

# 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

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# What Are Matching Funds?

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# 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?

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# 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 commitment from donor(s) & be entered into  
the system by March 29, 2018.*

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

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# 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?



103 Walnut

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**

**Facebook Link**

**Twitter Link**

<https://naplescloud.net>

## Matching Funds

Our organization has secured our own matching funds for East Texas Giving Day.

Yes

**Matching Funds Amount**

\$1,000.00

## Contact Information



# What will the Public See on My Landing Page?



## East Texas Human Needs Network



East Texas  
Human Needs Network

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

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

**DONATE NOW**

[f Facebook](#) [Twitter](#)

Overview

**Programs**

Events

# What will the Public See on the Leaderboards?



Preliminary numbers

Organizations

Prizes

All Counties ▼

All Categories ▼

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

# Matching Funds Strategies-

## How Do I Raise Matching Funds?

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# How to Raise a Matching Gift



## #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!

# How to Raise a Matching Gift



## #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

# How to Raise a Matching Gift



## #3 Solicit the Match:

- Ask!
- Offer opportunities to pool gifts  
 $5 \text{ board} \times \$500 = \$2,500 \text{ match raised!}$

- **Offer recognition opportunities!**

**Promote their generosity on social media,  
newsletter, press release! (Or Not...anonymous)**

# How to Raise a Matching Gift



## #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



# How to Raise a Matching Gift



## #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/resources>.....Available Now

## Giving Day: Board Training

Video to be posted on [www.easttexasgivingday.org](http://www.easttexasgivingday.org)

## Matching Funds Seminar- Genecov Room, Tyler Chamber Building

Thursday, February 15<sup>th</sup> .....Today!

## Social Media 101 Genecov Room, Tyler Chamber Building

Tuesday, February 27<sup>th</sup> .....3:00 – 4:00 p.m.

## The Art of Storytelling Genecov Room, Tyler Chamber Building

Tuesday, March 6<sup>th</sup> .....10:00 – 11:00 a.m.

Donation Basics Video will be available online.....Tuesday, April 3, 2018

Register Online For Any of These Seminars

<http://etcf.org/giving-day/giving-day-events/>

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# Important Dates:

Registration Opens to all NPOs

EastTexasGivingDay.org.....December 7, 2017

Early Bird Perks Club Ends

Register Early to take advantage of \$100 registration fee

*Fee goes up to \$125 after February 1, 2018* .....February 1, 2018, 5 p.m.

Nonprofit Registration Ends..... March 7, 2018, 5 p.m.

Profiles Are Locked

Matching funds must be entered into system..... ..March 29, 2018

Prescheduled Giving Starts .....April 9, 2018

East Texas Giving Day .....Tuesday, April 24, 2018

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# Questions?

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