



Double *the* Donation

Double the Integrations: Giving Forms & CRM Connections

A standalone integration is a powerful start, but the most successful nonprofits know the real magic happens when their donation forms and CRM work in harmony with Double the Donation.



Here are a few examples spotlighting organizations' usage



Why Connect Your CRM?

While giving pages are excellent for capturing employer information at the point of donation, they can't catch everything. If you rely solely on forms, you're likely missing out on:



OFFLINE DONATIONS

Direct mail, check donations, and event-based gifts often lack the real-time data capture of an online form.



HISTORICAL GAPS

Your CRM holds the deep history of your donor base. By screening these records, you identify past donors who are match-eligible but haven't yet been prompted.



COMPREHENSIVE COVERAGE

Multiple integrations ensure your matching gift strategy is holistic rather than situational.

Don't Fear the Duplicate

You're probably thinking: *"Won't this create a mess of duplicate records?"*

Not at all! Double the Donation is built to handle multiple data streams without creating double outreach noise. Our platform uses smart **Duplicate Donations Exclusion Rules** to ensure that if a gift enters the system from both your giving form and your CRM, we treat it as a single gift.



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Get Inspired By These Multi-Integration Success Stories



143% increase

in matching gift revenue

68% email open rate

(nearly triple the industry average!)

Full-circle data ecosystem

featuring donation page *and* CRM integrations

penny
appeal
usa

\$122,000

matching gift opportunities
in year 1

**Over 44%
engagement rate**

with emails, forms, and more



"With the use of Double the Donation and its [CRM] integration, we've been able to streamline our communication to our constituents & educate them more about matching. This has helped us massively, and we've seen a dramatic matching gift revenue growth, year over year."

- IT Architect & Systems Manager at Penny Appeal USA



\$30,000

in matching gifts revenue in year 1



Total matching gift revenue surpassing 21 times their annual subscription cost



Double *the* Donation



\$96,349

matching gift
opportunities identified

>150% growth

in matching gift revenue

64% email open rate

resulting in a massive ROI
in a very short period



Match revenue in the first six months of usage almost surpassed the total from the entire previous year, resulting in a massive ROI in a very short period



DUKE SCHOOL

587% growth

in matching gift revenue
in three years

Ave. \$1,600

in matching gift donations
per person

133% increase

in matching gift participation,
leading to five consecutive
years of growth



BOSTON
COLLEGE

\$141,000

in matching gifts collected within
two years of full system integration



"My organization has used Double the Donation for over two years and across three different platforms, and it was easy to set up integration on each one. Everyone I've worked with has been incredibly helpful from onboarding to customer support, and we saw an early ROI."

- Director of Donor Engagement
at Big Brothers Big Sisters Of Kentuckiana, Inc.



"We use their widget on our forms and website, their back-end reporting to track opportunities, and their email automations for outreach. We've seen an increase in matching gift revenue and, just as importantly, a more consistent process for capturing those opportunities."

- Director of Annual Philanthropic Giving
at Sempervirens Fund



"As a sole employee for a small nonprofit without a tech background, I was incredibly impressed with how easy it was to integrate Double the Donation into [our CRM] and other platforms we are using. We're excited to increase the impact of our supportive community!"

- Executive Director
at Orono Foundation For Education



"Fast, Easy Set Up for Effective Software.
We just finished up our integration, and the entire process went very smoothly. We are now seeing potential matching gifts hitting our account."

*- Senior Director of Advancement Services
at Wisconsin Lutheran High School*



"Our largest success story is with our annual 100-Hole Hike fundraiser, where supporters commit to one hundred holes of golf in just one day. When this first started, we raised thousands of dollars, which was great.

Now it raises millions of dollars for our nonprofit, some of which can definitely be credited to our partnership with Double the Donation making it easy for donors to double their impact."

- Director of Philanthropy at Youth on Course



"On the backend, the seamless integration with our CRM keeps us updated in real time so that we can thank and steward our donors and those matching gift companies that they work for appropriately."

- Director of Philanthropy at Youth on Course



Maximizing your revenue doesn't have to be a burden.
Use these dual-integration successes to guide your own
tech stack and ensure no donation is left unmatched.
Happy fundraising!

Looking to make the most of your account?
[Check out our recommended tips for platform users here.](#)

