

## Ellucian CRM Advance Matching Gift Integration with 360MatchPro by Double the Donation

# Grow Your Matching Gift Revenue

Automatically drive the match process from start to finish. CRM Advance's integration with 360MatchPro enables you to:

1. Identify match opportunities so you know which donations are eligible to be matched.
2. Send the right matching gift information to the right donors at the right time based on what you know about them.
3. Provide your team with actionable insights so you can focus on your top matching gift revenue opportunities.

The seamless integration between Ellucian CRM Advance and 360MatchPro by Double the Donation is designed to help your nonprofit maximize the amount of money you raise from employee matching gift programs with a minimal amount of ongoing effort.

### According to Recent Research:



of Fortune 500 companies  
and many others have  
matching gift programs

15+  
Million

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Lack of employee awareness and know-how results in **\$4-7 billion** in matching gift funds going unclaimed annually.

360MatchPro is the most advanced software available to help your organization identify and capture more matching gift dollars. Ellucian is pleased to offer this automated solution so your team can focus on the things that matter most to your organization.

### BENEFITS:

- Identify match eligible donors
- Automate outreach
- Receive actionable insights
- Enable staff to focus on top opportunities

**360MatchPro generates more matching gift revenue for your organization**

### FEATURES:

- Integrates seamlessly with Ellucian CRM Advance
- Everywhere your donors are
- Customized and automated messaging
- Email domain screening
- Accurate and up-to-date match info
- Robust tracking
- Quick access to top opportunities

**360MatchPro's streamlined and automated features help your team maximize match revenue**

# Commonly Asked Questions:

## **Q: How does 360MatchPro integrate with Ellucian CRM Advance?**

**A:** The integration allows you to automatically pass all donation records from CRM Advance into 360MatchPro. 360MatchPro's matching gift marketing automation then goes to work providing the right matching gift forms, guidelines, instructions, and next steps to your donors to help you raise more money.

## **Q: What are the steps to getting set up?**

**A:** 360MatchPro is designed to be set up in minutes. To get started:

1. Navigate to the "Integrations" tab in the 360MatchPro portal.
2. Enter your Ellucian API key. Select "Integrate."
3. The Ellucian/360MatchPro integration will be live immediately with Ellucian's recommended settings. These are designed to be highly effective with no configuration required.
4. Configure your 360MatchPro account settings (optional). The Double the Donation implementation team will walk you through your customization options.

## **Q: How does 360MatchPro identify match eligible donors?**

**A:** 360MatchPro uses multiple methods ranging from:

- Analyzing email domains
- Triggering emails and determining which donors find their companies in the matching gift search tool
- Comparing the company information you have to Double the Donation's database of matching gift companies

Combined, these approaches help you identify as many match eligible donors as possible.

## **Q: How much does the 360MatchPro integration cost?**

**A:** 360MatchPro is available for an annual fee. Contact your Ellucian representative for a quote.

## **Q: How do the automated messages work and why are they important?**

**A:** Many donors don't submit matches due to a lack of awareness and matching gifts not being on their minds. 360MatchPro automates the outreach and reminders necessary for a successful matching gift program.

360MatchPro has three pre-configured email marketing streams. Each donor will receive customized messaging based on whether a donor is identified as "Match Eligible", "Unknown Eligibility", or "Likely Ineligible".

## **Q: How is donor information used by 360MatchPro?**

**A:** Your donor information is only used to send out the appropriate matching gift emails that you've turned on and customized. Double the Donation's team doesn't sell, rent, or use your donor information for any other purpose.

## **Q. Why do I need this service?**

**A:** Matching gift programs are one of the most underutilized sources of fundraising. With 65% of Fortune 500 companies and many other smaller companies offering matching gift programs, about 15-19 million individuals work for companies which match donations. Unfortunately, awareness among donors is low, therefore \$4-7 billion in matching gifts go unclaimed each year.

360MatchPro is the best way to help you raise more money by ensuring your donors are aware of their matching gift programs and directed to the forms, guidelines, and instructions that they need to submit matching gifts, all using automated tools.

## **Q. How does this service help me grow our overall fundraising?**

**A:** By incorporating 360MatchPro into CRM Advance, 360MatchPro ensures as many donors as possible successfully submit match requests, thereby helping your organization raise more money.