



## Match My Dollars, Please! Tips for Creating a Successful Matching Gifts Challenge

### What's in a Name?

Everything! Naming your matching challenge will give donors the feeling that they are taking part in something special. Give your matching challenge a specific name so that it stands out. For example, names like “Dollar for Dollar Gift Match Challenge” and “\$10k Matching Gift Challenge” are fun, catchy and create branding for your matching campaign.

### Why are you fundraising? Set attainable goals!

Once you have named your challenge, the next step is to show donors how their participation in the challenge will affect your organization or program. Be specific about what you are fundraising for, how the donor's gift and match gift can help you meet this goal and the impact these gifts will have on your organization or program goals. Be sure your fundraising goals are challenging (why you are asking for support), but still achievable (a measured realistic outcome)!

Donors are more likely to respond to clear, concise messaging such as:

"Your \$50 contribution will be matched with an additional \$50, thus making a total of \$100 available to provide 50 bales of hay for horses in need"

"Your \$100 gift will provide 50 bales of hay for horses in need, but thanks to the matching gift, we can also provide 500 life-saving vaccinations"

"We'd like to raise \$20,000.00 to provide shelter to 200 abandoned horses. How you can help: Right now every donation to [Org Name] will be matched dollar for dollar by [Match Company]! Please consider a gift of \$10, \$20, \$50; even the smallest sum will make a *big* difference for horses in need"



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### **Set Deadlines...Create Urgency!**

Since many contributors will wait until the last minute to donate, it is a good idea to determine a timeframe for donors to participate in the challenge and set a sense of urgency around their participation. Setting a deadline and creating urgency will resonate more with donors than a match challenge that is open-ended.

Here are some examples:

“Every contribution you make to [Org Name] before December 31 is matched dollar for dollar, so donate now to double your gift!”

“Act fast, this challenge is scheduled to run from now until December 31—or until \$20,000 in matching donations has been reached”

“Just 5 days left to donate and have your gift matched...”

### **Promote, Promote, Promote (and Remind)!**

Marketing your matching gifts challenge is important to getting your matching challenge off the ground. Promoting your matching challenge to as many people as possible increases your chances for donor participation and raises awareness to those who may not be familiar with your organization. Most importantly, the more people you reach, the greater the potential for dollars for your challenge!

Great ways to promote your matching gifts challenge:

- Website advertisements on main page with links to donate to the challenge
- Newsletter advertisement introducing the challenge with information on how to donate
- Social Media Blasts using such sites as Facebook or Twitter
- Buck-slip advertisement with Mail and/or Email solicitations