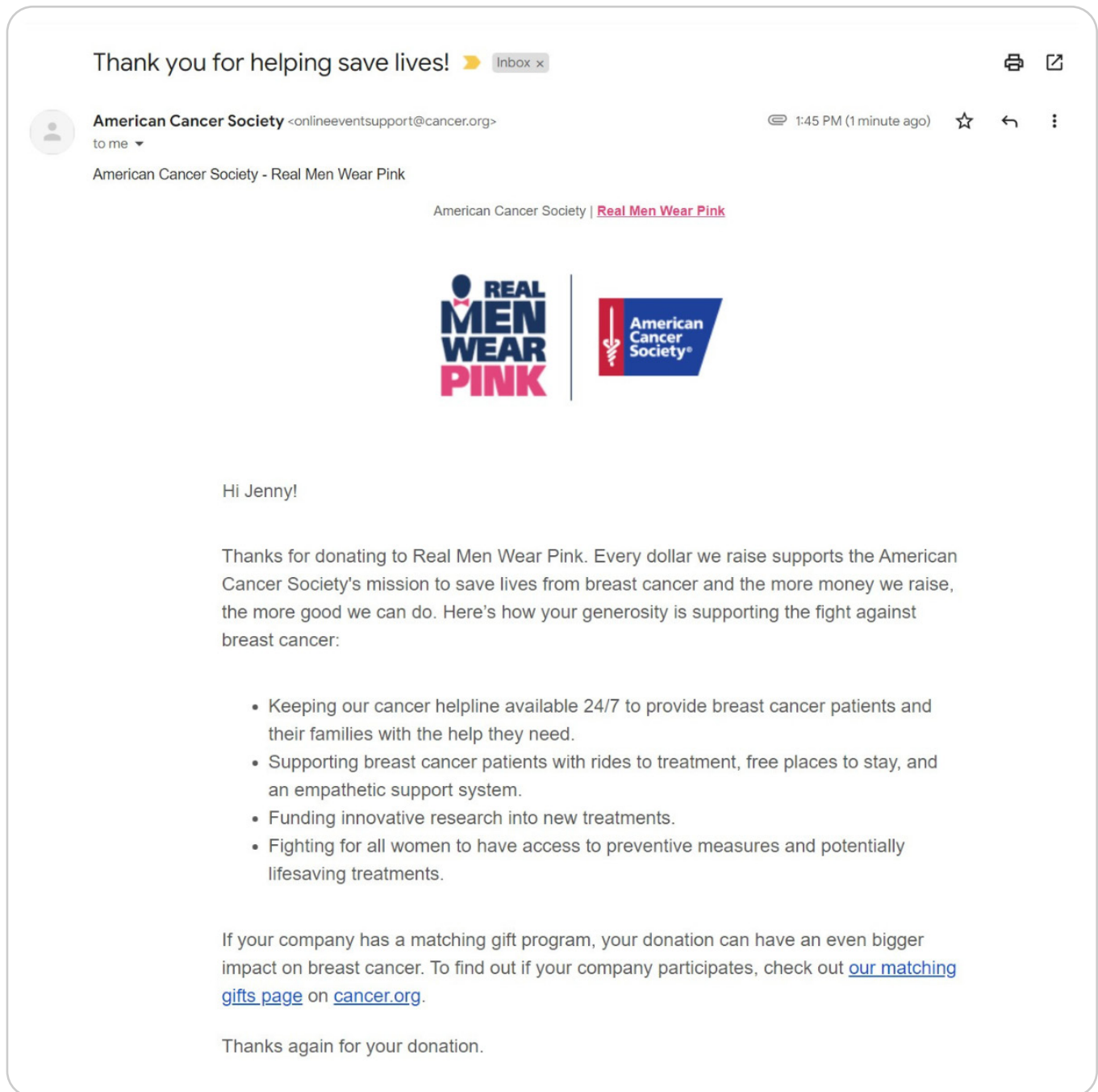
Participating Employers

Company selected: Apple Inc.. Select a different company

Confirmation screen



Follow-up emails





Our Conclusions

Like many of the highly ranking ACS events, Real Men Wear Pink weaves matching gift information into their overall fundraising strategy with ease. Mentions of matching gift programs are included in each of the pre-determined locations, including in a matching gift page, donation form, and confirmation screen, as well as within follow-up email communications.

30

THON Penn State Health Children's Hospital

Gross revenue in 2021 — \$11,588,237

First hosted in 1973, THON is a student-run philanthropy initiative that incorporates over 16,000 student volunteers at universities across the country. Each year, this event raises millions for its sole beneficiary, Four Diamonds at Penn State Health Children's Hospital.

Here's what THON's matching gift digital strategy looks like from a typical donor's perspective:



EVENT NAME: THON

ORGANIZATION: PENN STATE HEALTH CHILDREN'S HOSPITAL

GRADE - C


- | | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Dedicated Matching Gift Page |
| <input type="checkbox"/> | Donation Form |
| <input type="checkbox"/> | With auto-completing company search field |
| <input type="checkbox"/> | Confirmation Screen |
| <input type="checkbox"/> | Embedded company information widget |
| <input type="checkbox"/> | Automatically populating |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input checked="" type="checkbox"/> | Matching Gift Emails |
| <input checked="" type="checkbox"/> | Mentioned in confirmation email |
| <input type="checkbox"/> | Separate matching gift email |
| <input type="checkbox"/> | From the organization's domain |
| <input type="checkbox"/> | Links to program guidelines + next steps |
| <input type="checkbox"/> | Sent within 24 hours |
| <input checked="" type="checkbox"/> | Matching Gift Software — HEPData |

TOTAL: 4 / 14

Matching gift page

RAISE PENN STATE

A Greater Penn State for 21st Century Excellence

 **PennState**
University Development

WAYS TO GIVE | IMPACT STORIES | QUESTIONS

WAYS TO GIVE

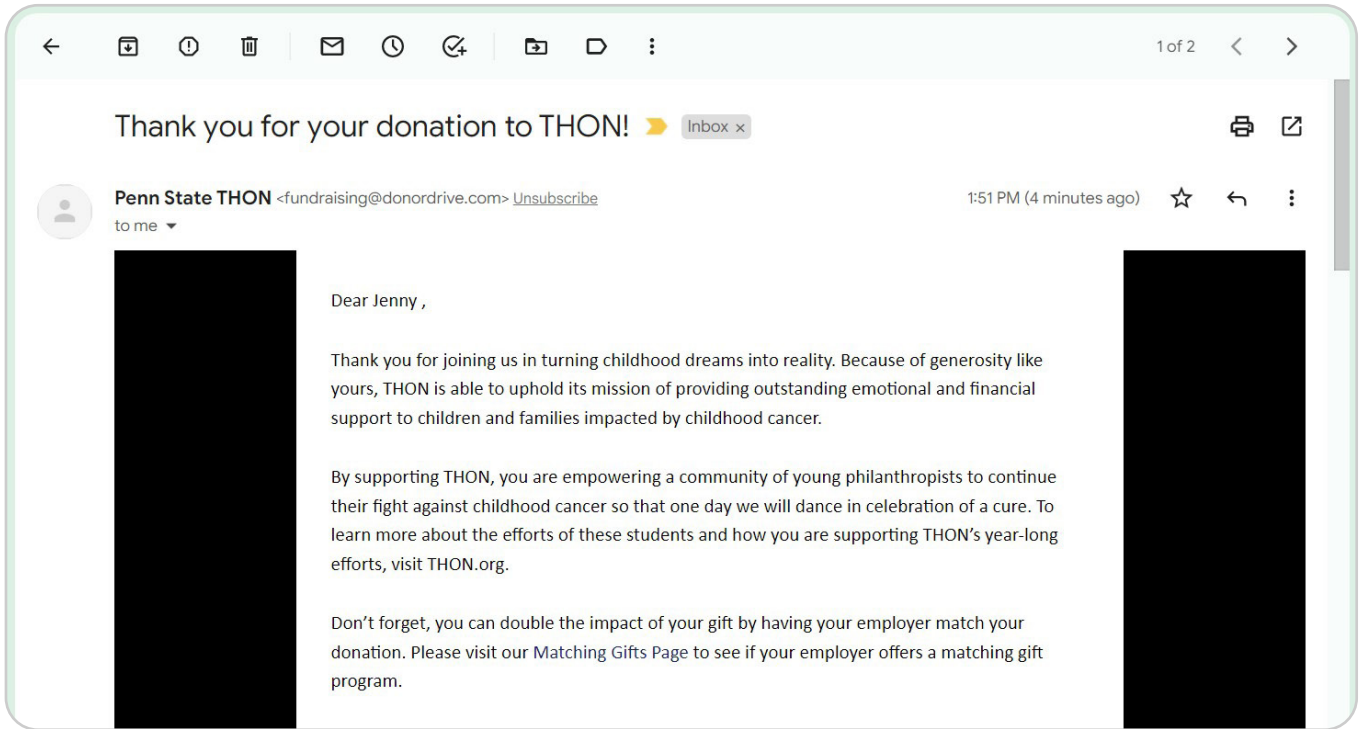
CORPORATE MATCHING GIFTS

Corporate matching gifts are a great way for Penn State alumni, parents, and friends to maximize personal contributions to the University and increase the impact of their gift. By taking advantage of a company's matching gift benefit, you may be able to double or even triple the amount of a contribution.

HOW DO I GET MY GIFT MATCHED?

First, find out if your company has a matching gift program by entering your company's name in the search feature located in the "Does my company match gifts" section below.

Follow-up emails





Our Conclusions

THON offers a few opportunities for donors to be exposed to matching gifts, but they don't do a ton to put matching gifts at the front and center of their fundraising strategies.

Matching gift programs are not promoted throughout the giving experience itself, nor is employment data collected within the donation form. Though there's a mention of matching gifts in their general confirmation/thank-you email (which leads to a dedicated matching gifts page on the organization's website), it can be easy to overlook as a donor, likely resulting in missed matches for the cause.

Final Thoughts

The purpose of our research was to shine a light on matching gift practices used by some of the most successful fundraising organizations in the nonprofit sector. At the same time, we wanted to provide insights into the various ways in which matching gifts can be promoted to bring nonprofit fundraising—both peer-to-peer and otherwise—to the next level.

Every event and organization we looked at for this study had some sort of matching gift strategy in place—whether that was a matching gift web page, a mention in a confirmation email, or a dedicated email stream. And yet, from one event to another, we saw a ton of disparity between the different tactics being utilized.

So what do we recommend?

Here are some quick tips;

- ▶ **The more matching gift mentions, the better!** Especially for donors who were previously unaware of the opportunity, highlighting matching gifts in multiple touch points can increase the familiarity and likelihood of completed matches.
- ▶ **Get your whole team on board.** Effective matching gift practices involve an organization's entire workforce—from executives to board members to volunteers. This will allow the team to invest in tools and technology and effectively communicate the opportunity to donors.
- ▶ **Collect employment information for targeted outreach.** You don't know which of your donors are eligible for corporate matching until you find out where they work. And you can't send optimal follow-ups without having access to employment information! As seen by some of the most successful nonprofit fundraisers, employment data can be collected within your online giving form, email communications, and more.

- ▶ **Drive donors as close to the finish line as possible.** Donors want to get their gifts matched—free money to their favorite causes—but they want to do so with as little effort on their part as possible. Thus, we recommend getting your supporters as close to the proverbial finish line as you possibly can. In this case, that typically means providing each individual with easy access to their employers' matching gift guidelines and links to their online submission portals.
- ▶ **The tools you use to empower your strategy matter.** Though it's possible to collect matching gifts without dedicated software for that purpose, your organization is not likely to make the most of the opportunity. By investing in matching gift technology, you can empower your team to do more with less time, energy, and resources. Plus, ensure no potential matches fall through the cracks!
- ▶ **Analyze and adjust your matching gift strategies as needed.** Your matching gift efforts won't be perfected on your first try. Instead, begin where you can, being sure to collect and analyze data insights throughout the process to locate opportunities with room for improvement. Then, adjust as needed for optimal results.

If your organization still lacks a dedicated matching gift strategy, now is the perfect opportunity to get started—and these tips and tricks can help. And if you do have a plan for corporate matching gifts in place, the right resources can bring your nonprofit's efforts to the next level.

The bottom line is that matching gift funding can make a big difference. Learning from some of the most impactful organizations in the nonprofit space can empower teams with inspiration and best practices for success.