




PWI

FUNDRAISING:

Getting the Most out of a Matching Gift Opportunity



It all has to do with PERCEPTION

You've probably created—or at least heard of—matching gift or grant opportunities before. A matching gift opportunity is when every dollar donated to an organization or project during a set period of time is matched by another benefactor.

However, what you may not have realized is that there's a simple technique—a change to how the message is portrayed—which will make your **matching gift campaigns more effective**.



Typical Matching Gift Example

Often, when an organization announces a matching gift opportunity to their supporters they use language like this: "Every dollar donated in August will be matched up to \$25,000."





DONATE

& DOUBLE YOUR MONEY!

INCREASE DONORS 25%

INCREASE DONATIONS 20%

Adjust the messaging

However, based on the nonprofits we have worked with—both large and small—the data shows that if you make a slight adjustment to your “messaging”, it can make a big difference—increasing the number of donors by over 25% and donation amounts by over 20%.

Using the previous example, rather than saying “Every dollar donated will be matched up to \$25,000”.

Simply reword your messaging like this: “Donate to our organization in August and double your money. Every donation given will be doubled, up to \$25,000.”

See the difference? It’s subtle, but it could have a big effect on the success of your donation drive.