



Double *the* Donation
matching gifts made easy

COMBINED CASE STUDIES

Leukemia and Lymphoma Society (LLS).....	03
Syracuse University	04
Lazarex.....	05
SCPR Case Study	06
Denver Rescue Mission Case Study	07
Humane Society International.....	08
Atlanta Community Food Bank.....	09
University of Georgia.....	10
Capital Area Food Bank	11
Central Texas Food Bank	12
American Foundation for Suicide Prevention (AFSP).....	13
Marietta College	14
Lung Cancer Research Foundation.....	15
Atlanta Mission.....	16
The Greater Boston Food Bank.....	17
The Multiple Myeloma Research Foundation	18

Austin Pets Alive	19
Catholic Education Arizona	20
Covenant House International.....	21
KQED	22
Melanoma Research Alliance.....	23
Multiple Myeloma Research Foundation.....	24
Operation Underground Railroad	25
RAICES.....	26
SPCA of Texas	27
Public Media Group of Southern California	28
Blair Academy	29
Cleveland State University.....	30
Friends of OETA	31
University of Delaware	32
Pet Partners.....	33
University of Lynchburg	34
Maine Public	35

LEUKEMIA AND LYMPHOMA SOCIETY (LLS)

360MatchPro Case Study



About LLS

- Founded in 1949
- \$285 million in annual contributions
- Hosts two of the top 15 peer-to-peer fundraising events, each bringing in \$50+ million
- Started leveraging 360MatchPro in June 2017

360MatchPro Streamlined Matching Gifts for LLS

Because LLS is such a large organization, keeping track of every donor's match eligibility and the status of their matches was a full time job. With 360MatchPro, all matching gift opportunities are identified and pursued automatically.

LLS is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help LLS's donors take the next step to submit their matching gift requests.

360MatchPro and Double the Donation's Team has increased our year over year matching gift revenue by ~48% and we're just getting started with rolling out 360MatchPro into our fundraising across all of our events! We're expecting our annual matching gift revenue to grow by over a million dollars."

-Director,
Direct to Constituent
Initiatives

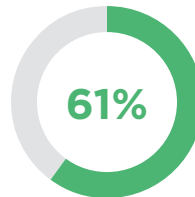
Key Activity Metrics



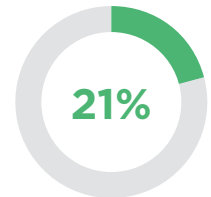
1,500,000+ donors using 360MatchPro



1 Hour Avg. Time to First Email Follow-up



61% Match Email Open Rate



21% Email Click Rate (Of Opens)

These are representative of our average 360MatchPro client's performance metrics

"360MatchPro has been well received by both our staff and our donors. It's saved us time and helped grow our matching gift revenue by over \$3.4 million."

~ LLS Director, Operations

Integration 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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

SYRACUSE UNIVERSITY: 360MatchPro Case Study



About Syracuse University

Year Founded: 1870

Annual Fundraising: Over \$40 million

Started leveraging 360MatchPro in August 2019

Matching Gifts: Roadblocks and Solutions for Syracuse University

Syracuse University knew they had the potential to create more value from their already burgeoning advancement strategy with the help of matching gift marketing technology. They needed to find an effective automated gift matching solution that would integrate seamlessly with their donation pages. Double the Donation and Syracuse worked together to implement one of the first ever Encompass and 360MatchPro integrated solutions. With 360MatchPro, Double the Donation's most powerful and advanced gift matching marketing tool, all matching gift metrics opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submission processes. Syracuse was able to start matching gifts using 360MatchPro. 360MatchPro seamlessly integrated into their Encompass forms.

Integration at a Glance



Streamlined search field on donation form to determine donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard that outlines success metrics



8000+ Donors using 360MatchPro



3 Seconds Avg. Time to First Email Follow-up



Over \$45,000 In Potential Matches Identified in a Single Month



58% Donor Engagement



We worked directly with Double the Donation and Anthology to get 360MatchPro up and running on our Encompass giving forms a few months before the official integration was released. Our experience with the Double the Donation team was exceptional. Their technical and client success teams were highly transparent and responsive when working with us on design, accessibility, and data flow. Unsurprisingly, we've seen a great amount of success with the combined tools since we fully integrated.

- Camille Tisdell, Director of Web Services at Syracuse University Advancement and External Affairs



**Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)**

LAZAREX CANCER FOUNDATION

Double the Donation Case Study



About Lazarex Cancer Foundation

- Founded in 2006
- 100% of direct donations go to program services
- Expended \$11,212,307 on program services
- Started leveraging Double the Donation in 2013
- Increased matching gifts by 200%

Double the Donation Streamlined Matching Gifts for Lazarex Cancer Foundation

Challenge: Many donors are unaware of gift matching programs and their own eligibility to participate in those programs. Double the Donation's tools are the solution.

Using Double the Donation's basic plan, Lazarex was able to embed our search tool onto multiple pages of their website as well as into their email communications. These presentations of our search tool were used to encourage donors to double their donations.

Results

With Double the Donation's resources and tools, **the Lazarex Cancer Foundation increased matching gifts by 200%.**

Matching gifts are a powerful component of successful fundraising. Once a system of promoting and encouraging matching gifts is in place, it takes minimal maintenance. Donors can quickly and easily submit matching gift requests and organizations are left with double the expected funding. Lazarex Cancer Foundation continues to promote matching gifts today across online platforms, and their results continue to surge. It is important to note that marketing drives matching gift programs more than anything else. In fact, just mentioning matching gifts has been proven to increase response rate by 71% and increase the average donation amount by 51%.

Lazarex made sure to cast a wide net with their matching gift program by using multiple platforms to educate donors about the opportunity.

“We have been so happy with your services. Our matching donations have tripled since we signed up with you.”

-Susan Sappington,
Director of Development,
Lazarex Cancer
Foundation

Implementation at a Glance



Search tool linked on donor thank you page



Search tool provided as next step in thank you email



Link shared with donors through social media



Dedicated matching gift page with embedded search tool

Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)

SOUTHERN CALIFORNIA PUBLIC RADIO (SCPR)

360MatchPro Case Study



About California Public Radio

- Significant increase in digital matching gifts
- 75,000 donors annually
- Started leveraging 360MatchPro in August 2016

Double the Donation Streamlined Matching Gifts for Southern California Public Radio

Following up with each donor to inform them about matching gifts and encourage them to check their match-eligibility required too much staff time for this busy organization. SCPR needed an automated system to take care of following up with donors to drive matching gifts through to completion.

With 360MatchPro, 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. Plus, all of these communications between donors and the organization can be customized to match the organization's existing branding and messaging.

360MatchPro significantly increased our matching gifts, especially from online supporters, with the benefit clearly exceeding the investment.

The 360MatchPro setup was so fast, it was almost instant. Plus, the automated emails have helped increase awareness about matching gifts and overall support from matching gifts, especially from our online supporters.

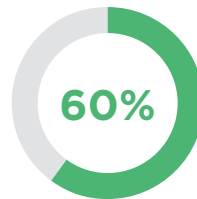
Key Activity Metrics



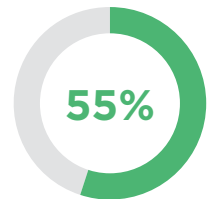
75,000+ Donors using 360MatchPro



1 Hour Avg. Time to First Email Follow-up



Match Email Open Rate



Increase in Matching Gift Revenue

Integration at a Glance



Streamlined search field on dedicated matching gift page determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to donors



Matching gift dashboard outlines actionable metrics

**Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)**

DENVER RESCUE MISSION

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

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 360MatchPro 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 360MatchPro, 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.



Increase in matching gift revenue.



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

360MatchPro 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 360MatchPro can do for your organization?
[Connect with our team today.](#)

HUMANE SOCIETY INTERNATIONAL

360MatchPro Case Study



HUMANE SOCIETY INTERNATIONAL

About Humane Society International (HSI)

Humane Society International works around the globe to promote the human-animal bond, protect street animals, support farm animal welfare, stop wildlife abuse, eliminate painful animal testing, respond to natural disasters, and confront cruelty to animals in all of its forms.

Double the Donation Streamlined Matching Gifts for HSI

Humane Society International relies on a large number of individual donors for their fundraising.

HSI faced the challenge of not being able to identify match-eligible donors, and following up across thousands of donations would be a manual and exceedingly time-consuming task. With 360MatchPro, 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. Plus, all of these communications between donors and HSI have been customized to match the organization's existing branding and messaging.



\$225,000+

Match-eligible donations identified in the last 12 months



64,000+

Automated emails delivered

We've been ramping up our usage of 360MatchPro over the last year. Thus far, 360MatchPro has increased HSI's matching gift revenue 17% in year 1! 360MatchPro utilizes best practices through incorporating matching gifts into the donation process and sending post-action emails to remind donors to have their company match their gift. Double the Donation's support team was exceptional in implementing on our web pages and working out the tweaks.

-Ken Waldrop, Humane Society Program Manager, Workplace Giving

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

ATLANTA COMMUNITY FOOD BANK

360MatchPro Case Study



About Atlanta Community Food Bank (ACFB)

The Atlanta Community Food Bank fights hunger by engaging, educating, and empowering the community. While ACFB's core work is food distribution, providing 60 million meals to more than 755,000 people in 29 counties across metro Atlanta and north Georgia, the ACFB's efforts extend far beyond that. The ACFB's mission is lived out every day through several projects that help engage, educate, and empower both people in need and those who want to help.

Double the Donation Streamlined Matching Gifts for ACFB

The ACFB relies on individual contributions as an essential funding source. Ensuring that every match-eligible gift gets matched by a donor's employer is essential. With 360MatchPro, 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. Plus, all of these communications between donors and the Atlanta Community Food Bank have been customized to match the organization's existing branding and messaging.

360MatchPro has increased our matching gift revenue by 30%! We have been very pleased with your product and support and look forward to further incorporating 360MatchPro across our fundraising!

-ACFB's Senior Corporate Relations Manager

Key Activity Metrics & Core Features Utilized

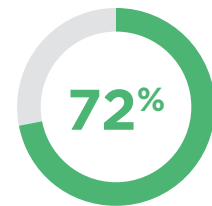


Growth in matching gift revenue



61,000+

Automated emails delivered in the last 12 months



Donors with high or moderate engagement with 360MatchPro's matching gifts tools

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

Overview

As one of the nation's largest universities, the University of Georgia placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the University of Georgia has identified over \$1.3 million in matching gift eligible revenue within a 12-month period.

Key Activity Metrics & Core Features Utilized



Over \$1.3 million

In match-eligible dollars identified in less than 12 months



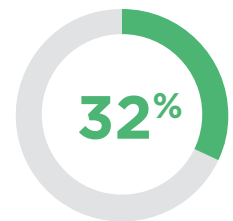
26K+

Donors using 360MatchPro



5,700+

Emails sent with a 53% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

CAPITAL AREA FOOD BANK

360MatchPro Case Study



Overview

As one of the nation's largest food banks, the Capital Area Food Bank placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the Capital Area Food Bank has identified over \$440,000 in matching gift eligible revenue within a 12-month period.

Key Activity Metrics & Core Features Utilized



Over \$440K+

in match-eligible dollars
identified in less than
12 months



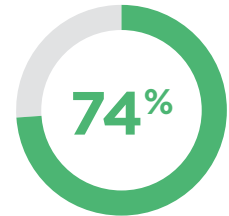
130K+

Donors using
360MatchPro



165K+

Emails sent with a
48% open rate



Of donors accessed
matching gift forms or
guidelines or opened
multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

CENTRAL TEXAS FOOD BANK

360MatchPro Case Study



Overview

As one of the nation's largest food banks, the Central Texas Food Bank placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the Central Texas Food Bank has identified over \$720,000 in matching gift eligible revenue within a 12-month period.

Key Activity Metrics & Core Features Utilized



Over \$720K+

In match-eligible dollars identified in less than 12 months



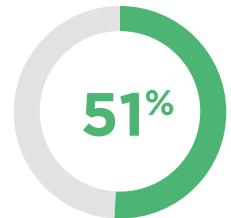
100K+

Donors using 360MatchPro



73K+

Emails sent with a 40% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

AMERICAN FOUNDATION FOR SUICIDE PREVENTION

360MatchPro Case Study



American
Foundation
for Suicide
Prevention



MatchPro
BY DOUBLE THE DONATION

Overview

Dedicated to saving lives and bringing hope to those affected by suicide, the American Foundation for Suicide Prevention placed focus on matching gift marketing in efforts to take advantage of low-hanging fruit and generate incremental match revenue. Through leveraging 360MatchPro, they integrated matching gifts directly into their donation process, automatically identify match eligible donors as they give, and drive their donors to submit via automated reminders. As a result of this proactive approach to matching gift fundraising, the American Foundation for Suicide Prevention has identified over \$800,000 in matching gift eligible revenue within a 12-month period.

Key Activity Metrics & Core Features Utilized



Over \$800K+

In match-eligible dollars
identified in less than 12
months



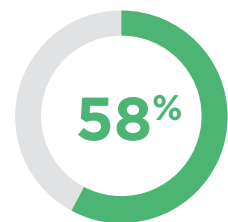
380K+

Donors using
360MatchPro



500K+

Emails sent with a
53% open rate



Of donors accessed
matching gift forms or
guidelines or opened
multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

MARIETTA COLLEGE

360MatchPro Case Study



Marietta College



MatchPro
BY DOUBLE THE DONATION

About Marietta College

- Founded in 1835
- Total undergraduate enrollment of 1,168
- 50 undergraduate majors
- \$12-15 million in fundraising revenue

Double the Donation Streamlined Matching Gifts for Marietta College

Marietta College previously pursued matching gift requests, but they did not meet their match- potential without having a robust, automated outreach strategy. They needed a solution that would allow them to identify match-eligible donors, drive their matching gift requests and create sustainable strategies using actionable insights.

With the 360MatchPro, Marietta College could streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies.

We love that 360MatchPro easily integrates with our crowdfunding campaigns. We saw a huge spike in matching gifts after implementing it for our Day of Giving, and this integration has made it easy to increase our revenue without requiring additional staff resources.

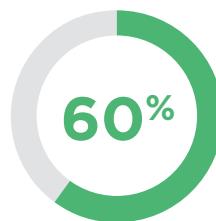
-Kathryn Gloor, Marietta College Senior Director of Annual Giving

Key Activity Metrics

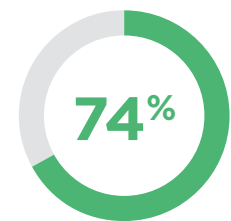


Over \$40,000

matches identified after the first year of using 360MatchPro



open rate of 360MatchPro matching gift automated emails - compare to the industry average of 20%



moderate to high donor engagement in the past year

Implementation at a Glance



Streamlined search field on dedicated matching gift page determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to donors



Matching gift dashboard outlines actionable metrics

**Want to see what 360MatchPro can do for your organization?
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LUNG CANCER RESEARCH FOUNDATION

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About Lung Cancer Research Foundation

- Founded in 2005
- 27% increase in matching gift revenue with 360MatchPro

Double the Donation Streamlined Matching Gifts for Lung Cancer Research Foundation

The Lung Cancer Research Foundation previously pursued matching gift requests, but they did not reach their match potential without having a robust, automated outreach strategy.

360MatchPro enables the Lung Cancer Research Foundation to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies. Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in a 27% increase in annual matching gift revenue!

360MatchPro has become the fundamental piece of our matching gift program since its implementation in April 2020. The direct integration available to all our current platforms has made tracking matching gifts much easier, and the easy-to-use platform has been vital to our matching gift outreach strategy. LCRF was excited to implement 360MatchPro, and we have been very pleased with the results since.

- Evan Bonsett-Veal, Senior Manager, Donor Database

Key Activity Metrics



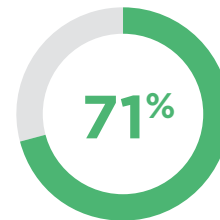
— OVER —

\$336,520

match eligible dollars identified through using 360MatchPro



open rate of 360MatchPro matching gift automated emails in the past year - compared to the industry average of 20%



moderate to high donor engagement in the past year

“The match tool makes it simple for our donors to realize a company match. We’ve seen solid growth in the number of matching gifts we receive and an increase of 27% in matching gift revenue because of it. We have integrated 360MatchPro into all of our donation forms and the intuitive process makes it so that constituents with all levels of technical capabilities can obtain and understand the matching gift information they need. This helps us and our fundraisers drive outreach to match eligible donors and enhance our revenue.”

~ Evan Bonsett-Veal, Senior Manager, Donor Database

Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)

ATLANTA MISSION

360MatchPro Case Study



ATLANTA MISSION
Ending Homelessness.



MatchPro
BY DOUBLE THE DONATION

About the Atlanta Mission

- Founded in 1938
- Initial 7% increase in matching gift revenue with 360MatchPro

Double the Donation Streamlined Matching Gifts for the Atlanta Mission

The Atlanta Mission previously pursued matching gift requests, but they did not meet their matching gift potential without a robust, automated strategy. As a result, they needed a solution that would allow them to identify match-eligible donors, drive matching gift requests and create sustainable strategies using actionable insights.

360MatchPro enables the Atlanta Mission to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies. Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in a 7% increase in annual matching gift revenue!

Double the Donation is one of our favorite software systems because it was easy to set up, easy to use, and works well.

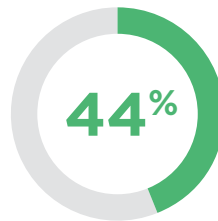
-James Barrell, Chief Information Officer

Key Activity Metrics

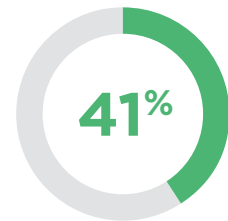


Over \$134,000

match eligible dollars identified through using 360MatchPro in the past year



open rate of 360MatchPro matching gift automated emails in the past year - compared to the industry average of 20%



moderate to high donor engagement in the past year

"Double the Donation has allowed us to increase our matching gift revenue, but more importantly it has made it easier for our donors to submit matching gifts."

~ James Barrell, Chief Information Officer

Implementation at a Glance



Streamlined search field on dedicated matching gift page determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to donors



Matching gift dashboard outlines actionable metrics

**Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)**

GREATER BOSTON FOOD BANK

360MatchPro Case Study



About The Greater Boston Food Bank

- Founded in 1981
- Largest hunger-relief organization in New England
- 56% increase in matching gift revenue, from \$1.1 million to \$1.8 million
- Over 80,000 donors annually

Double the Donation Streamlined Matching Gifts for The Greater Boston Food Bank

Before connecting with Double the Donation, GBFB previously pursued matching gift requests, but they did not meet their match potential without having a robust, automated outreach strategy. 360MatchPro enables The Greater Boston Food Bank to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. Automating the matching gift process took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in a 56% increase in annual matching gift revenue!

360MatchPro has become an important component of our fundraising, allowing us to maximize corporate matching opportunities in a simple and proactive way with little labor and maximum results.

-David Giagrando, Senior Director of Development

Key Activity Metrics



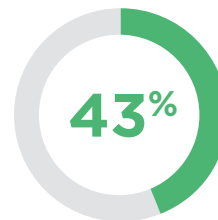
Matching gifts grew from
\$1,188,585 to \$1,853,036

from Aug. 2020 –
Jula. 2021

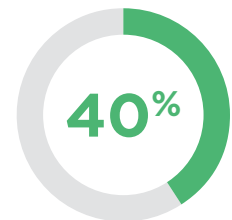


Over
\$790,000

match eligible dollars identified through using 360MatchPro in the past year



open rate of 360MatchPro matching gift automated emails in the past year - compared to the industry **average of 20%**



moderate to high donor engagement in the past year

“Double the Donation is a reliable, easy-to-use platform. From email templates to analytics, they set you up for success. It’s a great system for increasing your organization’s matching gifts and for reminding donors they could make an even greater impact!”

~ Mina Johnson, Digital Marketing Manager

Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)

THE MULTIPLE MYELOMA RESEARCH FOUNDATION

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About The Greater Boston Food Bank

- Founded in 1998
- Largest cancer research organization in the world solely focused on multiple myeloma
- Over 8.02% increase in matching gift revenue with 360MatchPro
- Over 20,000 donors annually

Double the Donation Streamlined Matching Gifts for The Multiple Myeloma Research Foundation

360MatchPro enables the Multiple Myeloma Research Foundation to streamline the fundraising process in their donation flow by allowing donors to easily enter their employer name and receive a matching gift submission link and guidelines following their contribution. This automated process made it easy to find matching gift opportunities, then automate follow-up strategies. Using 360MatchPro took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in an 8% increase in annual matching gift revenue!

Key Activity Metrics



Matching gifts grew by **8.02%**



— OVER —
\$247,000
match eligible dollars identified through using 360MatchPro in the past year



56% open rate of 360MatchPro matching gift automated emails in the past year - compared to the industry average of **20%**



41% moderate to high donor engagement in the past year

The 360MatchPro platform has been a great resource for us as we grow our workplace giving program, including our employer matching gift revenue, here at the Multiple Myeloma Research Foundation (MMRF). We have seen not only an increase in our program's overall revenue, but we've also seen an increase in the number of new employers that we are receiving funds from as part of their corporate social responsibility, social impact, and philanthropic initiatives.

-Rob Miani,
Chief Financial Officer

"We had already been using Double the Donation's employer search tool at the Multiple Myeloma Research Foundation (MMRF) for a number of years, so making the switch to the 360MatchPro platform was a natural next step for us. We value the automation that the platform enables and its ability to reach more of our match-eligible donors quickly and efficiently. Additionally, we are impressed with the employer matching gift search tool results that are provided to our donors."

~ Rob Miani, Chief Financial Officer

Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)

AUSTIN PETS ALIVE

360MatchPro Case Study
Upgraded from Legacy Plan



Overview

Initially, Austin Pets Alive used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, Austin Pets Alive decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, Austin Pets Alive could embed the matching gift search directly into their donation forms and thank you pages while automated customizable and effective outreach directly to their donors.

Key Activity Metrics



Over \$147,000+

In match-eligible dollars
identified in less than
12 months



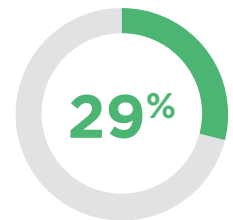
27,000+

Donors using
360MatchPro



1,500+

Emails sent with a 60%
open rate



Of donors accessed
matching gift forms or
guidelines or opened
multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

CATHOLIC EDUCATION ARIZONA

360MatchPro Case Study
Upgraded from Legacy Plan

Catholic Education
ARIZONA
Changing lives one scholarship at a time.



Overview

Initially, Catholic Education Arizona used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, Catholic Education Arizona could embed the matching gift search directly into their donation forms and thank you pages while automated customizable and effective outreach directly to their donors.

Key Activity Metrics



Over \$135,000+

In match-eligible dollars identified in less than 12 months



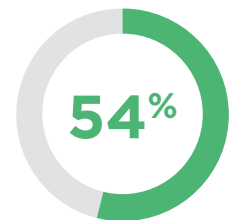
4,500+

Donors using 360MatchPro



600+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)

COVENANT HOUSE

360MatchPro Case Study
Upgraded from Legacy Plan



Overview

Initially, Covenant House used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, Covenant House could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$950,000+

In match-eligible dollars identified in less than 12 months



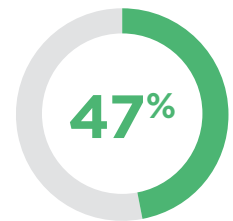
40,000+

Donors using 360MatchPro



3,000+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**



Overview

Initially, KQED used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, KQED could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$800,000+

In match-eligible dollars identified in less than 12 months



90,000+

Donors using 360MatchPro



14,900+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

MELANOMA RESEARCH ALLIANCE

360MatchPro Case Study
Upgraded from Legacy Plan

Melanoma
Research Alliance



MatchPro
BY DOUBLE THE DONATION

Overview

Initially, Melanoma Research Alliance used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, Melanoma Research Alliance could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$180,000+

In match-eligible dollars
identified in less than
12 months



2,300+

Donors using
360MatchPro



160+

Emails sent with
a 60% open rate



Of donors accessed
matching gift forms or
guidelines or opened
multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)

MULTIPLE MYELOMA RESEARCH FOUNDATION

360MatchPro Case Study
Upgraded from Legacy Plan



MatchPro
BY DOUBLE THE DONATION

Overview

Initially, Multiple Myeloma Research Foundation used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, Multiple Myeloma Research Foundation could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$275,000+

In match-eligible dollars identified in less than 12 months



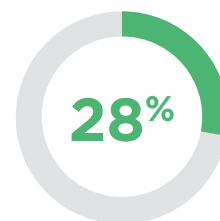
24,000+

Donors using 360MatchPro



2,600+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)

OPERATION UNDERGROUND RAILROAD

360MatchPro Case Study
Upgraded from Legacy Plan



MatchPro
BY DOUBLE THE DONATION

Overview

Initially, Operation Underground Railroad used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, Operation Underground Railroad could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$250,000+

In match-eligible dollars
identified in less than
12 months



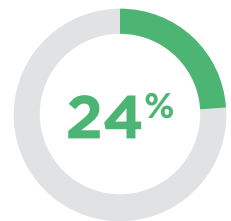
97,000+

Donors using
360MatchPro



850+

Emails sent with
a 60% open rate



Of donors accessed
matching gift forms or
guidelines or opened
multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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

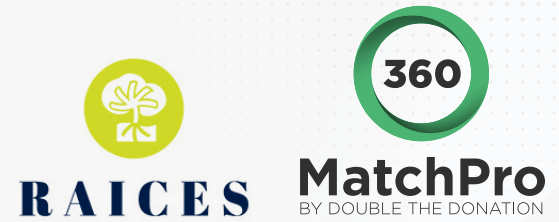


Matching gift
dashboard
outlines
actionable
metrics

**Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)**

RAICES

360MatchPro Case Study Upgraded from Legacy Plan



Overview

Initially, RAICES used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, RAICES could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$80,000+

In match-eligible dollars identified in less than 12 months



12,000+

Donors using 360MatchPro



530+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

SPCA OF TEXAS

360MatchPro Case Study
Upgraded from Legacy Plan

SPCA
OF TEXAS



MatchPro
BY DOUBLE THE DONATION

Overview

Initially, SPCA of Texas used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Then, they decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, SPCA of Texas could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$76,000+

In match-eligible dollars
identified in less than
12 months



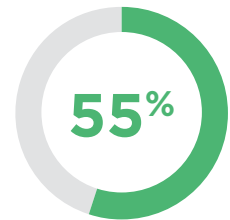
11,500+

Donors using
360MatchPro



480+

Emails sent with
a 60% open rate



Of donors accessed
matching gift forms or
guidelines or opened
multiple emails

Double the Donation Services

360MatchPro, an automated matching gift platform, seamlessly integrates with donation forms and CRMs. This allows fundraisers to identify matching gift opportunities and send donors a direct link to their employer-specific matching gift request form, enabling them to drive more matches to completion. By integrating 360MatchPro directly into the donation process and automating outreach, fundraisers end up with far more matching gift engagement, increased matching gift submissions, and detailed data at the aggregate and donor level.

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 360MatchPro can do for your organization?
[Connect with our team today.](#)

PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

360MatchPro Case Study



About Public Media Group of Southern California

Public Media Group of Southern California (PMGSC) provides content and experiences that inspire, inform, and entertain – over the air, online, in the community, and in the classroom. PMGSC content channels, PBS SoCal, KCET, and Link TV are available for free to millions across Southern California. PMGSC sparks the sharing of ideas and delivers social impact through services that prepare some of the most vulnerable children for school.

360MatchPro Simplified Matching Gifts for PMGSC

Prior to implementing 360MatchPro, PMGSC had to use precious team member time to send manual outreach connecting donors to the matching gift process. Fortunately, with integrations available through 360MatchPro and Blackbaud, PMGSC was able to take a more proactive approach to matching gift messaging. Utilizing these streamlined integrations, PMGSC is able to send personalized outreach to donors and encourage them to take their matching gift next steps without sacrificing team member time. With 360MatchPro's automated emails, donors can identify their employer and kick off the matching gift process in just a few clicks. By leveraging this automation, PMGSC is able to free up time, further engage their donors, and raise more from matching gifts.

Having 360MatchPro from Double the Donation connected to RENXT has allowed us to send personalized match asks to our donors without the extra, manual work. Our matching gifts have increased and we hear from donors who are grateful to know this opportunity is available. We couldn't have done this without 360MatchPro.

- Senior Director of Membership



64%

open rate of 360MatchPro automated matching gift emails



OVER \$145,000

matches identified in the past 12 months



66%

high to moderate donor engagement with matching gift messaging

With increased matching gift revenue, more staff time, and engaged donors, PMGSC can continue making a difference in the lives of millions with their programming and experiences.

Integration 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 360MatchPro can do for your organization?
[Connect with our team today.](#)

BLAIR ACADEMY

360MatchPro Case Study



About Blair Academy

- Founded in 1848
- Co-educational boarding and day school for high school students
- \$10.5 million dollars raised last year
- Started leveraging 360MatchPro in 2021

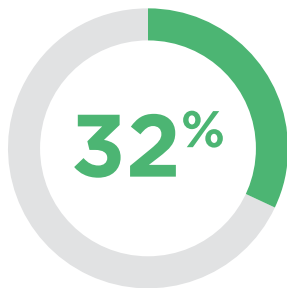
360MatchPro Simplified Matching Gifts for Blair Academy

Although Blair Academy received matching gifts prior to using their 360MatchPro integration, driving those matches to completion required extensive manual research and outreach. When 360MatchPro seamlessly integrated into their donation forms, they simultaneously minimized the time it took for donors to submit matching gift requests. The integration's ease and immediacy enhances the donor experience by making matching gifts intuitive and easy.

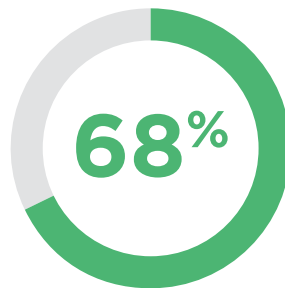
We accredit a lot of our recent fundraising success to the seamless GiveCampus and 360MatchPro integration. 360MatchPro is by far the easiest product we use. Once you turn the integration on, it runs by itself and eliminates a lot of the leg work required on our end. This efficiency is key for our advancement office.

-Emma Barnes O'Neill,
Director of Annual Giving
at Blair Academy

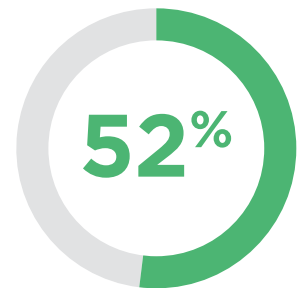
Key Metrics



increase in matching gift revenue in just the first year of using the integration



email open rate of 360MatchPro matching gift automated emails - compare to the industry average of 20%



increase in identified companies offering matching gifts to their donor base

Integration 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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

About Cleveland State University

Year founded: 1964

Annual Fundraising: \$22 million

Empowering Students. Creating Knowledge. Engaging Communities. Shaping Our World.

Matching Gifts: Roadblocks and Solutions at CSU

Cleveland State University previously pursued matching gifts, but they did not have a streamlined process to track or automate outreach for this source of funding, making it difficult to develop an effective matching gift strategy. Cleveland State University adopted new donation forms and 360MatchPro, the automated matching gift tool, around the same time. This technology shift helped the institution improve the giving process while automating matching gift outreach, making it easy to save time while increasing revenue.

Integration at a Glance



Streamlined search field on donation form to determine donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard that outlines success metrics



Over **\$55,000** in matches identified within less than one year of usage



67% open rate of 360MatchPro automated matching gift emails (compare to industry average of 20%)



56% moderate to high donor engagement, defined as donors using the matching gift search tool, accessing matching forms, or opening multiple matching gift messages



This solution has made tracking matches so much easier, and we've seen an uptick in matching gift dollars because of it.

- said John Templeman, Director, Annual Giving at Cleveland State University.

Integrating Double the Donation and GiveCampus has allowed me to track all matching gift information in one place, significantly reducing operational time. We've had a great experience using the integration, and we recommend this solution to anyone who wishes to increase matching gift fundraising.

- said Olivia Rohde, Assistant Director, Annual Giving at Cleveland State University.



**Want to see what 360MatchPro can do for your organization?
[Connect with our team today.](#)**

FRIENDS OF OETA

360MatchPro Case Study



About Friends of OETA

Year founded: 2019. **Annual Revenue:** \$4.1 Million

Friends of OETA raises funds to support the activities and programs of the Oklahoma Educational Television Authority (OETA). Through their work, Friends of OETA ensures that OETA can offer educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich their quality of life.

Fueling Matching Gift Success at Friends of OETA

Prior to leveraging 360MatchPro, Friends of OETA lacked infrastructure to effectively market matching gifts and drive awareness. However, they knew that if they implemented a technical solution to close that gap, ease of use would be paramount; they wanted matching gifts to enhance the donor journey.

Fortunately, this technology has provided that simplicity for both their donors and their team. Now, Friends of OETA can uncover match eligibility for every donor, regardless of their giving avenue. From there, the integration simplifies the matching gift process for donors by allowing the Friends of OETA team to automate personalized, engaging outreach that provides next steps. Through this strategy transformation, Friends of OETA has saved valuable team time, strengthened donor relationships, and identified additional matching gift donors and companies.

The best part of the technology is the ease for us and the donor. Before we used 360MatchPro, donors were left to themselves and employers to figure out matching gifts. Now, we can help donors navigate that process. The personalized email streams take the work off of us so that we can focus more on the relationships.

- Mairead Todd, Director of Development and Sarah Cooley, Membership Coordinator



OVER \$29,000

in matches identified within one year of usage



60%

email open rate of 360MatchPro automated matching gift emails (compare to industry average of 20%)



61%

moderate to high donor engagement with matching gift tools

By boosting incoming matching gift funds, Friends of OETA can enhance Oklahomans' access to content and services that encourage lifelong learning.

Integration 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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

360MATCHPRO

Streamlining matching gift fundraising to simplify the process and help you raise more.



About University of Delaware

The University of Delaware is committed to excellence in undergraduate and graduate education, research and service.

From its roots as a private academy in 1743, the institution today is a research-intensive, technologically advanced university with global impact.

Streamlining Matching Gifts with 360MatchPro

Prior to implementing 360MatchPro, the University of Delaware Development and Alumni Relations team had a manual process for identifying and following up with donors who were matching gift eligible. This strategy was effective, but costly and time consuming for staff members. So they turned to 360MatchPro, an intuitive and easy to manage matching gift marketing automation software that eliminates the need for manual matching gift outreach.

The University of Delaware was able to successfully implement 360MatchPro just in time for Giving Tuesday 2022. With the power of 360MatchPro's integrations, the automation can run its course to ensure that all University of Delaware donors know about and can take action on their matching gift eligibility, freeing up staff time and resources. By easily providing access to specific company links and guidelines, 360MatchPro also makes things simpler for their donors.

Features Utilized



Streamlined search field on donation form to uncover eligibility



Confirmation page plugin to provide donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard tracking engagement and actionable analytics



48%

of donors initiated submission of their matching gift request



76%

email open rate of 360MatchPro automated matching gift emails



51%

of donors used search tools, accessed matching gift forms, or opened emails

Relying on 360MatchPro's automation, University of Delaware can dedicate staff time and resources to building lasting relationships with donors and alumni.



The most valuable aspect of 360MatchPro is the time and effort that we save by having DTD send emails automatically. DTD eliminates the manual processes for mailings and emails to donors, enables us to anticipate incoming matching gifts more accurately, and lets us track the matching gifts we have received.

- University of Delaware, Development and Alumni Relations Office



Interested in how 360MatchPro can fuel your organization's matching gift success?
[Connect with our team today!](#)

360MATCHPRO

Matching gifts made simple



About Pet Partners

Pet Partners' mission is to improve human health and well-being through the deep, innate human-animal bond. They continuously evolve to meet the diverse needs of global communities, with innovative programming, activities, and educational opportunities.

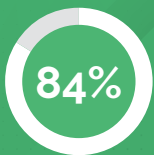
Unlocking Matching Gift Success at Pet Partners

Before they began leveraging 360MatchPro, Pet Partners felt that they were missing out on some valuable matching gift opportunities. While some donors submitted matching gifts independently, Pet Partners' team knew that many other donors qualified and were simply unaware of their own eligibility. Pet Partners wanted to support their own supporters by making it easier for them to grow their individual impact and access those matches. However, since Pet Partners runs several yearly peer to peer events, they knew they would need an efficient, effective way to connect each of those donors to matching gift opportunities.

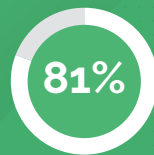
Fortunately, 360MatchPro has made the identification and follow-up process simple for Pet Partners across their campaigns. Now, Pet Partners can uncover eligible donors during the donation process and quickly provide those donors their personalized next steps through automated outreach. That immediacy and simplicity means that Pet Partners' donors are able to quickly have a bigger impact on the campaign and organization mission. At the same time, the Pet Partners' team can effortlessly grow matching gift revenue and continue to focus on their broader corporate giving initiatives.

The integration has just made matching gifts super simple for everybody. Everything is available at just a click of a button which makes it easier for everyone to take advantage of matching and get involved.

- Ashley Drew,
National Director of
Special Events and Field
Development



moderate to high donor engagement with matching gift tools



email open rate

With increased matching gift revenue, Pet Partners can continue brightening and supporting communities by increasing access to human-animal bonds.

360MatchPro at a Glance



Uncover eligible donors automatically



Provide donors their matching gift next steps



Send matching gift emails to all donors



Access matching gift dashboard with actionable metrics

Interested in learning how 360MatchPro can grow your organization's matching gift revenue? [Connect with our team today.](#)

360MATCHPRO

Matching gifts made simple



University of Lynchburg

About University of Lynchburg

University of Lynchburg is a small liberal arts institution in Virginia. Their development office is charged with raising funds to provide better opportunities and experiences for their students.

Fueling Matching Gift Success at University of Lynchburg

Prior to utilizing 360MatchPro, University of Lynchburg only promoted matching gifts to their donors through one-on-one interactions. To increase donor awareness of match opportunities, the team would have to individually suggest to donors that they contact their human resources department for information on the matching gift process. This manual approach was time-intensive; the University of Lynchburg team realized that they may be overlooking some valuable opportunities.

Fortunately, 360MatchPro has allowed the University of Lynchburg to scale their efforts and take a more proactive approach to matching gifts. Now, as soon as donors contribute, they are alerted to their match eligibility and guided to the proper form to submit that request. The automated follow-up also makes it easy for the University of Lynchburg team to drive additional matching gift revenue without all of the hassle.

360MatchPro has saved an incredible amount of time for our small advancement shop and is consistently dependable on the messaging and the follow-up process that happens. These increased matching gift funds have greatly helped us reach many of the annual goals that we have set over the last couple of years.

- Shawn Wood, Assistant Vice President of Development



OVER \$48,000

in matches identified within one year of usage



53%

moderate to high donor engagement with matching gift tools



81%

email open rate of 360MatchPro automated matching gift emails (compare to industry average of 20%)

By increasing matching gift funds, the University of Lynchburg team has been able to more easily meet their annual goals and provide the best student experiences possible.

360MatchPro Features and Benefits



Uncover eligible donors automatically



Provide donors their matching gift next steps



Send matching gift emails to all donors



Access matching gift dashboard with actionable metrics

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About Maine Public

Maine Public is a statewide public radio and television station. Their mission is to be a trusted source of information, entertainment, and inspiration for the people of Maine.

Fueling Matching Gift Success at Maine Public

Before they started using 360MatchPro, Maine Public realized that they were not meeting their full matching gift potential. Many of their donors were unaware that their company had a matching gift program and therefore were not submitting requests. As a result, Maine Public knew they were leaving some additional matching gift revenue on the table.

Now, 360MatchPro integrates seamlessly into Maine Public's donation forms and web pages. This seamless integration makes it easy for donors to learn how to access their company's matching dollars. By proactively increasing donor awareness of matching gifts, Maine Public has been able to engage their donors meaningfully and uncover more match opportunities.

360MatchPro has a lot of great features, but what I like best isn't a feature. It's the staff, they are super helpful, and so easy to work with, and that means an awful lot

- Curtis Chadbourne,
Director of Member Services



OVER \$52,000

in matches identified in the past year



73%

moderate to high donor engagement with matching gift tools



69%

email open rate of 360MatchPro automated matching gift emails (compare to industry average of 20%)

By increasing matching gift funds, Maine Public can continue bringing amazing radio and TV to the people of Maine.

360MatchPro Benefits



Uncover eligible donors automatically



Provide donors their matching gift next steps



Send matching gift emails to all donors



Access matching gift dashboard with actionable metrics

Interested in learning how 360MatchPro can grow your organization's matching gift revenue? [Connect with our team today.](#)