

## Tips for securing a matching grant

Want to double dollars raised for your **GAgives on #GivingTuesday** campaign while motivating more supporters to give?

In case you're unfamiliar, a matching grant is when a funder agrees to donate a certain amount of money on the condition that the same amount will be raised through other donors – in this case, through your GAgives campaign.



A matching grant isn't just a money multiplier, but a motivation multiplier: Knowing their money will have twice the impact gives supporters a real incentive to give. According to TechSoup, "Mentioning matching gifts in fundraising appeals results in a 71% increase in the response rate and a 51% increase in the average donation amount (and that's prior to receiving matching gift funds)."

Matching grants are a great way to steward your corporate donors by providing them with a marketable opportunity to be involved in your organization's fundraising. You can promote your donor by thanking them publicly via email and social media ahead of the day, and reminding donors in your fundraising appeals about your matching gift from their organization. And companies are eager to give back: Nearly \$17 billion dollars was given to charities via corporate funding in 2016, according to Double the Donation.

## Where can you find a matching grant for GAgives on #GivingTuesday?

You shouldn't have to look far and wide to find a donor willing to provide a matching grant! Here's where you can start:

- **Board members.** Your Board of Directors is invested in seeing your nonprofit fundraise successfully. Let them know that you're looking to secure matching grants for GAgives. You might be surprised by how eager they are to help out!
- **Corporate donors.** Odds are, your nonprofit has worked with companies in the past – those that donate, volunteer, or provide in-kind contributions – and has developed some a good relationships. Reach out! You can explain why a matching grant matters so much, and offer to show them some extra love by adding their logo to your page and thanking them on social media.
- **Major donors.** "Past behavior is the best predictor of future behavior." When it comes to donating, that's extra true. Asking repeat donors to provide a matching grant gives them a new and meaningful way to support your work.

If you've exhausted those options, consider volunteer groups or businesses you've been considering as future partners – this can be a great place to start!

## Talking points for securing matching grants

When working to secure a matching grant for GAgives on #GivingTuesday, you'll need to make a case for why it's important. Businesses and donors may not understand how vital matching grants are on giving days, so here are a few points you'll want to keep in your pocket to help sway your prospects.

- **Matching grants motivate donors.** People love a good deal. The chance to double their donation can be the deciding factor for some people.
- **Providing a matching grant doubles *their* donation too!** Got a donor or business that gives annually? Explain how their already-incredible gift can make an even bigger impact as a matching grant for GAgives. Not only do they double the dollar amount raised, they plant the seeds for future donations by inspiring first-time donors.
- **Matching grants can help you win big.** When used strategically, matching grants can drive donations during one the day's "power hours," giving you a competitive edge in the competition for prize money.
- **Matching grants create interest and drive traffic.** #GivingTuesday is all about promotion: Getting supporters to click the link to your donation page. A matching grant is a great angle to promote your page, create buzz, and inspire donations.

## Further tips for securing a matching grant

Keep these tactics in mind while thinking through, asking, executing, and following up on your matching grant.

- **Evaluate matching grant prospects with the three W's:** What can you not accomplish on your own? When is the right time? Who is the right person or entity to augment your work?
- **Make sure your ask is reasonable** . First time donor? Start small – a \$1,000 gift rather than a \$10,000 gift. Remember that stewardship takes time: If all goes well this year, you can ask for a bigger gift next year.
- **Tie the match to a specific need or use.** Donors tend to respond to matching grants if they know it's tied to something with real value – a particular program or service, a facilities upgrade, new equipment, etc.
- **Get an early start.** Waiting until the last minute to start talking to your board, donors and business partners about a matching grant means it's less likely to happen. Your prospective grantors will feel rushed to make a decision, and you might not have time work out the details. Start setting up meetings as soon as your nonprofit registers for this year's GAgives on #GivingTuesday.
- **Assign a point of contact for each prospect.** To build and maintain positive relationships with the people you're asking, put one specific team member in charge of communicating with them. This isn't just a matter of heading off miscommunications: If they feel as though they are being "passed off" among staff members, they can feel frustrated and neglected.

- **Prepare some materials.** Preparing a flier, brochure or even just a simple graphic with all the information a prospect needs to know about matching grants makes your nonprofit look professional and organized. Be sure to include the date of GAgives on #GivingTuesday, a brief explanation of what the campaign is all about, how matching grants work, and any terms your nonprofit would like to include. This also gives you great fodder for following up ! For instance, after a phone call with a potential grantor, you can send an email with your info attached.
- **Offer something in return.** It's great to approach businesses with an idea of some perks your nonprofit can offer them in return for a matching grant. These could be as simple as linking to their website on your Mightycause page, tagging them on social media, or putting fliers or coupons for their business in your nonprofit's lobby.
- **Market it.** Improperly marketed, matching grants may as well not exist. Make sure you include them in all of your promotions for **GAgives on #GivingTuesday**. Put the information on your website as well, and make sure your supporters know when it's available.
- **Say thank you!** If a person or business provides a matching grant, make sure you go the extra mile to thank them. In addition to the usual (a phone call or handwritten thank-you card), you can consider extra love. Thoughtful extras like shoutouts on social media, an invitation to your facilities for an appreciation lunch, or a happy hour in their honor can help secure their support for next year.