

DENVER RESCUE MISSION

Double the Donation Matching Case Study

**DENVER
RESCUE
MISSION**



About Denver Rescue Mission

- Serving the Denver community for more than 125 years by helping to restore the lives of people experiencing homelessness and addiction through emergency services, rehabilitation, transitional programs, and community outreach.
- \$31 million in annual contributions
- Started leveraging Double the Donation in late 2017

Double the Donation Streamlined Matching Gifts for Denver Rescue Mission

As a large organization with donations coming from a base of 70,000+ donors, it has become a full time job to track every donor's match eligibility and the status of those matches. With Double the Donation, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions.

40%

Increase in matching gift revenue.

54%

Increase in broader workplace giving revenue.



Since 2017, Denver Rescue Mission's partnership with Double the Donation has been increasingly fruitful. Within our first full fiscal year of following DTD's marketing guidelines and implementing the plug-in, we experienced more than a 40% increase in our matching gift revenue and a 54% increase in our broader workplace giving revenue.

-Vice President of Development

Double the Donation Matching makes gift verification and tracking extremely simple. Identifying opportunities and reviewing metrics is quick and painless. System setup and integration is very simple since Double the Donation staff gives detailed instructions and ongoing support.



Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

**Want to see what Double the Donation Matching can do for your organization?
Connect with our team today.**