### EAST TEXAS GIVING DAY



## Agenda:

- What are Matching Funds?
- Why Matching Funds are important.
- How will they work on East Texas Giving Day 2018?
- Matching Funds Strategies





# What Are Matching Funds?





### What are Matching Funds?



Matching Funds are additional funds contributed

directly to your nonprofit from a

donor (or donors) to encourage contributions to your

nonprofit on Giving Day.



### What are Matching Funds?



# Matching Funds are a crucial part of the gamification of Giving Day

The benefit of matching funds:

- Provide greater incentive for donors to give
- Encourages existing donor to give in new way
- Offers donors a way to increase the value of their contribution

# Why Should I consider Matching Funds?



- Incentivizes giving = creates urgency!
- Helps you reach your overall fundraising goals
   quickly = call to action
- Expands your donor base = attracts new donors
- Exciting and engaging way to promote your organization = maximum results!

# Why Are Matching Funds Important?





# Matching Funds Are Important to Donors!



#### **Credibility-**

You already have significant support

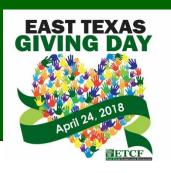
### **Challenge-**

Donors get to double the impact of their gift

#### Confidence- from the funders point-of-view

Matching donors like inspiring others, donors know they are not alone in supporting your organization

# Why Are Matching Funds Important?



#### Minnesota Community Foundation / GiveMN

- 31% donors say its extremely important for an organization to have Matching Money
- 44% said somewhat important
- 25% not important at all

#### **Knight Foundation**

Matching Funds have helped raise more than \$200 million since 2009 for Giving Day participants

# Why Are Matching Funds Important?



#### **North Texas Giving Day 2016**

- 272 nonprofits raised their own matching funds
- Resulted in \$5.7 Million raised for those organizations
- Nonprofits with matching funds raised 20% more than those that did not have a match

# **East Texas Giving Day Matching Funds Results**

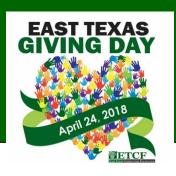


#### **East Texas Giving Day 2017**

- 177 participating nonprofits
- 45 had matching funds (25% of NPOs had match)
- \$118,584 in matching funds was raised by nonprofits yielding a combined \$237,168! (1:1)
- 24% of total came from match donors
- 48% of total raised thru matching funds

Nonprofits with a match raised 63% more than those that did not have one!!!

### Did you say Prize Money?



NPO's that raise minimum of

\$3,000 in Matching Funds

will go into a drawing for a

\$1,000 Bonus Prize.

Must have <u>commitment</u> from <u>donor(s)</u> & be entered into the system by March 29, 2018.

# How Will Matching Funds Work on The East Texas Giving Day Site?





# **How Will Matching Funds Work on East Texas Giving Day?**



- March 29<sup>th</sup> deadline to enter a match on your organizations admin page
- The match amount will show on your page on Giving Day as they are tied to the gamification side of the platform.
- Matches are dollar for dollar (1:1)
- Remaining match will decline as gifts are received

### Where do I Enter the Match?



	P.O. Box 705	
City	State	Zip Code
Naples	Texas	75568
- Public Address		
Which address should be listed publicly?	County of Residence	
Physical	Morris	
Website & Social Media  Organization Website  ttps://naples	Facebook Link	Twitter Link
	Facebook Link	Twitter Link
organization Website ttps://nanlec_pagu.riet	Facebook Link	Twitter Link
organization Website	Facebook Link	Twitter Link
Matching Funds  Our organization has secured our own matching		Twitter Link
Organization Website  ttps://nanles_podd.net  Matching Funds		Twitter Link
Matching Funds  Our organization has secured our own matching		Twitter Link
rganization Website tps://naplesaau.riet	Facebook Link	Twitter Link

# What will the Public See on My Landing Page?







Diverse organizations and individuals working together for strengthened programs, connection and improved awareness services that meet essential human needs.

\$2,721 \$7,639
9 unique donors match pool
\*Preliminary numbers

**DONATE NOW** 

f Facebook J Twitter

Overview

Programs

**Events** 

# What will the Public See on the Leaderboards?



reliminary numbers

Organizations Prizes

All Counties \*

All Categories •

Organization	Unique Donations	Amount	Match
Promise Academy	34	\$31,485	\$1,257
The Mentoring Alliance	18	\$26,653	Match Funds Met
The Salvation Army Tyler	19	\$23,825	
The Hospice of East Texas	59	\$21,743	
PATH - People Attempting to Help	36	\$20,133	\$5,058
Bethesda Health Clinic	69	\$19,225	Match Funds Met
The Children's Park of Tyler	64	\$16,366	Match Funds Met
Titus County Cares	44	\$13,509	Match Funds Met
East Texas Food Bank	42	\$12,799	
Tyler Museum of Art	26	\$12,060	\$6,469





## Matching Funds Strategies-How Do I Raise Matching Funds?







#### #1 Set a Goal:

- Matching gifts don't need to be huge. \$500 or \$1,000 is a great place to start.
- It doesn't have to be a new donor:
   Ask an existing donor if you can leverage their annual gift as part of your match.
- Make it achievable so you can celebrate success with your donors!



### **#2 Find A Supporter (donor):**

- Look nearby. Start with your inner circle
- Institutional Funders
- Board Members, pool resources
- Major Donors
- Key Staff- Executive Director, Doctors, Support Association like Restaurant Group or Civic Org.
- Local Business Partner



#### #3 Solicit the Match:

- Ask!
- Offer opportunities to pool gifts
   5 board x \$500 = \$2,500 match raised!
- Offer recognition opportunities!
   Promote their generosity on social media,
   newsletter, press release! (Or Not...anonymous)



#### #4 Promote the Match:

- Prior to Giving Day tease the match!
- On Giving Day Promote the Match!
- Update the Audience as you get close to meeting your goal!
- Once you reach your match Cheer!!
- Share the Power of the Gift- large & small gifts matter. \$20 gifts make a difference



#### #5 Follow up:

- Share the details that the match inspired!
- Newsletters & thank your to all your donors
- Post on Social Media after Giving Day... continue to share stories of how the impact of the day will help your organization.

### **Upcoming Webinars & Seminars**

Registration Onboarding https://www.easttexasgivingday.org/resourcesAvailable Now
Giving Day: Board Training Video to be posted on www.easttexasgivingday.org
Matching Funds Seminar- Genecov Room, Tyler Chamber Building Thursday, February 15 <sup>th</sup>
Social Media 101 Genecov Room, Tyler Chamber Building Tuesday, February 27th
The Art of Storytelling $_{\text{Genecov Room, Tyler Chamber Building}}$ Tuesday, March $6^{\text{th}}$
Donation Basics Video will be available online

Register Online For Any of These Seminars <a href="http://etcf.org/giving-day/giving-day-events/">http://etcf.org/giving-day/giving-day-events/</a>



### **Important Dates:**

Registration Opens to all NPOs EastTexasGivingDay.orgDecember 7, 2017
Early Bird Perks Club Ends Register Early to take advantage of \$100 registration fee Fee goes up to \$125 after February 1, 2018February 1, 2018, 5 p.m.
Nonprofit Registration Ends March 7, 2018, 5 p.m.
Profiles Are Locked Matching funds must be entered into system
Prescheduled Giving Starts
East Texas Giving DayTuesday, April 24, 2018



### Questions?

