



Give8/28

Matching Grants

What is a Matching Grant?

Matching grants are large donations you use as tools to help you fundraise and leverage to bring in donors and donations.

- Matching grants are a cornerstone of nonprofit fundraising. A matching grant can make all the difference in the success of your campaign.
- Your nonprofit asks a donor to provide a grant to your nonprofit. (Examples: board member(s), local businesses, large donors, or community partners)
- Your nonprofit leverages that grant as an incentive to donate to your campaign. You market the match and *create excitement* around donors being able to take advantage of the match.

Why are Matching Grants Successful?

- **Creates urgency.** By offering the chance to make their money go further for a short period of time, a matching grant can be the tipping point in someone's decision to donate right now.
- **Helps money go further.** At the end of the day, a matching grant appeals to people's love of a good deal. It's a marketing tool that uses the same tactic as a "BOGO" or "buy one, get one" store at a retail store, giving donors the option to get (in this case, give) more for their money.
- **Creates a clear, actionable CTA (call to action).** When it comes to donating, people generally like to be told in clear and direct terms how to help. With a matching grant, you have a perfect CTA: Donate now to double your donation!
- **Empowers donors who give in small amounts.** Some supporters who don't have a large amount to give may think they won't make a difference and opt out of the donation process altogether. But a matching grant empowers those donors who give in smaller amounts! It gives them the opportunity to boost the impact of what they feel might be a small donation.



Features on the Platform

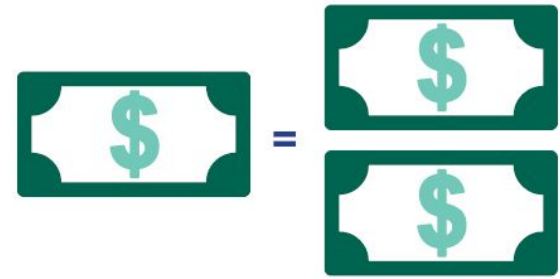
- Total flexibility on start and end times
- Ability to queue matchings grants one after another
- Ability to include matching grant amounts in the total raised on your fundraiser or organization page
- Ability to allow offline donations to take advantage of your matching grant
- Various matching types to choose from
- Easy to use matching grants dashboard
- Downloadable report of previous matching grants



Matching Grants in 4 Steps

1. Secure a Match

- **Prospect:** Board members, major donors, corporate sponsors
- **Cultivate:** Communicate and learn
 - What is important to the grantor? Do they want to be anonymous? Do they want to publicize their philanthropy?
- **Ask:** Appeal to their interests
 - Explain how a match will help secure donations by enticing donors to give to increase their impact
- Start the Process NOW!



DOUBLE YOUR DONATION
DOUBLE YOUR IMPACT

2. Set Up the Match

- Finalize the details and **set up the match** on your organization page
- Flexible matching options
 - Optionally include your grantor in the decision process about how to format the match
 - Or go with the most popular 1:1 match

Create a new match

Name of match sponsor _____

Hide this name publicly

\$ Match value _____

Include match value in page metrics ⓘ

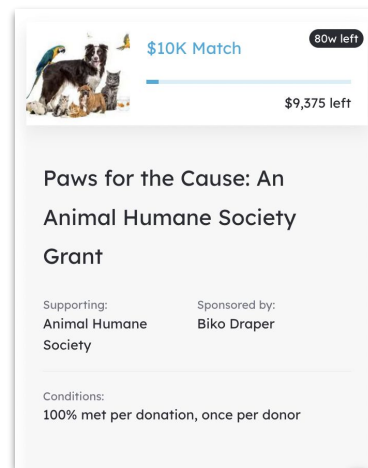
Title _____ 0 / 60

Queue this grant to begin immediately after another grant completes

Select a match ▼ End date 3/19/2024, 9:10:03 AM 🗑️

3. Promote the Match

- Marketing your match will be crucial to its success
- Countdowns create urgency
- Share your match progress on social media
 - Screenshot your match and post about how much is remaining!
- Promote the match in upcoming email campaigns, pre-schedule social media posts, and eblasts about your matching grant



What does it look like?

- When the matching grant is live, donors will see a **badge** on the Donate button altering them that a match is available
- In your Donations Report, you will be able to see which donations were matched and in what amount
- Mightycause will auto-calculate how much of the match has been fulfilled
- A grant summary block will appear on your organization page listing all live matching grants and showing the amount still available. (Clicking the badge on the Donate button will take users to the grant summary.)

TIP: This icon is GREAT to screenshot, and share on socials!



Jim Bellinson for Kid Success

SUPPORTING: Brilliant Detroit | SPONSORED BY: Anonymous Donor

\$25,000 TOTAL
\$24,900 LEFT

Donations Report:

Donor	Amount	Date	Type	Event
Mary Jane Bethune	\$10.00 Matched ⓘ	01-17-2024	One-time	Big Giving Day 2024

\$10.00 Matched ⓘ 01-17-2024

Joe Smith: \$10.00



4. Wrap Up Your Match & Say Thanks!

- The platform will **automatically** send a match completion email to the email address you included when creating the match.
- After the match has ended, don't forget to log the match on the platform
 - Your grantor can pay online via the link provided in the automatic email
- A speedy, personal, and sincere thank you is key in making the experience of providing a matching grant fulfilling and positive for your grantor! So be sure to thank them — publicly (if desired) and personally. Let them know the data!



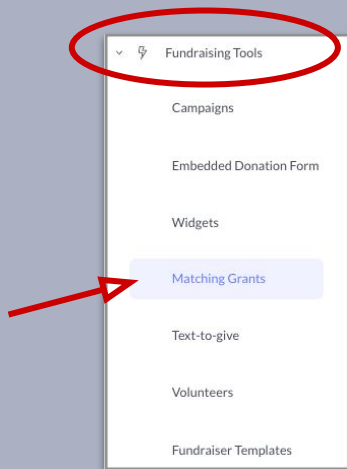
Setting Up a Match for Your Organization

How to Add a Matching Grant for Your Organization

The matching grant tool is located on your left dashboard menu under the heading "Fundraising Tools"

When you click "Matching Grants," you'll end up on your matching grants dashboard.

Click +Create




Create a new match

Name of match sponsor

Hide this name publicly



\$ Match value

Include match value in page metrics ?



Title * 0 / 60

Queue this grant to begin immediately after another grant completes

Start date *  End date * 

Set match type

Match a percentage of each donation

Percentage
%

Match up to a maximum dollar amount per donation

Cumulative threshold match

Set match conditions (optional)

Set a minimum per donation amount before match is applied

Include offline donations in the match

Include organization fundraisers in the match

Apply match once per donor

Email
 ?

[CREATE MATCH](#)



Match Types

The most common type of grant on Mightycause is a 1:1 match (meaning that each donation is matched in full until the grant is fulfilled.)

However, there are other options you can choose if you'd like to set up your matching grant a little differently.

- Match a specific percentage of each donation
- Match a maximum dollar amount per donation
- Cumulative threshold match
 - Apply total match when:
 - cumulative donations equal the match value,
 - a certain quantity of donations is received,
 - a certain number of unique donors is reached

Match Conditions

There are a couple of match conditions you can include on your match.

- Set a minimum per donation amount before match is applied
 - For example if you would like to motivate donors to **donate at higher amounts**, you may want to set up your match so that only donations \$50+ will go towards the match.
- Include offline donations in the match
 - This option is also automatically enabled for organizations, disable if needed
- Include organization fundraisers in the match (P2P fundraisers!)
- Apply match once per donor

Match Settings

Setting Up Match Notifications

Now that you have entered all of your match parameters, you'll want to enter the contact information for the grantor or person at your nonprofit who should be notified when the grant is fulfilled so they can make the donation online.

They will receive an email notification saying the match has been completed. Slide “Wrapping Up Your Match” has an example of this email.

It includes a button to pay the grant online.

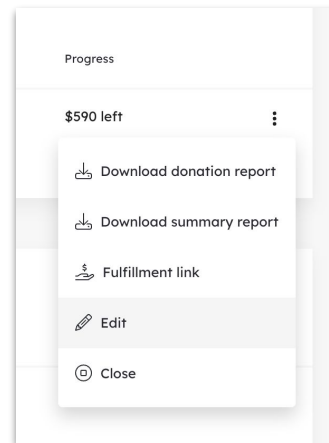


Email for match notifications

Editing a Matching Grant

If any point you need to edit your matching grant **while it's live or if it's upcoming**, simply head back your Matching Grants area and select the three dots on the right side of the corresponding match > Edit.

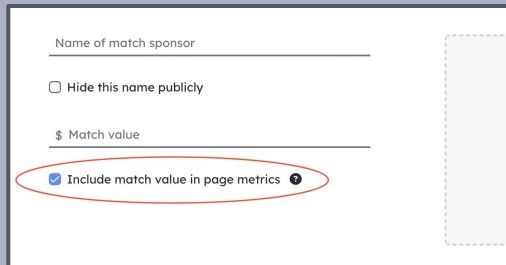
Once a match has closed it is not longer able to be edited. *ONLY Mightycause Support can delete a match.*



Setting: Include Match Value in Page Metrics

Underneath the value amount, "Include match value in page metrics" will automatically be checked. This signifies that the dollar amount on your organization page WILL reflect your grant money as donations are made and matched.

Example: When it is **enabled**, if a donor makes a donation, your fundraising page metrics will also **increase** to reflect the matched amount.



The screenshot shows a form with the following fields and options:

- Name of match sponsor: _____
- Hide this name publicly
- \$ Match value: _____
- Include match value in page metrics ⓘ

Should I Include Match Value in my Page Metrics?

- My grantor plans to fulfill their match **online**: >>we recommend **disabling** this option
 - Once your grantor makes their gift **online** you will see their gift included in your organization page total
- My grantor plans to fulfill their match **offline**: >>you may choose to keep it enabled or disabled depending on the conditions of your match
 - **Ask yourself:** Are you planning on recording your grantor's gift as an offline donation? If yes, uncheck the box 'include in page metrics'
 - *IF you keep it enabled* - you'll see the match included in your page totals in real time. If you have offline donations included to show in your metric bar on your org page, be sure to **HIDE** the match (via your match dashboard) before logging your grantor's offline gift, this way you don't accidentally double include it in your org page total!

Please note, only online donations count towards leaderboards and prizes. (If you prefer your page total to match your leaderboard total, disable the checkbox.)



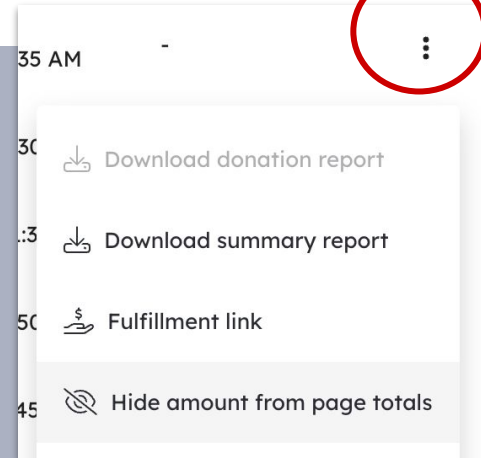
Reviewing Your Matches

Access your match history through the Matching Grants dashboard.

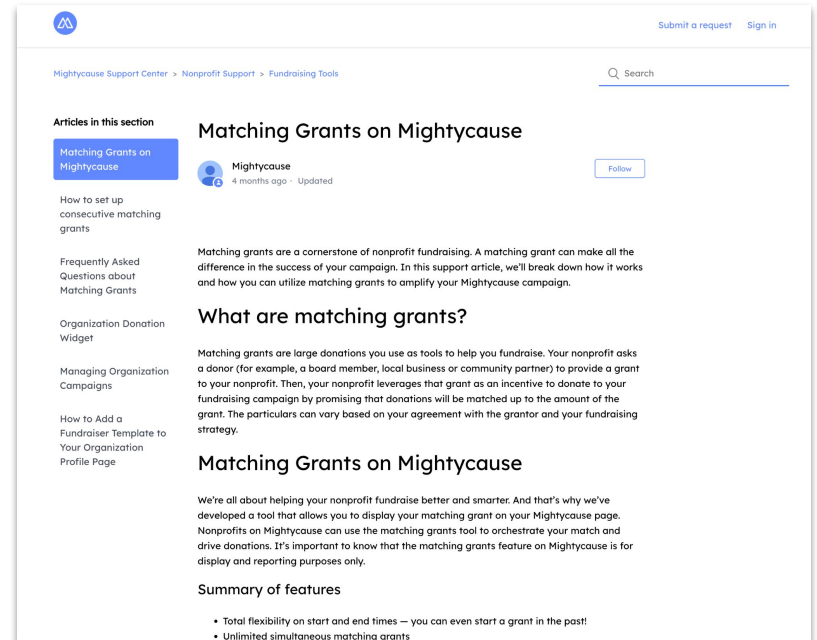
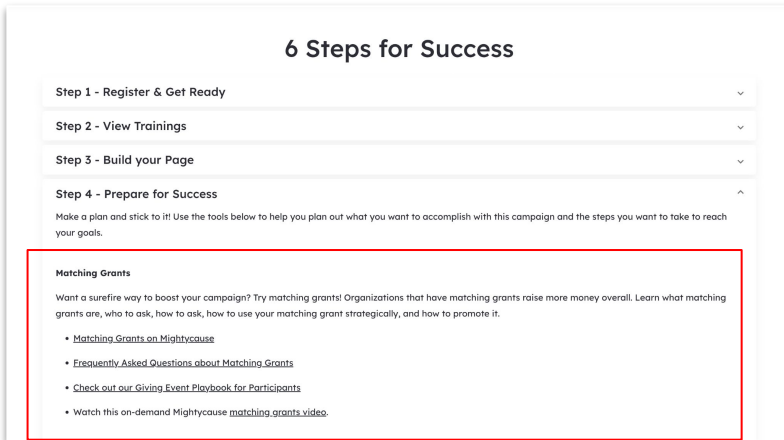
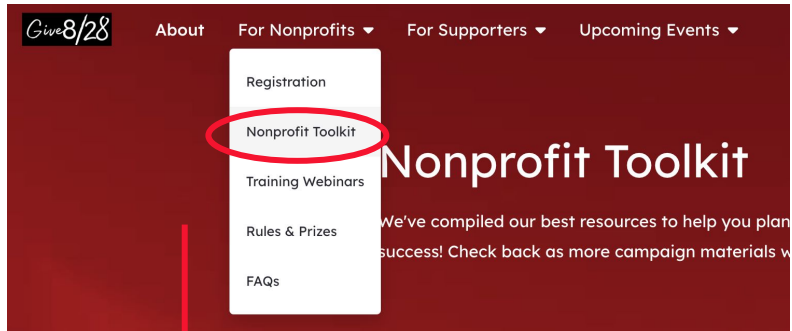
If you would like to download a full report of your past matches, simply select "Download full report" on the top right corner of your Past Matches section.

You can always download a singular report on a past match by selecting the download icon to the right of the corresponding match.

If you would like to hide a match amount from page totals, select the 3 dots and click 'hide amount from page totals.'



Use the Resources



Email Mightycause Support:
support@mightycause.com



Happy Fundraising!