

# 360MatchPro + Ellucian Integration

The Ellucian + 360MatchPro integration simplifies matching gifts for your donors and your team. Save time and earn more from matching gifts leveraging this integration.



## Answers to Frequently Asked Questions



### Matching Gift Industry



- ? Do most higher education institutions qualify for corporate matching gifts?**
  - ▶ Yes! While matching gift guidelines vary from company to company, most matching gift programs are structured so that donations made to higher educational institutions are eligible to receive matching funds.
- ? When do donors need to submit a matching gift request by in order for their gift to remain eligible?**
  - ▶ Each company's deadline varies. While some companies require matching gift requests to be submitted within a set number of months after the donation (ex. 3, 6, 9 etc.), other companies have year-end deadlines or year-end plus 1-2 months grace period. Donors need reminders of their deadline.



### Technical



- ? Is 360MatchPro Ethos integrated?**
  - ▶ Yes, the 360MatchPro and Ellucian CRM Advance integration is supported by Ethos.
- ? Does this integration extend to CRM Advance online donation forms?**
  - ▶ Yes, you can add a streamlined search field to your donation form so that you can determine donor eligibility during the giving process. Then, on the confirmation page, you can present eligible donors their personalized matching gift next steps.
- ? If I do not use CRM Advance online donation forms, can I still use the integration?**
  - ▶ Yes, if you want data to flow between CRM Advance and 360MatchPro, you can set up this integration. Once setup is complete, donation records will flow from CRM Advance to 360MatchPro.
- ? Can I integrate 360MatchPro with Ellucian Web Advance?**
  - ▶ Yes, contact your client success specialist at Double the Donation for more information on the integration process.



### Messaging & Communications



- ? Can I edit 360MatchPro's automated matching gift email streams?**
  - ▶ Yes, you retain complete control of your automated email outreach. You can customize the frequency of your messages, the language within the automated outreach, the email sending domain, and more. Your automated matching gift outreach will enhance your donor communications.
- ? Can 360MatchPro scan for corporate email addresses?**
  - ▶ Yes. If a donor uses a corporate email address, 360MatchPro will be able to automatically determine their eligibility.
- ? Can I exclude certain donors from receiving matching gift communications?**
  - ▶ Yes, you can set exclusions for variables such as donation amount, donor name, campaign, and more! You remain in control of your outreach.
- ? Do the automated emails appear to come from Double the Donation?**
  - ▶ No, you can customize the sending domain so that the emails appear to come from your organization!
- ? Can donors unsubscribe to the emails?**
  - ▶ Yes, if a donor chooses to, it is easy for them to unsubscribe from receiving future matching gift communications.
- ? Will I be able to track donor engagement with these matching gift tools?**
  - ▶ Yes, 360MatchPro tracks donor engagement with the matching gift search tool and matching gift emails. You will be able to analyze if donors are interacting with these tools.

Interested in learning more about the Ellucian and 360MatchPro integration?  
[Connect with our team](#) to learn more.