



Double *the* Donation

A Closer Look at Double the Donation's Email Streams

Our automated email cadences are designed to inform, remind, and trigger action among an organization's supporters.

*"We've seen **3.5x more corporate matches** of individual donations in 8 months after implementing Double the Donation!"*

Some of this growth I can attribute to other sources, but most of it is just having the Double the Donation emails on!"

- CEO, Letters to a Pre-Scientist



See examples of nonprofits' outreach in action.



Matching Gifts

Match Eligible

Blood Cancer United	05
Children's Cancer Research Fund	06
FSHD Society	70
Lambda Chi Alpha Educational Foundation	08
Susan G. Komen	09

Identification in Progress

Blue Faery	11
Crohn's & Colitis Foundation	12
Food for the Poor	13
Kalamazoo College	14
Kentucky Humane Society	15
Lehigh University	16
Martha's Table	17
Save the Boundary Waters	18
St. Thomas Aquinas College	19

End of Year

American Diabetes Association	21
Central Park Conservancy	22
Feeding South Florida	23
Florida State University	24
Lehigh University	25
New York Common Pantry	26
Oklahoma State University Foundation	27
Wayne State University	28
	29

Volunteering

Valley Outreach	30
-----------------	----

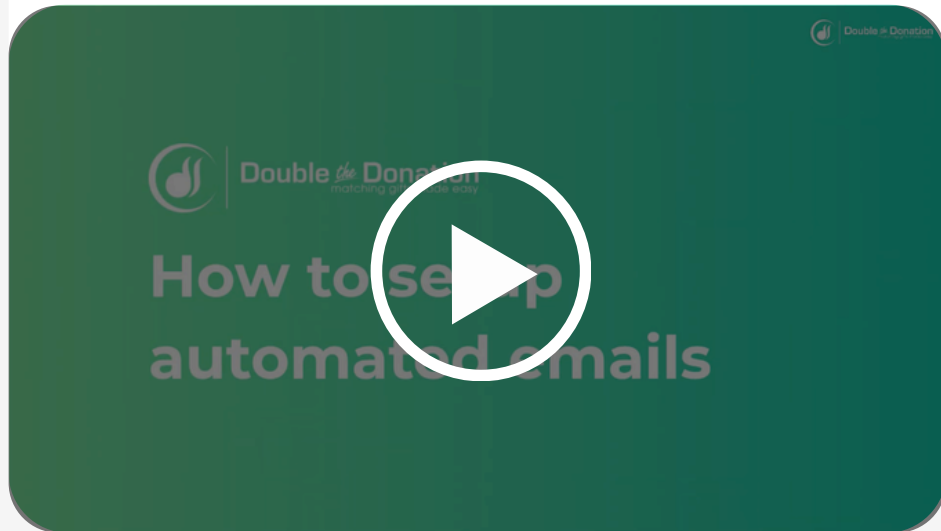
Matching Gifts

Match Eligible

When donors discover that their employer offers a matching gift program, they're often eager to take action.

The Match Eligible email stream guides donors through claiming matching gifts by providing clear, personalized instructions for their employer's submission process.

How to Activate



2-3x more revenue

Organizations using automated outreach see up to triple the matching gift revenue over time.

Source: Double the Donation Study



Blood Cancer United

Blood Cancer United

DOUBLE
YOUR IMPACT 2x

MATCHING GIFTS
in the fight against
blood cancers!

Dear Jenny,

Thank you for supporting our organization in the fight against blood cancer! Your donation of \$10 is likely eligible for a matching gift from Apple Inc.. Taking the step to get your gift matched has the potential to double or even triple your crucial impact!

Please see the below instructions and documentation to submit a matching gift request.

Step 1: Click here to start the matching gift submission process!

[Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know!

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:

[My donation is not eligible for a matching gift.](#)

Apple Inc.: Matching Gifts

[View Forms](#)

[View Guidelines](#)

Offered	Yes
Minimum Matched	\$1
Maximum Matched	\$10,000
Match Ratio	1:1



WHAT THIS ORG DID WELL

Provides company-specific matching gift information and instructions directly within the email body



Children's Cancer Research Fund



YOUR EMPLOYER CAN
DOUBLE YOUR GIFT!
\$50 → \$100



WHAT THIS ORG DID WELL

Reiterates the doubled impact of a matching gift with a simple math equation baked into the header image

Hi,

Did you know that your donation to Children's Cancer Research Fund could be matched by Apple Inc.?

We've made it easy for you to ask your company to double your gift – just submit a matching gift request using our form below.

Step 1: Start the matching gift submission process!

[Click here](#)



FSHD Society

FSHD SOCIETY

Company Matching Gifts



Hello!

Me again, checking to see if you have submitted your matching gift request. I think Community Bank of Southern California is a caring company that offers a matching gift program to its employees, which can double the impact of your recent \$50 donation in support of the FSHD Society's mission.

Below is the information that I have about your company's giving program.

Step 1: Please scroll to the bottom of this email to view your company's matching gift program details.

If you're able to submit your match, I'd appreciate if you'd click the below link to let me know and I'll be on the look out for your match!

Step 2: I've submitted my matching gift request!

[Click here](#)

If I've got my wires crossed and your company doesn't offer a matching gift program or won't match your donation, please let me know by clicking the following link:

[I'm not eligible for a matching gift.](#)

We're striving every day to meet the needs of the FSHD community and kindness like yours helps us do it. Thank you for your partnership and for considering looking into match eligibility!

If any of our information is incorrect or you otherwise need assistance or have questions, please don't hesitate to reach out. I'd be happy to chat and make updates in our records to improve your experience.

Gratefully,



WHAT THIS ORG DID WELL

Positions the donor's employer as a "caring company" that matches staff donations, leaning into the social proof aspect of the offering



Lambda Chi Alpha Educational Foundation



LAMBDA CHI ALPHA EDUCATIONAL FOUNDATION



WHAT THIS ORG DID WELL

High-impact header imagery that reflects the foundation's overall branding

Hi John,

We're so thankful for your recent donation!

Did you know that thousands of companies match donations made by their employees to organizations like ours? We believe your donation of \$50 is eligible for a matching gift from The Home Depot.

Follow the instructions below to submit your matching gift request.

Step 1: Start the matching gift submission process!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, click the link below to help us keep our records up to date.

[I'm not eligible for a matching gift.](#)

Thank you,

Trevor Nicholas
Annual Advancement Officer
Lambda Chi Alpha Educational Foundation

Has the matching gift process for your company changed? Help us keep our records up to date. [Update company matching gift program information.](#)



Susan G. Komen



Dear Jenny,

Your donation of \$10 is eligible for a matching gift from Apple Inc.!

Please see the below instructions and documentation to submit a matching gift request.

Step 1: Start the matching gift submission process!

[Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know!



WHAT THIS ORG DID WELL

Provides a direct, individualized workflow that removes the "search" phase for the donor, making the path to a matched gift as short as possible

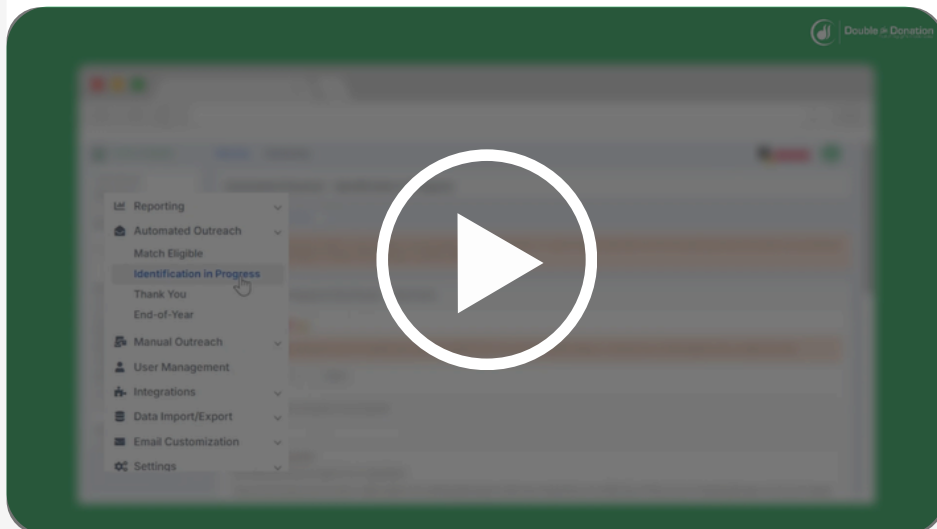
Matching Gifts

Identification in Progress

The Identification in Progress stream engages donors who haven't identified their employer.

These emails follow up and guide them to your matching gift page to check if their company offers a matching gift program.

How to Activate



40%+ More Matches

Increase in donor-initiated matches after activating follow-up emails.

Source: Double the Donation Study



Blue Faery



Match your gift

Double your impact!



Hi!

We're so thankful for your recent donation!

Did you know that thousands of companies match donations made by their employees to organizations like ours?

Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to complete your submission.

Step 1: See if I'm eligible!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, click the link below to help us keep our records up to date.

[I'm not eligible for a matching gift.](#)

Thank you,

Matching Gift Team



WHAT THIS ORG DID WELL

Incorporates social proof by highlighting the thousands of companies already matching employee donations to similar causes



Chron's & Colitis Foundation

From: **Matching Gifts** <matchinggifts@crohnscolitisfoundation.org>

Subject: Please check if your donation can be matched



Match your donation and
DOUBLE your impact!

Hi

I wanted to check in to see if you had a chance to review my previous email. Each year thousands of companies match donations made by their employees to organizations like ours.

Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match.

Step 1: See if I'm eligible!

[Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know!

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:

[I'm not eligible for a matching gift.](#)

Regards,

Matching Gift Team



WHAT THIS ORG DID WELL

Sent from a dedicated matching gift inbox with the organization's own email domain!



Food For The Poor



Hi

Thank you so much for your recent donation!
You've already helped provide essential resources to families in need across Latin America and the Caribbean.

But here's a little secret: your employer might want to help too.

Many companies like The Home Depot match employee donations dollar for dollar. That means your single gift could do twice the good—just by submitting a quick form.

It only takes a moment to check.

Step 1: Click here to start the matching gift submission process!

[Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If The Home Depot doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:

[My donation is not eligible for a matching gift.](#)

We appreciate you so much.
Thank you for being a vital part of this mission.



WHAT THIS ORG DID WELL

Communicates the tangible outcomes of a matched gift on the nonprofit's specific mission



Kalamazoo College



Matching Gifts



You

+



Company Match

=



Double the Impact!

I wanted to check in to see if you had a chance to review my previous email.

Each year thousands of companies match donations made by their employees to educational institutions.

Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match.

See if you or your partner are eligible!

Once you've submitted your matching gift request, please click the following link to let us know:

I've submitted my matching gift request!



WHAT THIS ORG DID WELL

Follows up on a previously sent matching gift email to reiterate the importance of workplace giving participation



Kentucky Humane Society



Hi

We're so thankful for your recent donation!

Did you know that thousands of companies match donations made by their employees to organizations like ours? Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to complete your submission.

Step 1: See if I'm eligible!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, click the link below to help us keep our records up to date.

[I'm not eligible for a matching gift.](#)

Thank you,

Laura Zartman

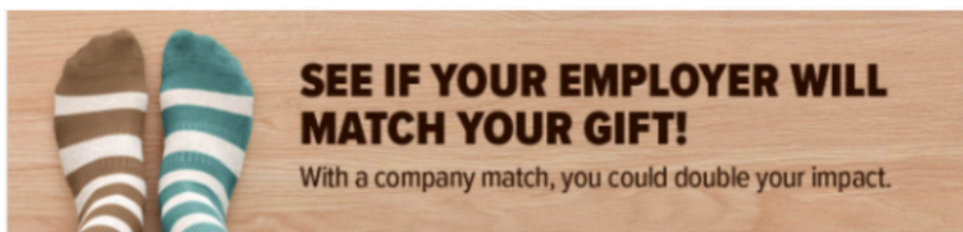


WHAT THIS ORG DID WELL

Leverages brand-aligned symbols like paw prints to create a simple, friendly visual representation of the matching process



Lehigh University



Hi

Your recent gift to Lehigh means so much - thank you!

Did you know an estimated \$2-\$3 billion is donated through matching gift programs annually, making their gifts GO even further?

Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to complete your submission.

[See if I'm eligible!](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

[I've submitted my matching gift request!](#)

If your company doesn't offer a matching gift program or isn't able to match your donation, click the link below to help us keep our records up to date.

[I'm not eligible for a matching gift.](#)



WHAT THIS ORG DID WELL

Highlights industry research and relevant matching gift statistics to effectively communicate the opportunity



Martha's Table

From: **Martha's Table** <development@marthastable.org>

Subject: Will Your Employer Match Your Martha's Table Donation?



Dear

We are immensely grateful for your generosity and support with your recent donation of \$500. Your contribution will help us continue our commitment to stand alongside strong children, strong families, and strong communities in Washington, D.C.

Did you know that thousands of companies match donations made by their employees to organizations like ours? Please visit [Martha's Table's Matching Gift Page](#) to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to complete your submission.

Step 1: See if I'm eligible!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, click the link below to help us keep our records up to date.

[I'm not eligible for a matching gift.](#)

With gratitude,
Eric Bailey
Deputy Chief of Development



WHAT THIS ORG DID WELL

Incorporates the organization's name in the email subject line to draw attention and increase engagement



WHAT THIS ORG DID WELL

Signs each follow-up email from a specific individual within the organization, increasing personalization and providing a go-to contact for additional information

Save the Boundary Waters



MATCHING GIFTS



Hi

We're so thankful for your recent donation to Save the Boundary Waters!

We have a new, easy to use tool that could DOUBLE or TRIPLE your gift by your employer!

Did you know that thousands of companies match donations made by their employees to organizations like Save the Boundary Waters? [Visit our matching gift page](#) to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match.

Step 1: See if I'm eligible!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, click the link below to help us keep our records up to date.

I'm not eligible for a matching gift.

For the Wilderness,

Kelsey Polcher
Development Director
Campaign to Save the Boundary Waters



WHAT THIS ORG DID WELL

Increasing donor excitement by highlighting the potential to "triple" the impact of a gift



St. Thomas Aquinas College



Hi!

Did you get a chance to review your company's matching gift program? Each year thousands of companies match donations made by their employees to organizations like ours, and you could be eligible for one of those programs!

Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to complete your submission.

Please note: STAC donors who do not have access to matching gifts through their employer may be able to request a match through their spouse's employer. Please be sure to check with your spouse about requesting a match for your STAC gift today!

Step 1: See if I'm eligible!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, click the link below to help us keep our records updated.

[I'm not eligible for a matching gift.](#)

Gratefully,

St. Thomas Aquinas College
Office of Institutional Advancement



WHAT THIS ORG DID WELL

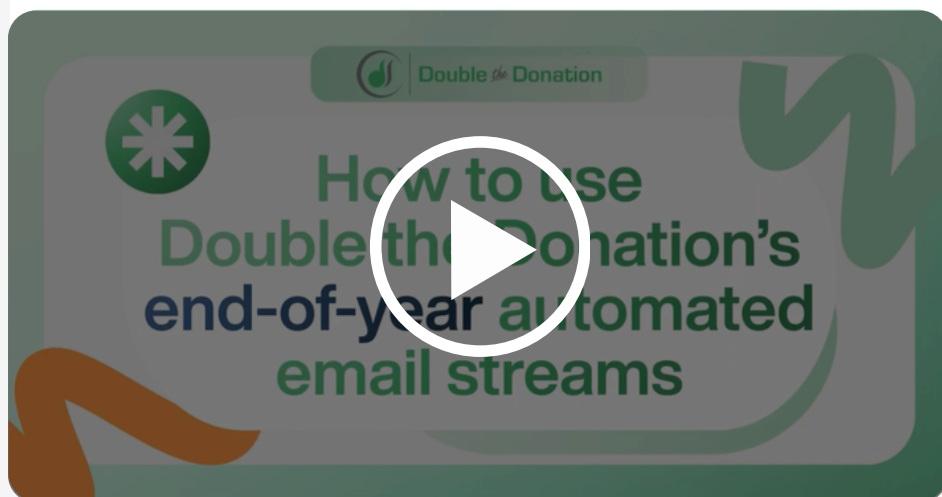
Provides useful information for ineligible donors about the opportunity for spousal matching gifts

Matching Gifts

End of Year

The End-of-Year email stream allows you to remind donors in December to submit their matching gift requests before the end of the year.

How to Activate



“

We like to use the DTD EOY emails because even though we have employer matching connected on our donation forms, many people overlook it.

These emails serve as a reminder to donors to check with their employer to see if their donation can go further.

— Morgan Cinnamon, Annual Fund Coordinator, Freesore Foodbank



American Diabetes Association

Amplify Your Impact with Employer Matching!



Dear John,

We're so thankful for your donation to the American Diabetes Association® (ADA)!

As the year comes to a close, many companies have deadlines for employees to submit matching gift requests. Great news: Your donation of \$50 on Aug 04, 2026 appears to be eligible for a match from Home Depot!

Turning \$50 into double the impact is easy—just complete a quick form.

[Submit Your Request](#)

Once you've submitted your request, please let us know. If your [company doesn't offer a matching gift program](#) or can't match your donation, we'd appreciate knowing that too.

[Already Submitted](#)

Your support helps the 136 million Americans living with diabetes or prediabetes by:

- Funding critical, lifesaving research
- Connecting people to diabetes management resources
- Providing education to prevent or delay diabetes

Thank you for making a difference. Together, we can do even more!

With gratitude,

Your Friends at the ADA



WHAT THIS ORG DID WELL

Pinpoints the exact cause receiving support, giving donors a clear incentive to start the matching gift process.



Central Park Conservancy



Matching Gifts



You

+



Company Match

=



Double the Impact!

Dear John,

The end of the year is rapidly approaching, and a lot of companies have deadlines for employees to submit their matching gifts! It looks like your donation to the Central Park Conservancy of \$50 on Jul 30, 2026 is eligible for a matching gift from Home Depot!

It's easy to submit a matching gift request. Please see the below instructions and documentation for completing your request.

Step 1: Start the matching gift submission process!

[Click here](#)

If you have already submitted a matching gift for this donation, please click the following link so that we can reconcile our records:

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, we'd appreciate knowing that too. Just click the following link:

[I'm not eligible for a matching gift.](#)

Thank you again for your support of the Conservancy!

With gratitude,

Membership Team | membership@centralparknyc.org
Central Park Conservancy
717 Fifth Avenue | New York, NY 10022 | 212.310.6672



WHAT THIS ORG DID WELL

Includes specific contact details at sign-off, building trust and lowering friction for follow-up questions.



Feeding South Florida



Matching Gifts



You



Company Match



Double the Impact!

Dear John,

We appreciate your generosity and support of our mission to end hunger in South Florida. Supporters like you allow us to serve the 1 in 9 individuals who experience food insecurity in South Florida.

With the end of the year rapidly approaching, we don't want you to miss the opportunity to have your \$50 gift made on Jul 30, 2026 matched – many companies have a December 31 deadline.

With an easy click below, you can visit our matching gift page to submit your match! This will give you access to the forms, guidelines, and instructions that you need to submit your match and multiply the meals we can provide to the community.

Step 1: Start the matching gift submission process!

[Click here](#)

If you have already submitted a matching gift for this donation, please click the following link so that we can reconcile our records:

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, we'd appreciate knowing that too. Just click the following link:

[I'm not eligible for a matching gift.](#)

Thank you, again, and best wishes for happy holidays and new year. Together, we're changing lives one meal at a time.

All our best,
Your friends at Feeding South Florida



WHAT THIS ORG DID WELL

Proves effectiveness with key stats while highlighting time limits to capture every matching dollar.



Florida State University



Thank you for your recent support of FSU! Your gift of \$50 on Aug 10, 2026 is eligible for a match from Microsoft.

With the end of the year rapidly approaching, many companies may have deadlines for employees to submit their matching gifts. Thankfully, it's easy to submit a request—click on the link below to begin the submission process:

Step 1: Complete and submit this form.

[Click here](#)

If you have already submitted a matching gift for this donation, thank you! Please click the following link so that we can update our records:

Step 2: Once finished, let us know, so we can be sure to look out for your match.

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, we'd appreciate knowing that too, just click the following link:

[I'm not eligible for a matching gift.](#)

Thank you again for your support, and Go Noles!

Ashli Reynolds (B.S. '22)
Annual Giving Development Coordinator
Division of University Advancement, Office of Annual Giving
Florida State University



WHAT THIS ORG DID WELL

Reminds the donor of their recent contribution, grounding the match request in a real, verified transaction.



Lehigh University



LEHIGH
UNIVERSITY

Your Gift...
DOUBLED!

With employer matching gifts, you can maximize your impact this holiday season.

Dear

The end of the year is rapidly approaching, and a lot of companies have deadlines for employees to submit their matching gifts! Do you know if your donation of \$250 on Nov 14, 2025 could be eligible for a matching gift to Lehigh University?

It might not be too late for your donation made earlier this year to still qualify for a matching gift with your employer. Please visit our matching gift page to see if your company will match your gift and to access the forms, guidelines, and instructions that you need to submit your match.

[See if I'm eligible!](#)

Once you've submitted your matching gift request, please click the following link to let us know!

[I've submitted my matching gift request!](#)

If your company doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:

[I'm not eligible for a matching gift.](#)

Thank you again for your support!



WHAT THIS ORG DID WELL

Communicates prevalent year-end matching gift deadlines to instill a sense of urgency



New York Common Pantry



WHAT THIS ORG DID WELL

Pairs the call to action with visual evidence of ongoing work, driving higher conversion through visual proof.

Dear John,

The end of the year is rapidly approaching, and a lot of companies have deadlines for employees to submit their matching gifts! It looks like the donation of \$50 on Jul 30, 2026 to New York Common Pantry is eligible for a matching gift from Home Depot!

It's easy to submit a matching gift request. Please see the below instructions and documentation for completing your request.

Step 1: Start the matching gift submission process!

[Click here](#)

If you have already submitted a matching gift for this donation, please click the following link so that we can reconcile our records:

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, we'd appreciate knowing that too. Just click the following link:

[I'm not eligible for a matching gift.](#)

Thank you again for your support!

Regards,

New York Common Pantry



Oklahoma State University Foundation



OKLAHOMA STATE UNIVERSITY
FOUNDATION



WHAT THIS ORG DID WELL

Uses a striking header graphic to instantly hook donor attention and prompt deeper reading of the email.

Dear John,

The end of the year is rapidly approaching, and many companies have deadlines for employees to submit their matching gifts. Don't let this year pass you by! It looks like your gift of \$50 on Aug 06, 2026 to Oklahoma State University is eligible for a matching gift from Microsoft!

It's easy to submit a matching gift request. Make double the impact by following the instructions below.

Step 1: Start the matching gift submission process!

[Click here](#)

If you have already submitted a matching gift for this donation, please click the following link so that we can reconcile our records:

Step 2: I've submitted my matching gift request!

[Click here](#)

If your company doesn't offer a matching gift program or won't match your donation, we'd appreciate knowing that too. Just click the following link:

[I'm not eligible for a matching gift.](#)

Thank you again for your support! Donors like you have made 2023 a year to remember, and we know 2024 will be even better.

Thank you and Go Pokes,

Kyle Stringer

Director of Pipeline Growth

Oklahoma State University Foundation



Wayne State University



Dear John,

As the calendar year winds down, many companies are closing their matching gift cycles. Good news - it looks like your generous gift to Wayne State University of \$50 on Dec 03, 2025 may be eligible to be matched by Home Depot!

Submitting a match request only takes a few minutes, and it can multiply the impact of what we can do together for Wayne State students.

To get started, simply follow the instructions here:

Step 1: Start the matching gift submission process!

[Click here](#)

If you have already submitted your request — thank you! Please let us know so we can update our records:

Step 2: I've submitted my matching gift request!

[Click here](#)

If your employer doesn't match gifts, or you're not able to submit a request this year, we'd still love to hear from you:

[I'm not eligible for a matching gift.](#)

Thank you again for being part of our Warrior community and for helping to make a difference. Your continued support truly matters.

Warmly,
Vivian Brown
Annual Campaigns Officer
Office of Donor Experience
donor_experience@wayne.edu
313-577-0486



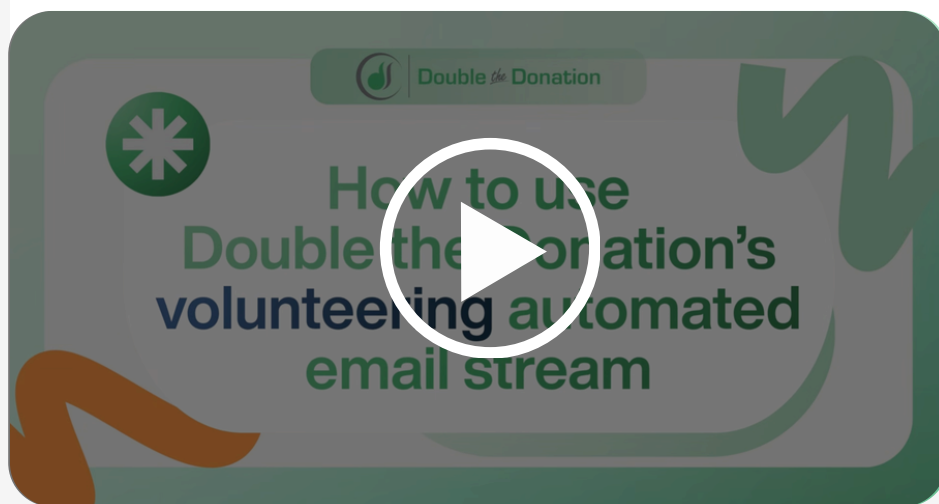
WHAT THIS ORG DID WELL

Frames the supporter as an essential community member, leveraging shared identity to drive higher match completion.

Volunteering

The volunteering automated email streams help engage volunteers by sending them timely information about volunteer grants and Volunteer Time Off (VTO), which may be offered by their employers.

How to Activate



“

We're excited to use the automated emails because **they were incredibly easy to set up and required very little time or effort**, making it a simple way to increase our outreach through Double the Donation.

— Volunteer Manager, Valley Outreach,



Valley Outreach



Amplify Your Volunteer Impact

Dear John,

Thank you for serving as a Valley Outreach volunteer. Your commitment to our mission is what makes our programs possible!

Did you know that many companies have volunteer incentive programs that support employee volunteering? These programs could offer volunteer grants (which match your volunteer time with donations to our organization) or volunteer PTO (which allow you to take paid time off to volunteer with our organization).

We've made it easy to find out if your employer offers either of these options. To get started follow these quick steps:

- ū Visit our volunteering page to see if your employer has one of these programs
- ū Type in the name of your employer to access the forms, guidelines, and instructions that you need to participate
- ū Submit the required information and support Valley Outreach with a financial gift!

[See if I'm eligible!](#)

Thank you for supporting Valley Outreach with your time & talent!



WHAT THIS ORG DID WELL

Explains Volunteer Grants and Volunteer PTO options clearly, showing supporters exactly how to turn their time into additional organizational funding.



Matching gifts don't have to be complicated.
Use these examples as a jumping-off point to automate
your own outreach and watch your revenue grow.
Happy fundraising!

Looking to bring your email streams to the next level?
Check out our recommended practices
for Double the Donation users here.

