



Double *the* Donation
matching gifts made easy

— COLLECTION OF — **CASE STUDIES**

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Leukemia and Lymphoma Society (LLS)

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About The Leukemia and Lymphoma Society

- Founded in 1949
- \$285 million in annual contributions
- Two of the top 15 peer-to-peer fundraising events, each bringing in \$50+ million
- Started leveraging 360MatchPro in June 2017

Challenge:

Because LLS is such a large organization, keeping track of every donor's match eligibility and the status of those matches was a full time job. They needed a way to keep track of their matching gift opportunities as well as an automated system for following up with donors about potential matches.

Our Services:

With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions. Plus, all of these communications between donors and organization can be customized to match the organization's existing branding and messaging.

Identify Opportunities with Email Screening and Streamlined Matching Gift Search on Donation Forms

LLS has multiple major fundraising campaigns including Team in Training, Light the Night, Man & Woman of the Year as well as their general donation form on their main website.

LLS started with 360MatchPro by integrating email domain screening and a streamlined matching gift search into the Team in Training and general donation forms. Later, 360MatchPro tools were implemented across nearly all of LLS's fundraising pages.



"**360MatchPro** and **Double the Donation's** Team has increased our year over year matching gift revenue by ~48% and we're just getting started with rolling out **360MatchPro** into our fundraising across all of our events! We're expecting our annual matching gift revenue to grow by over a million dollars."

~ **Director, Direct to Constituent Initiatives**

A screenshot of the "Donate Online" form for the Leukemia & Lymphoma Society. The form includes a "Gift Amount" field, a "Is this a monthly gift?" section with "Yes" and "No" radio buttons, and a row of buttons for donation amounts: "\$25", "\$50", "\$100", "\$500", "\$1000", and "Other".

See if your employer will match your donation!

Enter the name of your company.

- home
- The home Depot
- Federal Home Loan Bank
- Embrace Home Loans**
- Fortune Brands Home & Security, Inc.

Present Matching Gift Forms, Guidelines, and Next Steps on Thank You Page and Dedicated Matching Gift Page

When donors are identified as being matching gift eligible, LLS is utilizing 360MatchPro to provide donors with actionable next steps.

This includes the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

Match Amounts		
Minimum	Maximum	Match Ratio
\$25	\$3,000	1:1

Drive Matches to Completion with Customizable Automation

LLS is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help LLS's donors take the next step to submit their matching gift requests.

With fully configurable emails, custom email sending rules and triggers, and mapping emails to come from @lls.org, the messaging fits in with LLS's broader communication strategy.

Matching Gifts

You + Company Match = Double the Impact!

Dear Roxanne,

Thank you for supporting our organization in the fight against blood cancer! Your donation of \$50 is likely eligible for a matching gift from The Home Depot. Taking the step to get your gift matched has the potential to double or even triple your crucial impact!

Please see the below instructions and documentation to submit a matching gift request.

Step 1: Click here to start the matching gift submission process! [Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know! [Click here](#)

Step 2: I've submitted my matching gift request! [Click here](#)

Identify Top Opportunities and Leverage 360MatchPro's Platform

LLS leverages 360MatchPro's platform for detailed matching gift insights across their entire donor base and for identifying a small subset of top matching gift opportunities who are later reached out to with personalized calls.

Additionally all customization rules, messaging triggers, and branding updates are made in real time directly within LLS's 360MatchPro portal.

Company Name	Donations	Max Amount Matched
Bank of America	2374	\$5,000
Morgan Stanley	2017	\$4,000
General Electric	1905	\$5,000
Microsoft	1209	\$15,000

Recent Activities Feed

- Justin Stevens (\$50) - Donor submitted matching gift request Jul 28 2019 05:47:13 PM
- Donnie Joshua (\$25) - Donor submitted matching gift request Jul 28 2019 05:17:24 PM
- Jason Becker (\$250) - Donor submitted matching gift request Jul 28 2019 04:27:16 PM

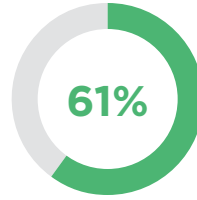
Key Activity Metrics



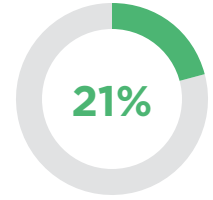
1,500,000+ donors
using 360MatchPro



1 Hour Avg. Time to
First Email Follow-up



61% Match Email
Open Rate



21% Email Click Rate
(Of Opens)

These are representative of our average 360MatchPro client's performance metrics



“**360MatchPro** has been well received by both our staff and our donors. It's saved us time and helped grow our matching gift revenue by over \$3.4 million.”

~ *LLS Director, Operations*



Implementation

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Leveraging top opportunities for outbound calling to top match prospects
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending limits for major gift donors
- ✓ Full utilization of 360MatchPro data security
 - Data Encryption
 - Intrusion Detection Software (IDS)
 - Intrusion Penetration Software (IPS)
 - Two-Factor Logins
 - Malware detection
 - Vulnerability scanning
- ✓ CRM sync
- ✓ Custom sending domain (from @lls.org)
- ✓ Custom subject lines
- ✓ Custom graphics in emails
- ✓ Custom branding of emails
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access

Want to learn more about **360MatchPro**
for your nonprofit organization or
software platform?

Contact your 360matchPro Account Executive or
sales@doublethedonation.com

Syracuse University

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About Syracuse University

- Founded in 1870
- Over \$40 million in annual contributions
- Started leveraging 360MatchPro in August 2019

The Challenge:

Syracuse University, a private research university located in Syracuse, NY, knew they had the potential to create more value from their already burgeoning advancement strategy with the help of matching gift marketing technology. They needed to find an effective automated gift matching solution that would integrate seamlessly with their donation pages.

Our Solution:

Double the Donation and Syracuse worked together to implement one of the first ever Encompass and 360MatchPro integrated solutions. With 360MatchPro, Double the Donation's most powerful and advanced gift matching marketing tool, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submission processes. Syracuse was able to start matching gifts using 360MatchPro. 360MatchPro seamlessly integrated into their Encompass forms.

Key Activity Metrics & Core Features Utilized



8000+

Donors using 360MatchPro



3 Seconds

Avg. Time to First Email Follow-up



Over \$45,000

In Potential Matches Identified in a Single Month



Donor Engagement



We worked directly with Double the Donation and Anthology to get 360MatchPro up and running on our Encompass giving forms a few months before the official integration was released. Our experience with the Double the Donation team was exceptional. Their technical and client success teams were highly transparent and responsive when working with us on design, accessibility, and data flow. **Unsurprisingly, we've seen a great amount of success with the combined tools since we fully integrated.**

- Camille Tisdell, Director of Web Services at Syracuse University Advancement and External Affairs



These are representative of our average 360MatchPro client's performance metrics

OUR SERVICES:

Identify Opportunities with Email Screening and Streamlined Matching Gift Search on Donation Forms

360MatchPro identifies match eligible donors on Encompass Forms by both identifying eligible company email addresses and enabling the donor to find their employer through the autocomplete search tool. Syracuse has used this functionality to connect donors with their company matching gift request forms, identifying eligible matches across their various donation pages and advancement campaigns.

Present Matching Gift Forms, Guidelines, and Next Steps on Thank You Page and Dedicated Matching Gift Page

When donors are identified as being matching gift eligible, Syracuse University and 360MatchPro take the opportunity to provide the donor with clear and actionable next steps.

This includes the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

Drive Matches to Completion with Customizable Automation

Syracuse University is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help Syracuse's supporters take the next step to submit their matching gift requests.

With fully configurable email sending rules and triggers and emails mapped to come from @syr.edu, the messaging fits in with Syracuse's advancement and communication strategy.

Core Features Utilized

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending domain and subject lines
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access

Want to learn more about **360MatchPro** for your nonprofit organization or educational institution?

Contact your 360MatchPro Account Executive or sales@doublethedonation.com

Lazarex Cancer Foundation

Double the Donation Basic Plan Case Study



About Lazarex Cancer Foundation

- Founded in 2006
- 100% of direct donations go to program services
- Expended \$11,212,307 on program services
- Began leveraging Double the Donation in 2013
- Increased matching gifts by **200%**

Challenge:

Many donors are unaware of gift matching programs and their own eligibility to participate in those programs. Double the Donation is the solution.

Our Services:

Using Double the Donation's basic plan, Lazarex was able to embed our search tool onto multiple pages of their website as well as into their email communications. These presentations of our search tool were used to encourage donors to double their donations.

Feature matching gift opportunities on a dedicated matching gift page

The Lazarex Cancer Foundation created a dedicated matching gift page. It included general matching gift information and, more importantly, a way for donors to search to see if their company offers a matching gift program. Donors can then access the forms, guidelines, and instructions that they need to submit a match request.



“We have been so happy with your services. **Our matching donations have tripled since we signed up with you.**”

~ *Susan Sappington,*
Director of Development,
Lazarex Cancer Foundation



Lazarex Cancer Foundation
www.lazarex.org
IT'S ABOUT LIVING

Go Back to Lazarex Cancer Foundation

Welcome to our Matching Gift and Volunteer Grant Resource Page

See if your employer will match your donation!

Search company name...

LET'S CHECK

All information provided by

Double the Donation
matching gifts made easy

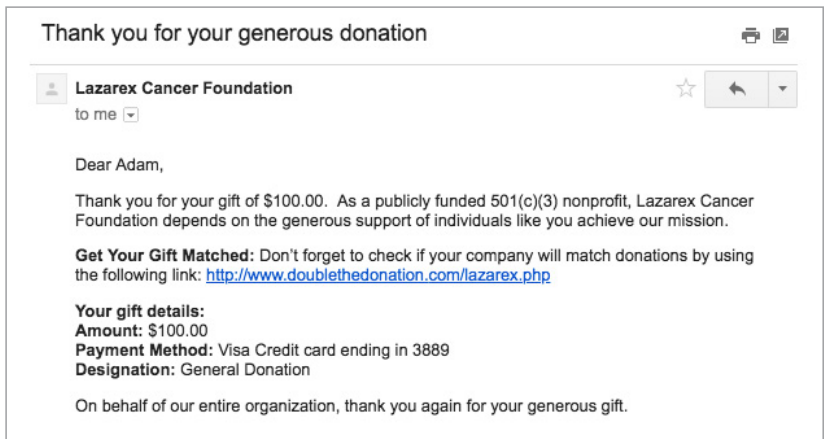
Feature matching gifts in the donation process

The Lazarex Cancer Foundation modified their donation confirmation page to thank the donor and then immediately encourage the donor to visit their dedicated matching gift page to see if their donation can go twice as far.



Feature matching gifts in donation thank you emails and letters

After a donation is made, the organization triggers an automated thank you email. Within the email, the Lazarex Cancer Foundation thanks the donor and prompts them to visit their dedicated matching gift page.



Feature matching gifts on social media

Social media is an easy and free way to reach supporters. These posts call attention to matching gifts and give your supporters the chance to learn more and access the appropriate matching gift information.



Feature matching gifts on “How to Help” page

By highlighting Double the Donation’s search tool on their “How You Can Help” page, Lazarex provides another opportunity for donors to search for their employers and make their donations go twice as far.

Double Your Donation Make Your Gift Go Twice As Far

You can double your donation to Lazarex for free! Many employers will make an equal contribution to a charity if one of their employees make a donation. If you volunteer with us, your company may also offer a volunteer grant program. To discover employers that match or offer volunteer grants, please visit [Double the Donation](#). Then notify your employer, fill out a form, and you've doubled your contribution!

Thanks for checking to see if your company offer these programs!



Results:

With Double the Donation’s resources and tools, **the Lazarex Cancer Foundation increased matching gifts by 200%.**

Matching gifts are a powerful component of successful fundraising. Once a system of promoting and encouraging matching gifts is in place, it takes minimal maintenance. Donors can quickly and easily submit matching gift requests and organizations are left with double the expected funding.

Lazarex Cancer Foundation continues to promote matching gifts today across online platforms, and their results continue to surge. It is important to note that marketing drives matching gift programs more than anything else. In fact, just mentioning matching gifts has been proven to increase response rate by 71% and increase the average donation amount by 51%. Lazarex made sure to cast a wide net with their matching gift program by using multiple platforms to educate donors about the opportunity.

Implementation

- ✓ Link to search tool on Lazarex donor thank you page
- ✓ Link to search tool included in thank you email
- ✓ Dedicated matching gift page with embedded search tool
- ✓ Link provided through social media

Want to learn more about
Double the Donation?
Check out all of the plans we offer here!



About Southern California Public Radio

- Significant increase in digital matching gifts
- 75,000 donors annually
- Started leveraging 360MatchPro in August 2016

Challenge:

Following up with each donor to inform them about matching gifts and encourage them to check their match-eligibility required too much staff time for this busy organization. SCPR needed an automated system to take care of following up with donors to drive matching gifts through to completion.

Our Services:

With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions. Plus, all of these communications between donors and the organization can be customized to match the organization's existing branding and messaging.

Present Matching Gift Forms, Guidelines, and Next Steps on Dedicated Matching Gift Page

SCPR is utilizing 360MatchPro to provide donors the opportunity to check their own match-eligibility.

They provide the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

“**360MatchPro** significantly increased our matching gifts, especially from online supporters, with the benefit clearly exceeding the investment.”

89.3 KPCC Member-supported news for Southern California
Southern California Public Radio

Matching Gifts

Double or even triple your gift by making a matching gift!

STEP 1: Find your employer

← New Search

🔍 The Walt Disney Corporation

Yes! 🎉
Your company has a matching gift program.

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

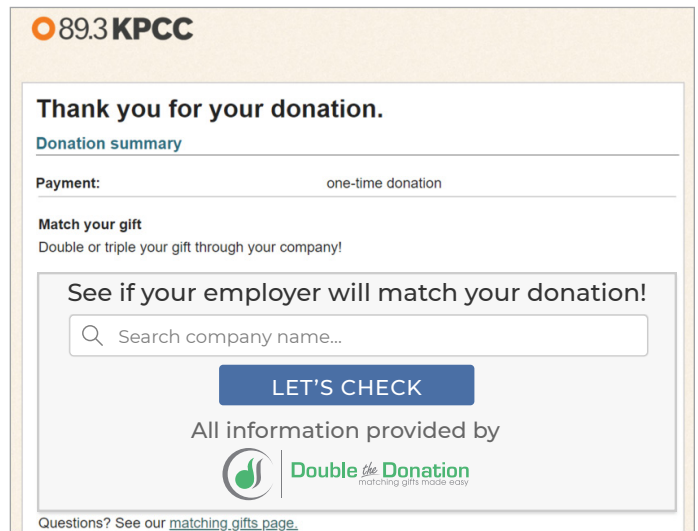
Match Amounts

Minimum	Maximum	Match Ratio
\$25	\$3,000	1:1

Present Matching Gift Forms, Guidelines, and Next Steps on Donation Confirmation Page

It is very important to present donors the opportunity to learn their match-eligibility during the donation process.

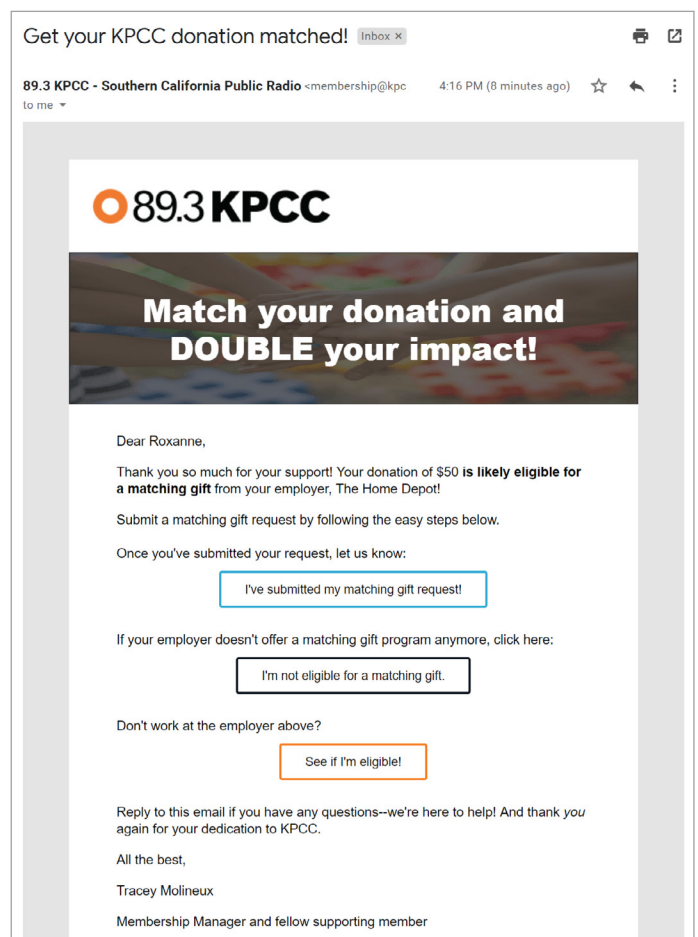
When a donor arrives on the confirmation page, they have just donated, they feel good about supporting SCPR, and SCPR is able to use that generous momentum to drive matching gifts to completion.



Drive Matches to Completion with Customizable Automation

SCPR is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help SCPR's donors take the next step to submit their matching gift requests.

With fully configurable emails, custom email sending rules and triggers, and mapping emails to come from @kpsc.org, the messaging fits in with SCPR's broader communication strategy.



Identify Top Opportunities and Leverage 360MatchPro's Platform

SCPR leverages 360MatchPro's platform for detailed matching gift insights across their entire donor base. Additionally all customization rules, messaging triggers, and branding updates are made in real time directly within SCPR's 360MatchPro portal.

Breakdown by status		
Status	Count	Sum
Match Opportunity Identified - Waiting for Donor	870	\$115,268
Match Submitted	225	\$38,177

Key Activity Metrics



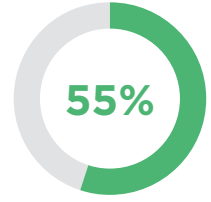
75,000+ Donors using
360MatchPro



1 Hour Avg. Time to
First Email Follow-up



Match Email
Open Rate



Increase in Matching
Gift Revenue



“The **360MatchPro** setup was so fast, it was almost instant. Plus, the automated emails have helped increase awareness about matching gifts and overall support from matching gifts, especially from our online supporters.”



Implementation

- ✓ Email domain screening
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Custom sending limits for recurring gifts
- ✓ Full utilization of 360MatchPro data security
 - Data Encryption
 - Intrusion Detection Software (IDS)
 - Intrusion Penetration Software (IPS)
 - Two-Factor Logins
 - Malware detection
 - Vulnerability scanning
- ✓ Custom sending limits for major gift donors
- ✓ Custom sending domain (from @kpcc.org)
- ✓ Custom subject lines
- ✓ Custom graphics in emails
- ✓ Custom branding of emails
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access

Want to learn more about **360MatchPro** for your nonprofit organization or software platform?

Contact your 360matchPro Account Executive or
sales@doublethedonation.com

Denver Rescue Mission

360MatchPro Case Study



About Denver Rescue Mission

- Serving the Denver community for more than 125 years by helping to restore the lives of people experiencing homelessness and addiction through emergency services, rehabilitation, transitional programs, and community outreach.
- \$31 million in annual contributions
- Started leveraging 360MatchPro in late 2017



Challenge

As a large organization with donations coming from a base of 70,000+ donors, it has become a full time job to track every donor's match eligibility and the status of those matches. It was an impossible task to manually keep track of that many donors while making personalized touches to each of them with a matching gift ask.



“Since 2017, Denver Rescue Mission's partnership with Double the Donation has been increasingly fruitful. Within our first full fiscal year of following DTD's marketing guidelines and implementing the plug-in, we experienced **more than a 40% increase in our matching gift revenue** and a **54% increase in our broader workplace giving revenue.**”

- *Vice President of Development*



Our Services

With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions. Plus, all of these communications between donors and organization can be customized to match the organization's existing branding and messaging.

Identify Opportunities with Email Screening and Streamlined Matching Gift Search on Donation Forms

DENVER RESCUE MISSION

Hope Starts With You

Give now to help men, women and children overcome homelessness through:

- Emergency services like meals and safe shelter.
- Rehabilitation for men struggling with addiction.
- Transitional programs for singles and families.
- Community outreach, including a food pantry, clothing and more!

Select Gift Amount:

One-Time Donation

\$50.00 \$100.00 \$200.00

\$250.00 \$500.00 \$1,000.00

\$ to help as much as possible.

Donate Monthly

Join **Pathways of Hope** and your monthly support will help take someone from homelessness to hope.

\$20.00 \$25.00 \$30.00

\$ a month to help as much as possible.

Choose a gift amount to see what kind of impact you can make.

Billing Information:

Title * First Name * Last Name *

Street *

City * State * ZIP Code *

Email * Phone Number

Yes, I would like to receive email updates from Denver Rescue Mission.

Matching gift: Find out if my employer will match my gift

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

home

The home Depot

Federal Home Loan Bank

Embrace Home Loans

Fortune Brands Home & Security, Inc.

Denver Rescue Mission has many events and fundraising campaigns throughout the year - most of which drive donors back to their main donation form on their website.

Denver Rescue Mission started with 360MatchPro by implementing our plug-in search tool on a dedicated matching gift page (while utilizing the marketing suggestions found on Double the Donation's website). In the following fiscal year, they fully implemented 360MatchPro.

Present Matching Gift Forms, Guidelines, and Next Steps on Thank You Page and Dedicated Matching Gift Page

When donors are identified as being matching gift eligible, Denver Rescue Mission is utilizing 360MatchPro to provide donors with actionable next steps. This includes the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

Search for Your Employer Now

The process for many of the items listed above starts with learning more about what your employer offers. Use the search tool below to find your employer and confirm if they have a workplace giving program. **If you do not find your employer in the search results, contact your HR department to find out if your employer can start one.**

[← New Search](#)

🔍 The Home Depot

Yes! 👍

Your company has a matching gift program.

[GO TO MATCHING GIFT FORM](#)

[SEE GUIDELINES](#)



Match Amounts

Minimum

\$25

Maximum

\$3,000

Match Ratio

1:1

**DENVER
RESCUE
MISSION**

Get your donation matched and double your impact!

Dear Roxanne,

Great news: Your donation of \$50 is eligible for a matching gift from The Home Depot!

Please see the below instructions and documentation to submit a matching gift request:

Step 1: Start the Matching Gift Submission Process Now

[Click here](#)

Once you've submitted your matching gift request, please click the following button to let us know.

Step 2: I've Submitted My Matching Gift Request

[Click here](#)

Drive Matches to Completion with Customizable Automation

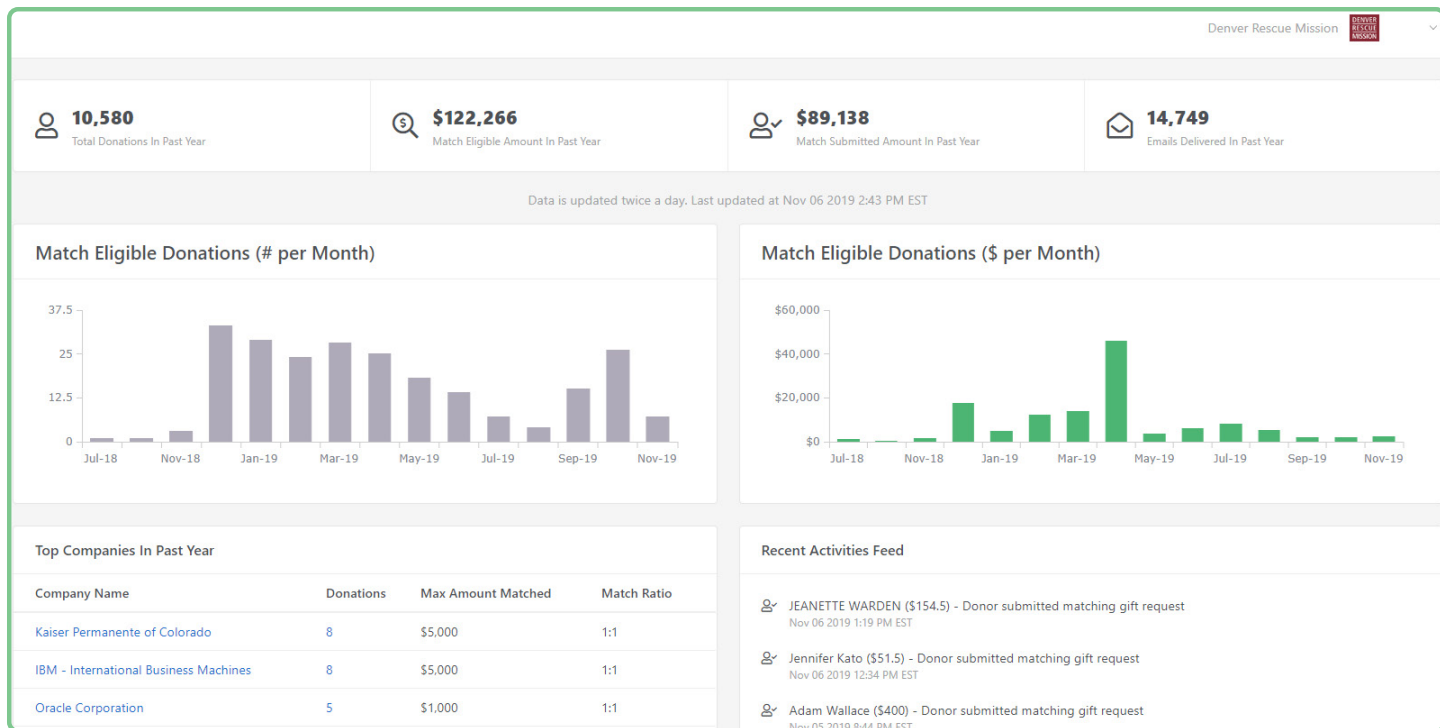
Denver Rescue Mission is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help Denver Rescue Mission's donors take the next step to submit their matching gift requests.

With fully configurable emails, custom email sending rules and triggers, and mapping emails to come from @denrescue.org, the messaging fits in with Denver Rescue Mission's broader communication strategy.

Identify Top Opportunities and Leverage 360MatchPro's Platform

Denver Rescue Mission is also utilizing 360MatchPro's platform for detailed matching gift insights across their entire donor base including identifying top matching gift opportunities.

Additionally all customization rules, messaging triggers, and branding updates are made in real time directly within Denver Rescue Mission's 360MatchPro portal.



Customized Thank You Confirmation Page To Drive Further Donor Engagement

When Denver Rescue Mission's donors indicate they submitted their match, they are directed to a custom thank-you confirmation page. This creates a positive interaction with donors, encourages them to explore other workplace giving options, and deepens the relationship.

Your Matching Gift Is Just the Beginning...

Your employer may also offer other giving programs, including grants the Mission can receive just because you volunteer! Check out the details below, and talk to your employer for details.

Stay Updated



To help us account for your matching gift, please be sure that your employer sends us your name and contact information, and we will notify you when the gift is complete.

Give by Volunteering



Some employers offer special grants when their employees volunteer with certain organizations, and your employer may do it too!

Find out if your employer has a volunteer grant program today!

Multiply Your Impact



You may be able to make an even greater impact by creating a monthly gift that is automatically matched by your employer.

Talk to your HR department to learn more about your employer's giving programs, or become a monthly donor now.



“360MatchPro makes gift verification and tracking extremely simple. Identifying opportunities and reviewing metrics is quick and painless. System setup and integration is very simple since Double the Donation staff gives detailed instructions and ongoing support.”

- *Vice President of Development*



Core Features Utilized

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending limits for major gift donors
- ✓ Full utilization of 360MatchPro data security
 - Data Encryption
 - Intrusion Detection Software (IDS)
 - Intrusion Penetration Software (IPS)
 - Two-Factor Logins
 - Malware detection
 - Vulnerability scanning
- ✓ CRM sync
- ✓ Custom sending domain (from @denrescue.org)
- ✓ Custom subject lines
- ✓ Custom graphics in emails
- ✓ Custom branding of emails
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access

Want to learn more about **360MatchPro** for your nonprofit organization or software platform?

Contact your 360matchPro Account Executive or sales@doublethedonation.com

Humane Society International

360MatchPro Case Study



HUMANE SOCIETY
INTERNATIONAL



MatchPro
BY DOUBLE THE DONATION

About Humane Society International (HSI)

Humane Society International works around the globe to promote the human-animal bond, protect street animals, support farm animal welfare, stop wildlife abuse, eliminate painful animal testing, respond to natural disasters, and confront cruelty to animals in all of its forms.

The organization started leveraging 360MatchPro in March 2019, though they initially only sent reminder emails to a subset of match-eligible donors. Over time HSI increased usage of 360MatchPro and is now marketing matching gifts in their donation process and via email to most donors.

Challenge:

Humane Society International relies on a large number of individual donors for their fundraising. While the organization has brought in employee matching gift revenue over the years, HSI hadn't made matching gifts a priority. HSI faced the challenge of not being able to identify match-eligible donors, and following up across thousands of donations would be a manual and exceedingly time-consuming task. HSI needed an automated system for identifying and following up with match-eligible donors to grow its revenue.

Usage of 360MatchPro:

With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions. Plus, all of these communications between donors and HSI have been customized to match the organization's existing branding and messaging.



“We've been ramping up our usage of 360MatchPro over the last year. Thus far, **360MatchPro has increased HSI's matching gift revenue 17% in year 1!** 360MatchPro utilizes best practices through incorporating matching gifts into the donation process and sending post-action emails to remind donors to have their company match their gift. Double the Donation's support team was exceptional in implementing on our web pages and working out the tweaks.”

- Ken Waldrop, *Humane Society Program Manager, Workplace Giving*



Present Matching Gift Forms, Guidelines, and Next Steps on a Dedicated Matching Gift Page

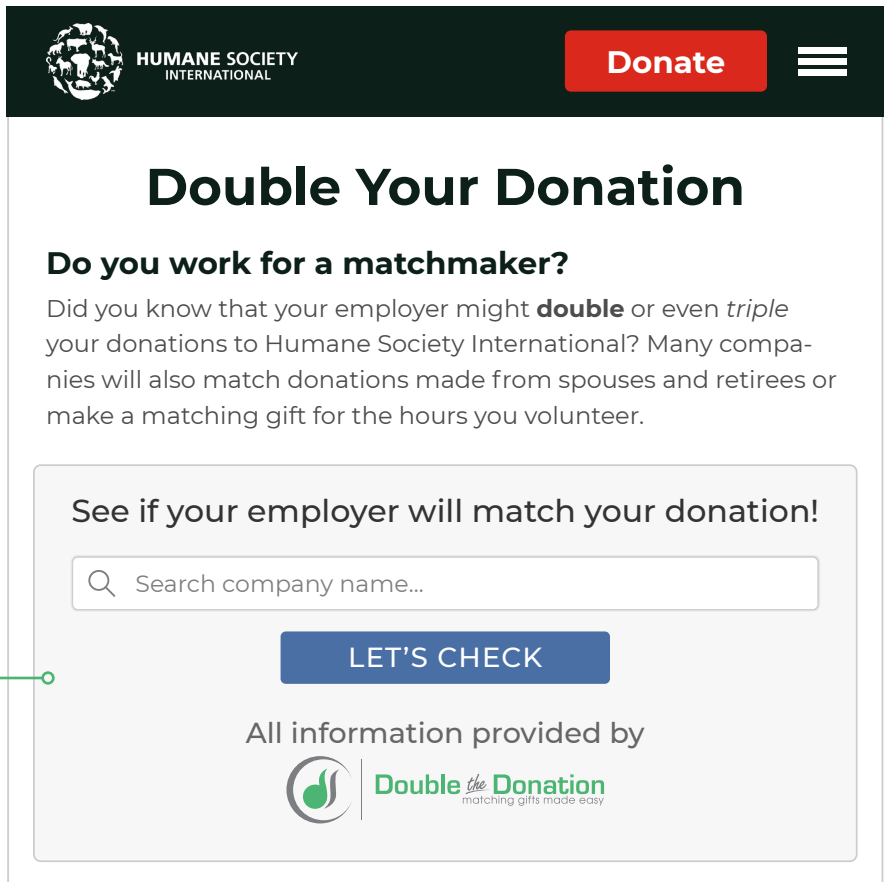
Humane Society International is utilizing 360MatchPro to provide donors the opportunity to check their own match eligibility.

They provide the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

Present Matching Gift Forms, Guidelines, and Next Steps on a Thank You Page

It is very important to present donors the opportunity to learn their match eligibility during the donation process.

On the confirmation page, they have just donated, they feel good about what they've done, and HSI is able to use that momentum to drive matching gifts to completion.



HUMANE SOCIETY INTERNATIONAL [Donate](#)

Double Your Donation


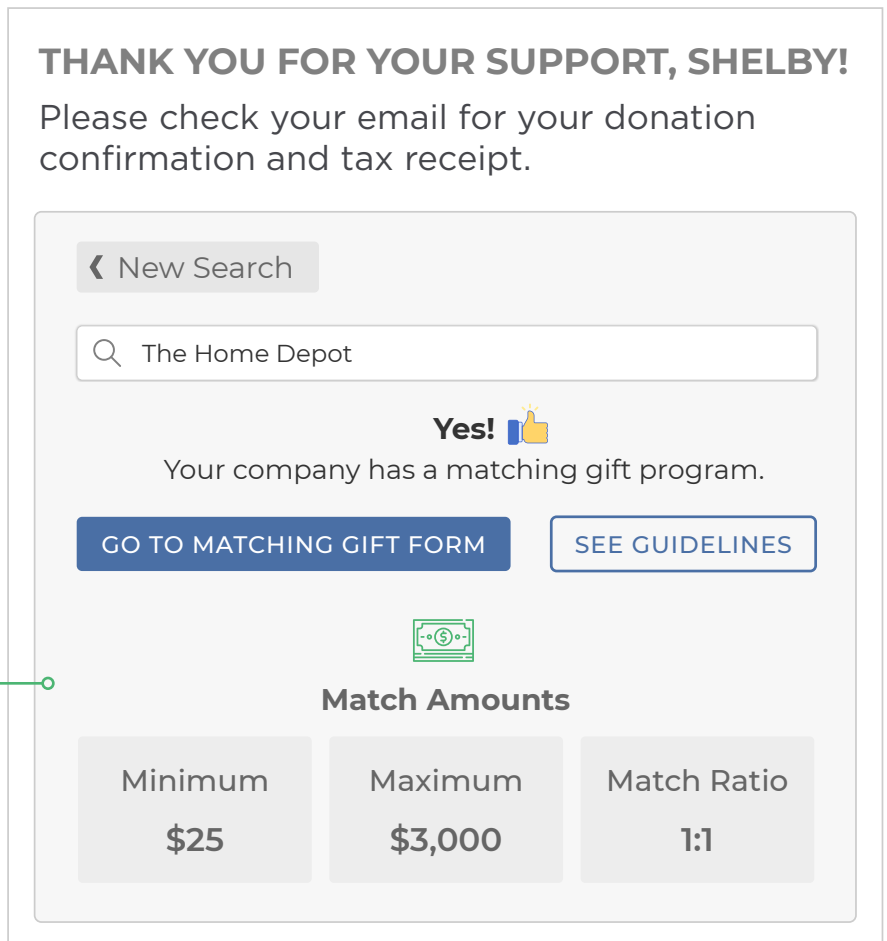
Do you work for a matchmaker?

Did you know that your employer might **double** or even *triple* your donations to Humane Society International? Many companies will also match donations made from spouses and retirees or make a matching gift for the hours you volunteer.

See if your employer will match your donation!

LET'S CHECK


All information provided by

 **Double the Donation**
matching gifts made easy

THANK YOU FOR YOUR SUPPORT, SHELBY!


Please check your email for your donation confirmation and tax receipt.

[← New Search](#)

Yes! 

Your company has a matching gift program.

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



Match Amounts

Minimum	Maximum	Match Ratio
\$25	\$3,000	1:1

Drive Matches to Completion with Customizable Automation

Humane Society International is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout and was created to help Humane Society International's donors take the next step to submit their matching gift requests.

With fully configurable emails, custom email sending rules and triggers, and mapping emails to come from @hsi.org, the messaging fits in with Humane Society International's broader communication strategy.



**HUMANE SOCIETY
INTERNATIONAL**

**Your donation
can be matched
to **DOUBLE** the
impact.**



Dear John,

Did you know that thousands of companies match donations made by their employees to organizations like ours? Luckily, your generous donation of \$50 to Humane Society International is eligible for a matching gift from your employer, The Home Depot!

Please see the below instructions and documentation to submit a matching gift request and make an even greater impact for animals.

Step 1: Start the matching gift submission process!

[Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

Dashboard

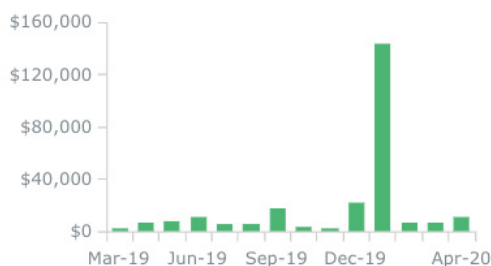
 **90,742**
Total Donations In Past Year

 **\$234,326**
Match Eligible Amount In Past Year

 **68,384**
Emails Delivered In Past Year

Data is updated twice a day. Last updated April 26, 2020 at 6:05 AM EDT

Match Eligible Donations (\$ per Month)



Identify Top Opportunities and Leverage 360MatchPro's Platform

HSI leverages 360MatchPro's platform for detailed matching gift insights across their entire donor base. Additionally, all customization rules, messaging triggers, and branding updates are made in real time directly within HSI's 360MatchPro portal.

Key Activity Metrics & Core Features Utilized



\$225,000+

Match-eligible donations identified in the last 12 months



64,000+

Automated emails delivered

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match-eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Custom sending limits for recurring gifts
- ✓ Full utilization of 360MatchPro data security
 - Data encryption
 - Intrusion detection software (IDS)
 - Intrusion penetration software (IPS)
 - Two-factor logins
 - Malware detection
 - Vulnerability scanning
- ✓ Custom sending limits for major gift donors
- ✓ Custom sending domain (from @hsi.org)
- ✓ Custom subject lines
- ✓ Custom graphics in emails
- ✓ Custom branding of emails
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access

Want to learn more about **360MatchPro** for your nonprofit organization or software platform?

Contact your 360MatchPro Account Executive or sales@doublethedonation.com

Atlanta Community Food Bank

360MatchPro Case Study



**ATLANTA
COMMUNITY
FOOD BANK**
End hunger. Grow stronger.



MatchPro
BY DOUBLE THE DONATION

About the Atlanta Community Food Bank (ACFB)

The Atlanta Community Food Bank fights hunger by engaging, educating, and empowering the community. While ACFB's core work is food distribution, providing 60 million meals to more than 755,000 people in 29 counties across metro Atlanta and north Georgia, the ACFB's efforts extend far beyond that. The ACFB's mission is lived out every day through several projects that help engage, educate, and empower both people in need and those who want to help. From supporting community gardens to assisting people in finding economic security, the Food Bank covers a wide range of opportunities for people to learn and get involved.

Challenge:

The ACFB relies on individual contributions as an essential funding source. Ensuring that every match-eligible gift gets matched by a donor's employer is essential. While the ACFB has brought in employee matching gift revenue over the years, matching gifts hasn't been a priority. There also hasn't been a robust strategy to bring in that additional revenue in an automated manner that can identify match-eligible donors and drive those matches to completion.

Usage of 360MatchPro:

With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions. Plus, all of these communications between donors and the Atlanta Community Food Bank have been customized to match the organization's existing branding and messaging.



360MatchPro has **increased our matching gift revenue by 30%!**

We have been very pleased with your product and support and look forward to further incorporating 360MatchPro across our fundraising!

- *ACFB's Senior Corporate Relations Manager*



Present Matching Gift Forms, Guidelines, and Next Steps on a Dedicated Matching Gift Page

The Atlanta Community Food Bank is utilizing 360MatchPro to give donors the opportunity to check their own match eligibility.

They provide the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

Present Matching Gift Forms, Guidelines, and Next Steps on a Thank-You Page

It is very important to give donors the opportunity to learn their match eligibility during the donation process.

On the confirmation page, after they have just donated, they feel good about what they've done. The ACFB is able to use that momentum to drive matching gifts to completion.

MATCHING GIFTS

LET YOUR COMPANY DOUBLE OR TRIPLE YOUR IMPACT!

Many companies have a matching gift program; you give an amount and they donate the same. All you have to do is ask. It's an easy way to multiply your gift so that even more hungry neighbors are fed.

See if your employer will match your donation!

LET'S CHECK

All information provided by



Double the Donation
matching gifts made easy

THANK YOU FOR YOUR SUPPORT, SHELBY!

Please check your email for your donation confirmation and tax receipt.

[← New Search](#)

Yes! 

Your company has a matching gift program.

[GO TO MATCHING GIFT FORM](#)

[SEE GUIDELINES](#)



Match Amounts

Minimum

\$25

Maximum

\$3,000

Match Ratio

1:1



Drive Matches to Completion with Customizable Automation

The ACFB is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout, and is created to help the ACFB's donors take the next step to submit their matching gift requests.

The ACFB uses one automated email for match-eligible donors and one automated email for donors with an unknown eligibility. This approach, when combined with configurable emails, custom email-sending rules and triggers, and mapping emails to come from @acfb.org, ensures the messaging fits in with the ACFB's broader communication strategy.

Donor Engagement

3 Months

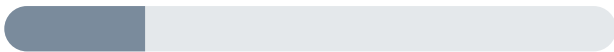
6 Months

1 Year

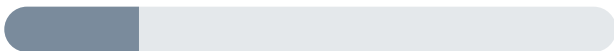
High Engagement - Used search tools, accessed matching gift forms or guidelines, or opened multiple emails **49%**



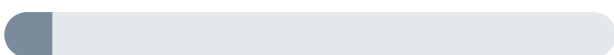
Moderate Engagement - Opened one matching gift email **23%**



Low Engagement - Received one or multiple emails but didn't open or click on any **22%**



No Engagement - Did not receive emails **6%**



Match your donation and **DOUBLE** your impact!

Dear John,

Did you know that thousands of companies match donations made by their employees to organizations like ours? Luckily, your generous donation of \$50 to Atlanta Community Food Bank is eligible for a matching gift from your employer, The Home Depot!

Please see the below instructions and documentation to submit a matching gift request and make an even greater impact for animals.

Step 1: Start the matching gift submission process!

[Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know.

Step 2: I've submitted my matching gift request!

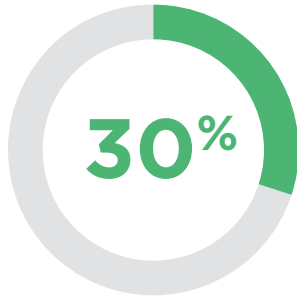
[Click here](#)

Generate High Engagement

All of this comes together to ensure a large percentage of the ACFB's donors are being given the opportunity to see if their company will match their gift, and if so, how to complete the next step. This way, the ACFB can bring in as much matching gift revenue as possible.

Over the last 12 months, the ACFB's setup has resulted in 72% of donors having high or moderate engagement with matching gift communications and forms. This is far greater than any organization manually trying to promote matching gifts, and is helping to drive the ACFB's matching gift growth.

Key Activity Metrics & Core Features Utilized

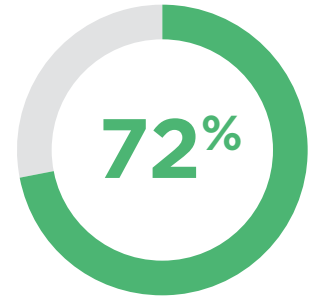


Growth in matching gift revenue



61,000+

Automated emails delivered in the last 12 months



Donors with high or moderate engagement with 360MatchPro's matching gifts tools

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank-you page
- ✓ Custom restrictions for select companies
- ✓ Customized email-sending logic
- ✓ Automated messaging to match-eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Custom sending limits for recurring gifts
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 - Data encryption
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- ✓ Email blacklists and unsubscribes
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Contact your 360MatchPro Account Executive or sales@doublethedonation.com

A Case Study on the University of Georgia's Use of Double the Donation's 360MatchPro Automated Matching Gift Marketing Platform



ABOUT DOUBLE THE DONATION

- World's largest matching gift database with 23,000+ total records representing, 26 million eligible donors, and 99.6% coverage of those donors companies
- 10+ years of matching gift services and over \$200 million in match-eligible dollars identified
- 4,000+ nonprofit clients and 60+ platform partners
- 70% of the largest peer-to-peer-based nonprofits partner with DTD for matching gift needs

OVERVIEW

As one of the nation's largest universities, the University of Georgia placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the University of Georgia has identified over \$1.3 million in matching gift eligible revenue within a 12-month period.

KEY ACTIVITY METRICS



Over \$1.3 million

In match-eligible dollars identified in less than 12 months



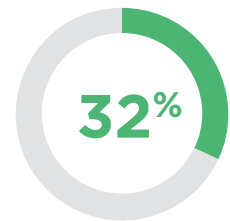
26K+

Donors using 360MatchPro



5,700+

Emails sent with a 53% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

OUR SERVICES

360MatchPro, an automated matching gift marketing platform, deeply integrates donation experiences and CRMs. This allows nonprofits to see who each donor is and what matching gift company they work for, and automate communications and follow-ups with the right information that they need to drive more matches.

By integrating directly into the donation process and following up with donors based on what 360MatchPro identifies about their matching gift eligibility, nonprofits end up with far more matching gift usage, increased donor submission, and detailed matching gift data at the donor level.



Identify Match Eligibility with Email Screening and Streamlined Matching Gift Search on Donation Forms



Drive Match to Completion with Automated Donor Outreach



Analyze Data & Get Actionable Insights

A Case Study on the Capital Area Food Bank's Use of Double the Donation's 360MatchPro Automated Matching GiftMarketing Platform



ABOUT DOUBLE THE DONATION

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- 10+ years of matching gift services and over \$200 million in match-eligible dollars identified
- 4,000+ nonprofit clients and 60+ platform partners
- 70% of the largest peer-to-peer-based nonprofits partner with DTD for matching gift needs

OVERVIEW

As one of the nation's largest food banks, the Capital Area Food Bank placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the Capital Area Food Bank has identified over \$440,000 in matching gift eligible revenue within a 12-month period.

KEY ACTIVITY METRICS



Over \$440K+

in match-eligible dollars identified in less than 12 months



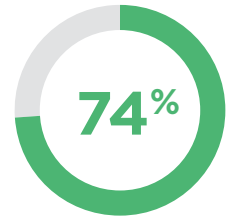
130K+

Donors using 360MatchPro



165K+

Emails sent with a 48% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

OUR SERVICES

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Identify Match Eligibility with Email Screening and Streamlined Matching Gift Search on Donation Forms



Drive Match to Completion with Automated Donor Outreach



Analyze Data & Get Actionable Insights

A Case Study on the Central Texas Food Bank's Use of Double the Donation's 360MatchPro Automated Matching Gift Marketing Platform



ABOUT DOUBLE THE DONATION

- World's largest matching gift database with 23,000+ total records representing, 26 million eligible donors, and 99.6% coverage of those donors companies
- 10+ years of matching gift services and over \$200 million in match-eligible dollars identified
- 4,000+ nonprofit clients and 60+ platform partners
- 70% of the largest peer-to-peer-based nonprofits partner with DTD for matching gift needs

OVERVIEW

As one of the nation's largest food banks, the Central Texas Food Bank placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the Central Texas Food Bank has identified over \$720,000 in matching gift eligible revenue within a 12-month period.

KEY ACTIVITY METRICS



Over \$720K+

In match-eligible dollars identified in less than 12 months



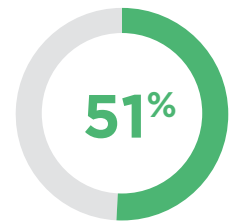
100K+

Donors using 360MatchPro



73K+

Emails sent with a 40% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

OUR SERVICES

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By integrating directly into the donation process and following up with donors based on what 360MatchPro identifies about their matching gift eligibility, nonprofits end up with far more matching gift usage, increased donor submission, and detailed matching gift data at the donor level.



Identify Match Eligibility with Email Screening and Streamlined Matching Gift Search on Donation Forms



Drive Match to Completion with Automated Donor Outreach



Analyze Data & Get Actionable Insights

A Case Study on the American Foundation for Suicide Prevention (AFSP) Use of Double the Donation's 360MatchPro Automated Matching Gift Marketing Platform



American Foundation
for Suicide
Prevention



MatchPro
BY DOUBLE THE DONATION

ABOUT DOUBLE THE DONATION

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- 10+ years of matching gift services and over \$200 million in match-eligible dollars identified
- 4,000+ nonprofit clients and 60+ platform partners
- 70% of the largest peer-to-peer-based nonprofits partner with DTD for matching gift needs

OVERVIEW

Dedicated to saving lives and bringing hope to those affected by suicide, the American Foundation for Suicide Prevention placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the American Foundation for Suicide Prevention has identified over \$800,000 in matching gift eligible revenue within a 12-month period.

KEY ACTIVITY METRICS



Over \$800K+

In match-eligible dollars identified in less than 12 months



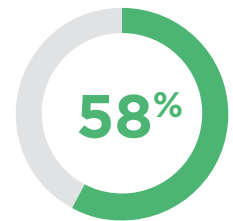
380K+

Donors using 360MatchPro



500K+

Emails sent with a 53% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

OUR SERVICES

360MatchPro, an automated matching gift marketing platform, deeply integrates donation experiences and CRMs. This allows nonprofits to see who each donor is and what matching gift company they work for, and automate communications and follow-ups with the right information that they need to drive more matches.

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Identify Match Eligibility with Email Screening and Streamlined Matching Gift Search on Donation Forms



Drive Match to Completion with Automated Donor Outreach



Analyze Data & Get Actionable Insights

Marietta College

360MatchPro Case Study



Marietta College



MatchPro
BY DOUBLE THE DONATION

About Marietta College

- Founded in 1835
- Total undergraduate enrollment of 1,168
- 50 undergraduate majors
- \$12-15 million in fundraising revenue

Marietta College Mission Statement

“Marietta College provides a strong foundation for a lifetime of leadership, critical thinking, and problem-solving. We achieve this mission by offering undergraduates a contemporary liberal arts education and graduate students an education grounded in advanced knowledge and professional practice. Intellectual and creative excellence defines the Marietta experience.”

The Challenge:

Marietta College is a contemporary liberal arts university located in Marietta, Ohio. With a rich history of traditions and academic excellence, Marietta College provides generations of students with opportunities for success.

Marietta College previously pursued matching gift requests, but they did not meet their match-potential without having a robust, automated outreach strategy.

Marietta College needed a solution that would allow them to identify match-eligible donors, drive their matching gift requests and create sustainable strategies using actionable insights.

The Solution:

With the 360MatchPro, Marietta College could streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies.

Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time.

Once Marietta College began using 360MatchPro with their crowdfunding campaigns, they were able to see the immense impact between their donors' current contributions and future opportunities for matching gifts.



We love that 360MatchPro easily integrates with our crowdfunding campaigns.

We saw a huge spike in matching gifts after implementing it for our Day of Giving, and this integration has made it easy to increase our revenue without requiring additional staff resources.

–Kathryn Gloor, Marietta College Senior Director of Annual Giving



Identify matching gift opportunities on donation forms

360MatchPro gets to work during the donation process, identifying match-eligible donors through email screening and a seamless autocomplete search tool. As the donor fills out their donation form, 360MatchPro scans its extensive matching gift database to determine if the donor qualifies for a match and empowers them to submit the match post-transaction.

360MatchPro provide donors with easy matching gift submission steps

After a donor submits their matching gift request, 360MatchPro provides their specific matching gift submission form along with program guidelines directly on the donation confirmation page. This means that the donor can kick off the matching gift process immediately after form submission - making it simple to double their recent donation.

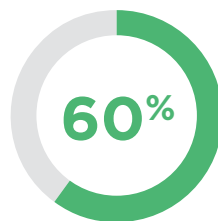
360MatchPro also automates customizable email streams encouraging donors to submit their employer matching gift requests. These messages contain valuable matching gift details alongside the same link to the employers' matching gift request form - meaning the donors receive a second opportunity to drive their match to completion.

Key Metrics

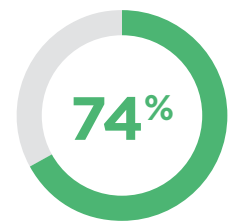


Over \$40,000

matches identified after the first year of using 360MatchPro



open rate of 360MatchPro matching gift automated emails - compare to the industry average of 20%



moderate to high donor engagement in the past year

Core Features Utilized

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending domain and subject lines
- ✓ Email blacklists and unsubscribes

Lung Cancer Research Foundation

360MatchPro Case Study



**LUNG CANCER
RESEARCH
FOUNDATION®**
Living. Breathing. Science.™



MatchPro
BY DOUBLE THE DONATION

About Lung Cancer Research Foundation

- Founded in 2005
- 27% increase in matching gift revenue

Lung Cancer Research Foundation Mission Statement

“The mission of the Lung Cancer Research Foundation (LCRF) is to improve lung cancer outcomes by funding research for the prevention, diagnosis, treatment, and cure of lung cancer.”

The Challenge:

As a national nonprofit based in New York, the Lung Cancer Research Foundation is committed to improving lung cancer patients’ quality of life and survival rates through advancing the best new research in the field.

The Lung Cancer Research Foundation previously pursued matching gift requests, but they did not meet their match potential without having a robust, automated outreach strategy.

As a result, they needed a solution that would allow them to identify match-eligible donors, drive their matching gift requests and create sustainable strategies using actionable insights.

The Solution:

360MatchPro enables the Lung Cancer Research Foundation to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies.

Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in a 27% increase in annual matching gift revenue!

Once the Lung Cancer Research Foundation began using 360MatchPro they were able to see the immense impact between their donors’ current contributions and future opportunities for matching gifts.



360MatchPro has become the fundamental piece of our matching gift program since its implementation in April 2020. The direct integration available to all our current platforms has made tracking matching gifts much easier, and the easy-to-use platform has been vital to our matching gift outreach strategy. LCRF was excited to implement 360MatchPro, and we have been very pleased with the results since.

*- Evan Bonsett-Veal, Senior Manager,
Donor Database*



Identify matching gift opportunities on donation forms

360MatchPro gets to work during the donation process, identifying match-eligible donors through email screening and a seamless autocomplete search tool. As the donor fills out their donation form, 360MatchPro scans its extensive matching gift database to determine if the donor qualifies for a match and empowers them to submit the match post-transaction.

360MatchPro provide donors with easy matching gift submission steps

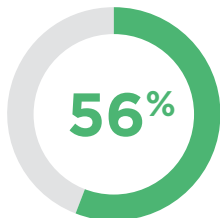
After a donor submits their matching gift request, 360MatchPro provides their specific matching gift submission form along with program guidelines directly on the donation confirmation page. This means that the donor can kick off the matching gift process immediately after form submission - making it simple to double their recent donation.

360MatchPro also automates customizable email streams encouraging donors to submit their employer matching gift requests. These messages contain valuable matching gift details alongside the same link to the employer's matching gift request form - meaning the donors receive a second opportunity to drive their match to completion.

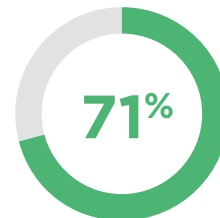
Key Activity Metrics & Core Features Utilized



— OVER —
\$336,520
match eligible dollars
identified through using
360MatchPro



open rate of 360MatchPro
matching gift automated
emails in the past year -
compared to the industry
average of 20%



moderate to
high donor
engagement
in the past
year



“The match tool makes it simple for our donors to realize a company match. We’ve seen solid growth in the number of matching gifts we receive and an increase of 27% in matching gift revenue because of it. We have integrated 360MatchPro into all of our donation forms and the intuitive process makes it so that constituents with all levels of technical capabilities can obtain and understand the matching gift information they need. This helps us and our fundraisers drive outreach to match eligible donors and enhance our revenue.”

~ *Evan Bonsett-Veal, Senior Manager, Donor Database*



Core Features Utilized

- ✓ Email domain screening
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- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending domain and subject lines
- ✓ Email blacklists and unsubscribes

Atlanta Mission

360MatchPro Case Study



ATLANTA MISSION
Ending Homelessness.



MatchPro
BY DOUBLE THE DONATION

About the Atlanta Mission

- Founded in 1938
- 7% increase in matching gift revenue

The Atlanta Mission's Mission Statement

"We transform, through Christ, the lives of those facing homelessness."

The Challenge

SBased in Atlanta, Ga the Atlanta Mission is the city's largest and longest-running provider of services to homeless men, women, and children.

Committed to empowering those experiencing homelessness in Atlanta, they provide over 500,000 meals, 150,000 bed nights, 2,000 counseling sessions, and 1,000 life skill classes each year.

The Atlanta Mission previously pursued matching gift requests, but they did not meet their match potential

without having a robust, automated outreach strategy.

As a result, they needed a solution that would allow them to identify match-eligible donors, drive their matching gift requests and create sustainable strategies using actionable insights.

The Solution:

360MatchPro enables the Atlanta Mission to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies.

Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in a 7% increase in annual matching gift revenue!

Once the Atlanta Mission began using 360MatchPro they were able to see the immense impact between their donors' current contributions and future opportunities for matching gifts.



Double the Donation has allowed us to increase our matching gift revenue, but more importantly it has made it easier for our donors to submit matching gifts.

*~ James Barrell,
Chief Information Officer*



Identify matching gift opportunities on donation forms

360MatchPro gets to work during the donation process, identifying match-eligible donors through email screening and a seamless autocomplete search tool. As the donor fills out their donation form, 360MatchPro scans its extensive matching gift database to determine if the donor qualifies for a match and empowers them to submit the match post-transaction.

360MatchPro provide donors with easy matching gift submission steps

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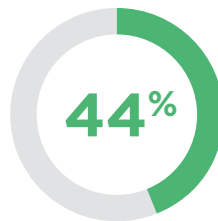
360MatchPro also automates customizable email streams encouraging donors to submit their employer matching gift requests. These messages contain valuable matching gift details alongside the same link to the employer's matching gift request form - meaning the donors receive a second opportunity to drive their match to completion.

Key Metrics

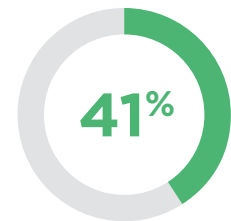


Over \$134,000

match eligible dollars identified through using 360MatchPro in the past year



open rate of 360MatchPro matching gift automated emails in the past year - compared to the industry **average of 20%**



moderate to high donor engagement in the past year



“Double the Donation is one of our favorite software systems because it was easy to set up, easy to use, and works well.”

~ *James Barrell, Chief Information Officer*



Core Features Utilized

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending domain and subject lines
- ✓ Email blacklists and unsubscribes

The Greater Boston Food Bank

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About The Greater Boston Food Bank

- Founded in 1981
- Largest hunger-relief organization in New England
- 56% increase in matching gift revenue, from \$1.1 to \$1.8 million
- Over 80,000 donors annually

The Greater Boston Food Bank's Mission Statement

“Since 1981, The Greater Boston Food Bank (GBFB) has worked passionately to end hunger across Eastern Massachusetts by providing our neighbors in need the healthy food and resources they need to thrive.”

The Challenge

The Greater Boston Food Bank is the largest hunger-relief organization in New England and among the largest food banks in the country. Distributing over 100 million pounds of nutritious food to people each year, the GBFB is committed to supporting healthy lives and healthy communities by increasing food distribution to provide three meals a day to every person in need in Eastern Massachusetts.

Before connecting with Double the Donation, the GBFB previously pursued matching gift requests, but they did not meet their match potential without having a robust, automated outreach strategy.

As a result, they needed a solution that would allow them to identify match-eligible donors, drive their matching gift requests and create sustainable strategies using actionable insights.

The Solution:

360MatchPro enables the Greater Boston Food Bank to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies.

Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in a 56% increase in annual matching gift revenue!

Once the GBFB began using 360MatchPro they were able to see the immense impact between their donors' current contributions and future opportunities for matching gifts.



360 MatchPro has become an important component of our fundraising, allowing us to maximize corporate matching opportunities in a simple and proactive way with little labor and maximum results.

*- Erin Lee,
Director of Revenue Operations*



Identify matching gift opportunities on donation forms

360MatchPro gets to work during the donation process, identifying match-eligible donors through email screening and a seamless autocomplete search tool. As the donor fills out their donation form, 360MatchPro scans its extensive matching gift database to determine if the donor qualifies for a match and empowers them to submit the match post-transaction.

360MatchPro provide donors with easy matching gift submission steps

After a donor submits their matching gift request, 360MatchPro provides their specific matching gift submission form along with program guidelines directly on the donation confirmation page. This means that the donor can kick off the matching gift process immediately after form submission - making it simple to double their recent donation.

360MatchPro also automates customizable email streams encouraging donors to submit their employer matching gift requests. These messages contain valuable matching gift details alongside the same link to the employer's matching gift request form - meaning the donors receive a second opportunity to drive their match to completion.

Key Metrics



Matching gifts grew from

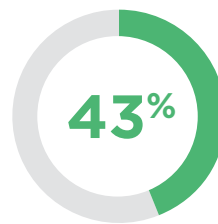
\$1,188,585 to \$1,853,036

from Aug. 2020 - Jul. 2021

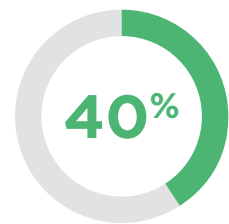


Over \$790,000

match eligible dollars identified through using 360MatchPro in the past year



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moderate to high donor engagement in the past year



Double the Donation is a reliable, easy-to-use platform. From email templates to analytics, they set you up for success. It's a great system for increasing your organization's matching gifts and for reminding donors they could make an even greater impact!

~ Erin Lee, Director of Revenue Operations



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