



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.





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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!



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



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.](#)



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



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



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

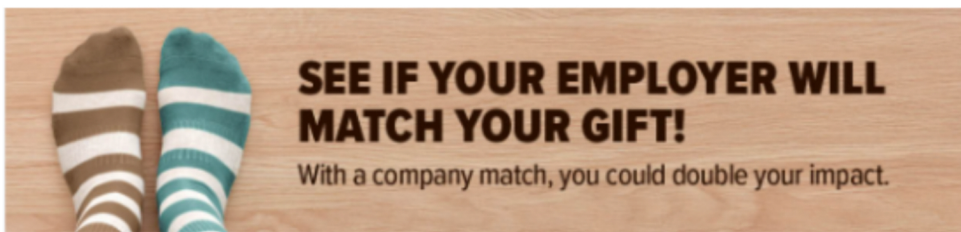


WHAT THIS ORG DID WELL

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



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.](#)

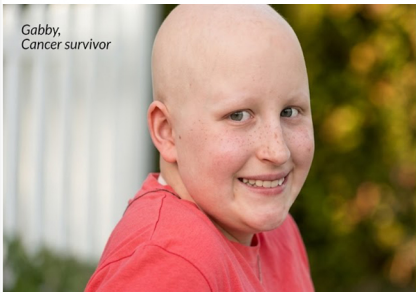


WHAT THIS ORG DID WELL

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



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](#)



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



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



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



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



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



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



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



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.

