



**Double *the* Donation**  
matching gifts made easy



# Double the Donation

## CASE STUDIES


While matching gifts can provide an invaluable fundraising revenue source, identifying, pursuing, and prioritizing matching gifts often presents challenges for nonprofits and schools with development teams stretched thin.

Double the Donation works with over **6,000 nonprofits and schools** to eliminate those challenges. Using our tools, nonprofits and schools - of all sizes and missions - are able to increase matching gift revenue with less effort and more confidence.

# How Our Tools Work

## STEP 1:

Our database integrates as a streamlined search tool directly into your donation flow so that you can identify match eligible donations as donors give

 **CAT RESCUE CLUB**

ONE-TIME

MONTHLY

\$25

\$50

\$100

\$150

\$200

YOUR INFORMATION

First Name : Jenny

Last Name : Taylor

Email: jennytaylordonation@homedepot.com

Address: 123 Main Street

See if your company will match your donation

Home

The Home Depot

Federal Home Loan Bank of Des Moines

Embrace Home Loans

Search powered by Double the Donation


Match eligible donors can also be identified through corporate email domain screening!

## STEP 3:

You can automate customized, engaging matching gift follow-up emails to your donors

## STEP 2:

Donors are then directly connected to their matching gift forms and next steps on your thank you page


 **CAT RESCUE CLUB**

Thank you for donating!

You may be able to make your donation go twice as far with a matching gift!


New Search

The Home Depot


Yes! 

Your company has a matching gift program.

GO TO MATCHING GIFT FORM

 **Match Amounts**

Minimum	Maximum	Match Ratio
\$25	\$3,000	1:1



**DOUBLE**

Your impact with a matching gift.

Dear Hannah,

We are excited to let you know that your donation of \$100 is eligible for a matching gift from the Home Depot!

**Step 1:** Start the matching gift submission process!

[Click here](#)

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

[Click here](#)

## Local-Based Organizations–

Local, newer organizations focused on making a local impact.

• Daily Table .....	6
• Denver Rescue Mission.....	8
• Atlanta Mission.....	9
• Austin Pets Alive!.....	10
• Maine Public .....	11
• Blair Academy .....	13
• KQED .....	15
• Atlanta Community Food Bank .....	16
• The Greater Boston Food Bank.....	18
• Pet Partners.....	19
• Baylor School.....	20
• Asheville Christian Academy .....	22
• The Winsor School.....	24
• Dawson School.....	25
• The Hotchkiss School.....	26

## Regional-Focused Organizations –

Mid-sized organizations with a focus on expansion, increasing programs, and building resources in their region or state.

• SPCA of Texas .....	28
• Capital Area Food Bank.....	29
• Central Texas Food Bank.....	30
• Syracuse University.....	32
• University of Georgia .....	33
• Public Media Group of Southern California .....	35
• Cleveland State University .....	36
• RAICES .....	38
• Marietta College .....	39
• University of Lynchburg.....	40

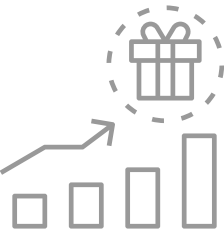
- Catholic Education Arizona .....42
- University of Delaware .....43
- University of Northern Iowa .....44
- Colorado Mesa University .....46
- Coe College .....48
- Boston College .....49

**National Organizations –**

Larger organizations with significant national reach, resources, and impact.

- Humane Society International..... 51
- Leukemia and Lymphoma Society .....52
- Lazarex.....54
- American Foundation for Suidice Prevention.....55
- Lung Cancer Research .....56
- Multiple Myeloma Research Foundation .....57
- Melanoma Research Alliance .....59
- Covenant House International ..... 60

**Our results**



**20-50%**

average increase in matching gift revenue experienced by clients – increasing their impact



**\$1 B+**

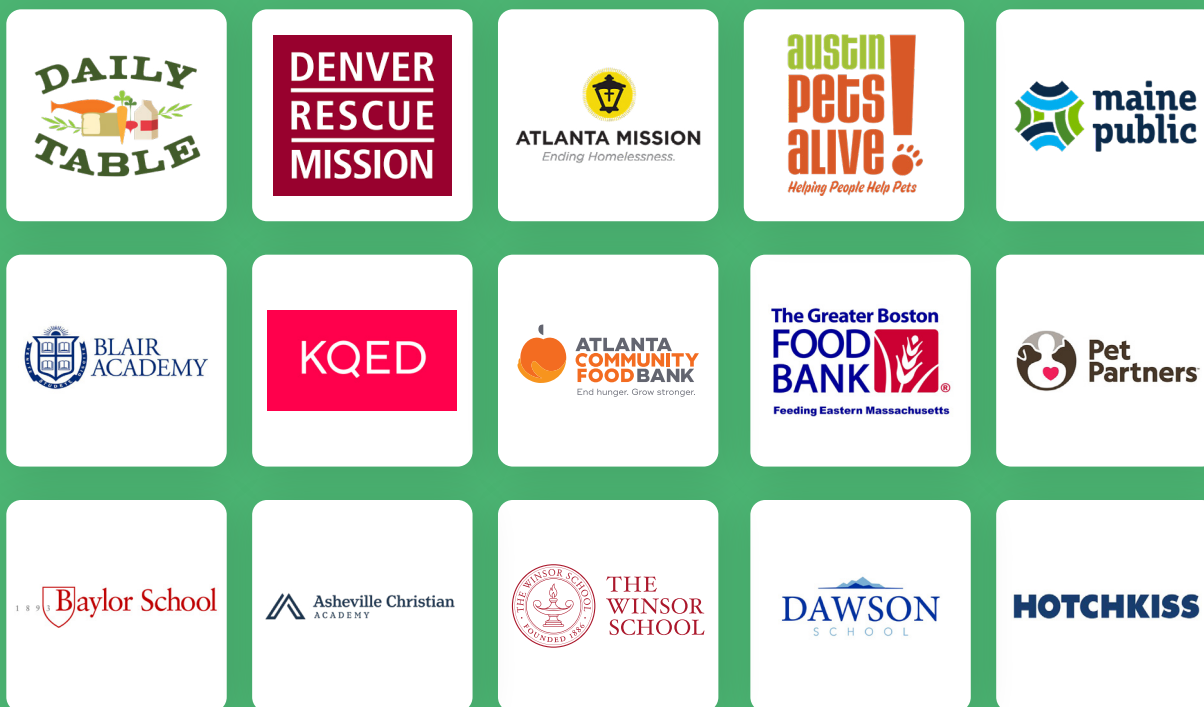
workplace giving opportunities identified for clients in our network – amplifying their fundraising



**80 M+**

workplace giving emails sent by clients through our system – growing engagement





# Local-Based Organizations–

---

Smaller, newer organizations focused on making a local impact.

# DOUBLE THE DONATION MATCHING

## Matching gifts made simple



### About Daily Table

Daily Table is a nonprofit hunger relief organization masquerading as a neighborhood grocery store. They sell nutritious and affordable food to normalize and destigmatize the good experience for low income families in marginalized communities.

### Unlocking Matching Gift Success at Daily Table

Before they implemented Double the Donation's tools into their tech stack, Daily Table did not have a way to capture and process matching gifts for donors. That meant that many donors were choosing not to get their gifts matched.

Now, with the help of Double the Donation, Daily Table is able to create a seamless experience for their users where they can type in their company and easily find out if they match. This has greatly increased the number of donors who take advantage of the opportunity. Fortunately too, achieving those results has not required a major lift for the team. Double the Donation embeds directly into their website so they can set it with confidence that it will work in the background.

**[Double the Donation] is always available for our donors to come, type in, and easily process. All of the information is already set up, so there's very little we have to do once it's implemented, and it is a fantastic resource for us in increasing the amount of funding we're able to use in the community**

- Lauren Mason,  
Director of Development,  
Daily Table



Tens of thousands identified  
in matching gifts



Quick  
onboarding



Simple implementation  
process

*By boosting matching gift funds, Daily Table is able to increase their capacity to reach more neighbors in need with healthy, nutritious, and affordable groceries.*

### Double the Donation Benefits



Uncover  
eligible donors  
automatically



Provide donors  
their matching  
gift next steps



Send matching  
gift emails to all  
donors

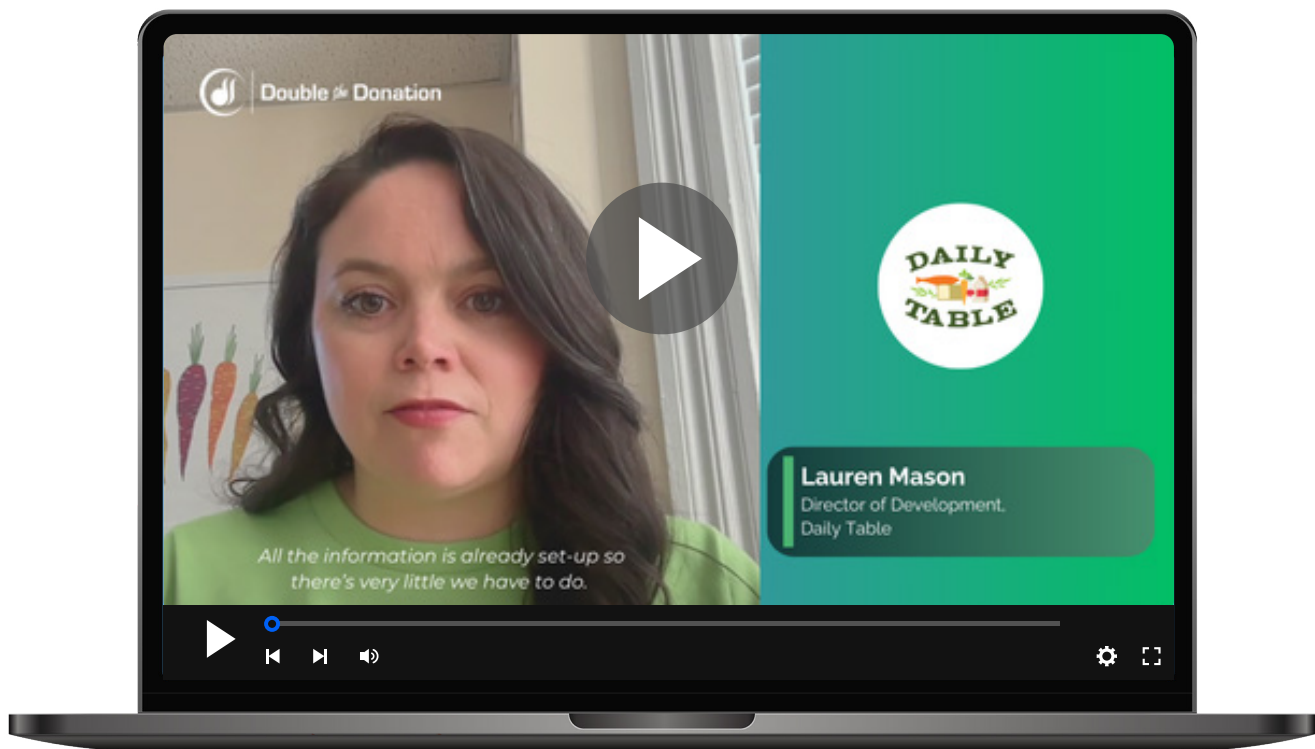


Access  
matching gift  
dashboard  
with actionable  
metrics

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

# Dive deeper into Daily Table's experience with Double the Donation!

Explore their testimonial to learn more.



# DENVER RESCUE MISSION

## Double the Donation Matching Case Study



### About Denver Rescue Mission

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

### Double the Donation Streamlined Matching Gifts for Denver Rescue Mission

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



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

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

### Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

Want to see what Double the Donation Matching can do for your organization?  
[Connect with our team today.](#)

# ATLANTA MISSION

## Double the Donation Matching Case Study



**ATLANTA MISSION**  
Ending Homelessness.



**Double the Donation**  
matching gifts made easy

### About the Atlanta Mission

- Founded in 1938
- Initial 7% increase in matching gift revenue with Double the Donation Matching

### 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.

Double the Donation Matching 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 Double the Donation Matching in the past year



**44%**

open rate of 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

***"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 Double the Donation Matching can do for your organization? Connect with our team today.**

# AUSTIN PETS ALIVE

## Double the Donation Matching Case Study



## Overview

Initially, Austin Pets Alive used Double the Donation's standalone search tool to give donors access to a searchable matching gift database. However, Austin Pets Alive decided it required a fully automated system and upgraded to Double the Donation Matching for a more proactive approach to fundraise matching gift revenue. Once they accessed this groundbreaking technology, Austin Pets Alive could embed the matching gift search directly into their donation forms and thank you pages while automating 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 Double the Donation



**1,500+**

Emails sent with a 60% open rate

## See our tools in action for Austin Pets Alive!

A screenshot of the Austin Pets Alive! donation form. The header says "austin pets alive! Helping People Help Paws". The main heading is "Support Austin Pets Alive!". Below this is a paragraph: "Your gift is critical to our efforts to eliminate the killing of companion animals. Thank you for being a lifesaver by making a gift today!". Then it asks "Would you like to make this gift in tribute to someone? Click here!". There are two buttons: "One-time" (selected) and "Monthly". Below these is a section "Choose a one-time amount" with buttons for "\$1,000", "\$500", "\$100" (selected), "\$50", "USD", and "\$ Other". At the bottom, there is a checkbox "See if your employer will match your donation" which is checked, and a note "Check to see if your employer will match your donation. You may receive an email on how to submit your match request to maximize your impact."

### Company

Search for company.....

## Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

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



# DOUBLE THE DONATION

## Matching gifts made simple



Double the Donation  
matching gifts made easy



maine public

### 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 Double the Donation Matching, 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, Double the Donation 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.

Double the Donation 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  
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.*

### Double the Donation Matching Benefits



Uncover  
eligible donors  
automatically



Provide donors  
their matching  
gift next steps



Send matching  
gift emails to all  
donors

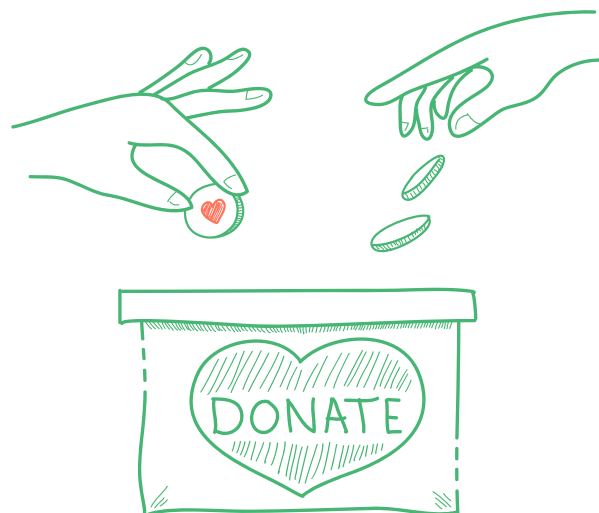


Access  
matching gift  
dashboard  
with actionable  
metrics

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

# Dive deeper into Maine Public's matching gift success with Double the Donation!

Explore their testimonial to learn more.





# BLAIR ACADEMY

## Double the Donation Matching Case Study



Double the Donation  
matching gifts made easy



### 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 Double the Donation Matching in 2021

### Double the Donation Simplified Matching Gifts for Blair Academy

Although Blair Academy received matching gifts prior to using their Double the Donation integration, driving those matches to completion required extensive manual research and outreach. When Double the Donation Matching 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.

### Key Metrics



32%

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



68%

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



52%

increase in identified companies offering matching gifts to their donor base

**We accredit a lot of our recent fundraising success to the seamless GiveCampus and Double the Donation integration. Double the Donation Matching 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

### 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 Double the Donation Matching can do for your organization?  
Connect with our team today.**

See our tools in action for Blair Academy!



One-Time

Recurring

\$1,848  
Join the 1848  
Leadership Society

\$500

\$100

\$50

\$25

\$5  
🤓🤓🤓

Full Name\*

First, MI, Last Name

Email\*

Email

Affiliations

☐ Alum

☐ Current Student

☐ Past Parent

☐ Faculty/Staff

☐ Grandparent

Gift Amount \$\*

Any size gift matters

☐ Support Blair year-round with a recurring gift

☐ Make my gift anonymous

Search for your designation\*

Blair Fund-Area of greatest need X


Gift is in honor/memory of

Please choose


Company

See if your company will match your gift

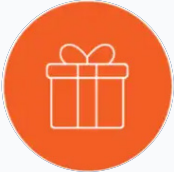
Matching gift search tool on Blair Academy's donation form to uncover matching gift opportunities




SUPPORT BLAIR



MAKE A GIFT



GIVING OPTIONS



THE CAMPAIGN FOR BLAIR

Corporate Matching Gifts


You can double or triple the size of your gift if you or your spouse is affiliated with a company that has a matching gift program. When you make your gift, please include the matching gift form, which is available from your human resources department. Matching gifts will be applied toward individual giving levels.

See if your employer will match your donation!

Search company name...

LET'S CHECK

All information provided by

 Double the Donation  
matching gifts made easy

Matching gift database embedded on Blair Academy's website to help donors access their matching gift next steps with ease

14

### Overview

Initially, KQED used Double the Donation's standalone search tool to give donors access to a searchable matching gift database. However, KQED decided it required a fully automated system and upgraded to Double the Donation Matching for a more proactive approach to fundraise matching gift revenue.

Once they accessed this groundbreaking technology, KQED could leverage the powerful matching gift identification, email automation, and metric tracking offered by Double the Donation Matching.

### Key Activity Metrics



**Over \$800,000+**

In match-eligible dollars identified in less than 12 months



**90,000+**

Donors using Double the Donation



**14,900+**

Emails sent with a 60% open rate



**50%**

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

### Double the Donation in action for KQED


KQED

Sign In

♥ Donate

See if your employer will match your donation!

LET'S CHECK

All information provided by

Double the Donation  
matching gifts made easy

### 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

# ATLANTA COMMUNITY FOOD BANK

## Double the Donation Matching Case Study



Double the Donation  
matching gifts made easy



ATLANTA  
COMMUNITY  
FOOD BANK  
End hunger. Grow stronger.

### 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 Double the Donation Matching, 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.

Double the Donation Matching has increased our matching gift revenue by 30%! We have been very pleased with your product and support and look forward to further incorporating Double the Donation Matching 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



72%

Donors with high or moderate engagement with 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 Double the Donation Matching can do for your organization?  
[Connect with our team today.](#)

## See how matching gift automation works for Atlanta Community Food Bank!



**ATLANTA COMMUNITY FOOD BANK**  
End hunger. Grow stronger.

### Your Donation

One-Time

Monthly

Giving monthly is the most effective way to help feed kids and families year-round.

### Select Gift Amount:

\$35

\$100

\$250

\$500

\$1,000

Other

### Your gift will help provide 300 meals.

☐ Yes, this is an honor or memorial gift


Comments

### Employer Matching Gift Information

Does your employer have a matching gift program? Please use the field below to find out. (optional)

Search for company...

Matching gift search tool on Atlanta Community Food Bank's donation form to ensure every matching gift opportunity is identified



**ATLANTA COMMUNITY FOOD BANK**  
End hunger. Grow stronger.

## See if your company will double or even triple your impact!

Many companies have a matching gift program - you give an amount and they donate the same. All you have to do is ask. It's an easy way to multiply your gift so that even more hungry neighbors are fed.

Just follow these three simple steps:

1. Donate! Make a donation and be sure to keep your receipt. Many corporate matching programs will give you up to one year after your donation to request a match.
2. Search. Search for your company in the box below. No results? You may still have a matching program. Contact your HR department to find out.
3. Match.


Questions? Email [giftprocessing@acfb.org](mailto:giftprocessing@acfb.org).

### See if your employer will match your donation!

Search company name...

LET'S CHECK

All information provided by

 **Double the Donation**  
matching gifts made easy

Matching gift database embedded on Atlanta Community Food Bank's website to increase donor awareness and participation

# GREATER BOSTON FOOD BANK

## Double the Donation Matching 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. Double the Donation Matching 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!

Double the Donation Matching 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 Giagrande, Senior Director of Development

### Key Activity Metrics



Matching gift grew  
**over 55%**  
in less than a year  
from Aug. 2020 –  
July, 2021



**Over \$790,000**  
match eligible dollars  
identified through  
Double the Donation  
Matching in the  
past year



**43%**  
open rate of matching  
gift automated emails  
in the past year -  
compared to the  
industry **average of 20%**



**40%**  
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 Double the Donation Matching can do for your organization?  
Connect with our team today.



# DOUBLE THE DONATION

## Matching gifts made simple



Double the Donation  
matching gifts made easy



### 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.

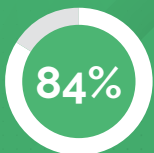
### Unlocking Matching Gift Success at Pet Partners

Before they began leveraging 3Double the Donation, 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.

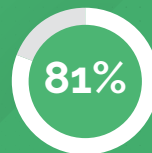
Fortunately, Double the Donation Matching has made the identification and follow-up process simple for Pet Partners across their campaigns. Now, Pet Partners can uncover eligible donors during the donation process and quickly provide those donors their personalized next steps through automated outreach. 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.*

### Double the Donation Matching at a Glance



Uncover eligible donors automatically



Provide donors their matching gift next steps



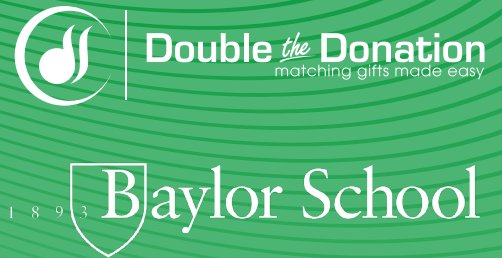
Send matching gift emails to all donors



Access matching gift dashboard with actionable metrics

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

# A Look into Baylor School's Double the Donation Experience



## The Results



**67%**

increase in matching gift revenue dollars in year 1 of using Double the Donation's tools



**52%**

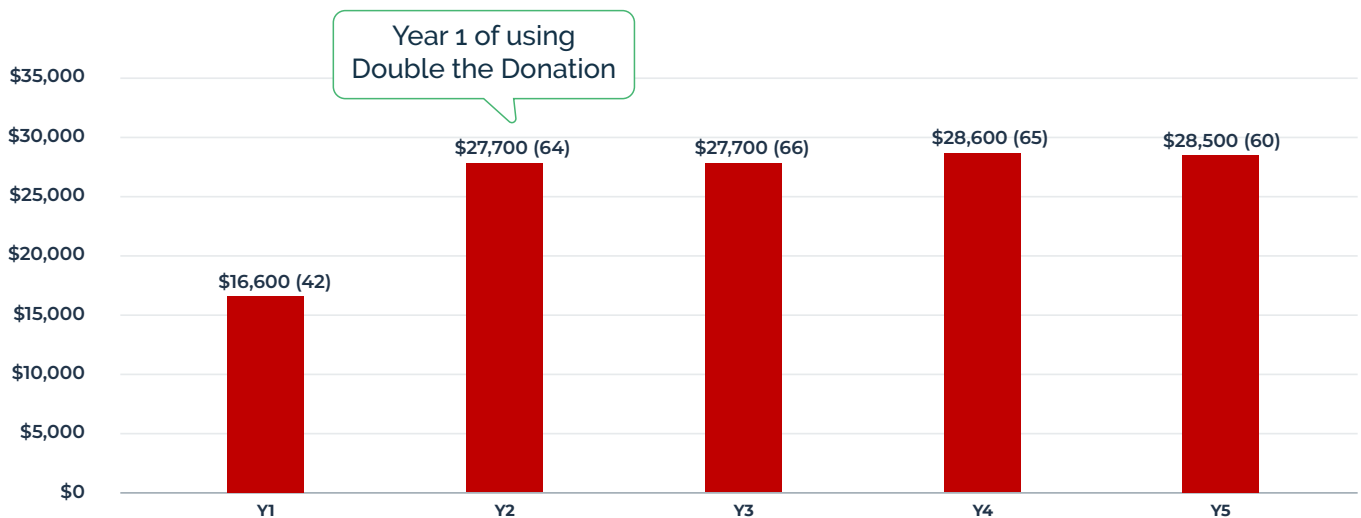
increase in the number of matching gifts received in year 1



**71%**

increase in annual matching gift revenue overall since using Double the Donation

## Baylor School Matching Gifts Total \$ & Gift Count





# How **Baylor School** Increased Matching Gift Revenue with Double the Donation

## STEP 1

Integrated Double the Donation's employer search tool with their online donation forms to uncover match eligible donations as donors give

The screenshot shows a web browser window displaying 'The Baylor Fund' donation page. The main heading is 'Make a Gift' with a subtext 'Your gift to Baylor makes an immediate impact. Go Big Red!'. On the right, there is a form with fields for 'First name', 'Last name', 'Maiden name', 'Email', 'Phone Number', and 'Preferred Phone Number'. A dropdown menu for 'Company' is open, showing a list of companies including 'the home', 'The Home Depot', 'Federal Home Loan Bank of Des Moines', 'The Everett Clinic (UnitedHealth Group)', and 'Discover Home Loans, Inc. (Discover Financial Services)'.

## STEP 2

Added Double the Donation's database to their website to help supporters identify their eligibility

The screenshot shows a web browser window displaying 'The Baylor Fund' 'MATCHING GIFTS' page. The heading is 'MATCHING GIFTS' with a subtext 'Is your employer one of the many companies who will match your gift to Baylor? Some companies will double or even triple your gift to Baylor! Ask your human resources department for a matching gift form and submit it with your gift.' Below this is a search bar with the placeholder text 'Search for company...' and a 'Let's Check' button. On the right, there is a sidebar with links to 'Give Now', 'Make a Pledge', 'Gifts of Appreciated Stock', 'Matching Gifts', 'Alumni Participation', 'Parent Participation', 'Faculty & Staff Giving', and '23-24 Alumni Roll Call'.

## STEP 3

Leveraged Double the Donation's automated matching gift emails to increase submissions

The screenshot shows an email from 'Baylor School' addressed to 'Jenny'. The email text reads: 'Dear Jenny, We are excited to let you know that your donation of \$100 is eligible for a matching gift from The Home Depot! It's easy to submit a matching gift request.' Below this, there are two steps: 'Step 1: Start the matching gift submission process!' with a 'Click here' button, and 'Step 2: I've submitted my matching gift requests!' with a 'Click here' button. The email concludes with 'Thank you again for your support. Regards, Baylor School Team'.

Ready to increase your matching gift revenue?  
Schedule a demo with our team.

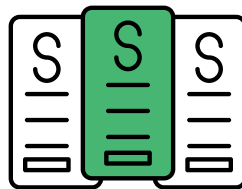
# A Look into Asheville Christian Academy's Matching Gift Revenue Growth with Double the Donation



Matching gift  
revenue received

# 7.5x

Greater than their  
Double the Donation  
subscription cost



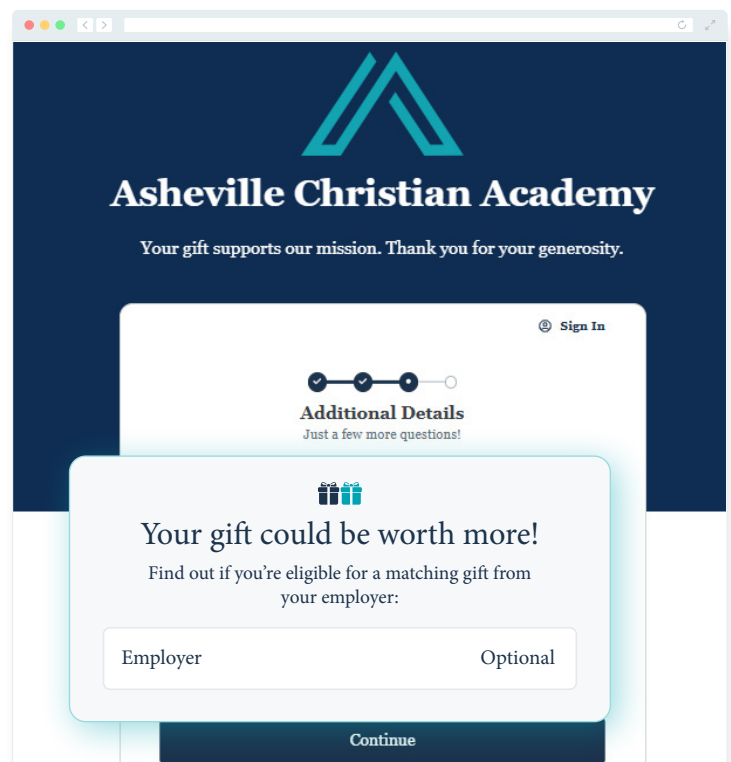
Subscription paid  
for itself in less  
than 2 months

# 21+

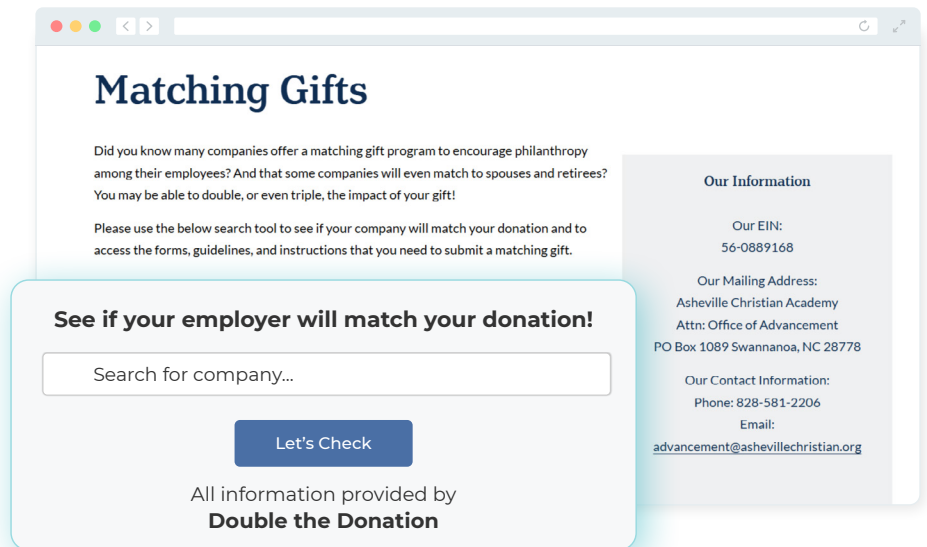
companies now  
matching donations  
to their school

## How is Asheville Christian Leveraging Double the Donation?

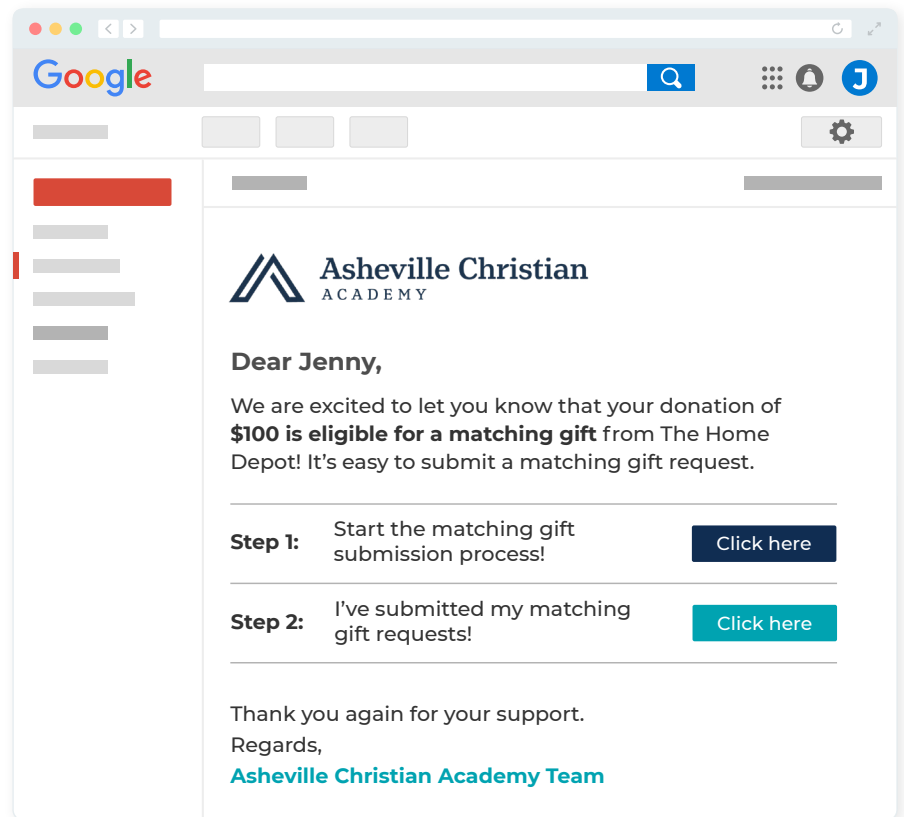
- ✓ They integrate Double the Donation's search tool with their donation page to identify match-eligible gifts automatically



- ✓ They embed Double the Donation's database on their website to increase donor awareness of match opportunities



- ✓ They send customized, automated emails to donors through Double the Donation's system to drive matches to completion



Ready to increase your matching gift revenue?  
Schedule a demo with our team.

# 53% More Matching Gifts Received in Year 1:

## How The Winsor School Boosted Matching Gifts with Double the Donation



Double *the* Donation  
matching gifts made easy

THE WINSOR SCHOOL

### The Challenge:

Before using Double the Donation, The Winsor School was overlooking key matching gift opportunities because donors didn't know their employers offered matches, and staff lacked time to manually follow-up.

### The Solution:

The Winsor School integrated **Double the Donation's** matching gift search field *directly into their donation form* with one of our turnkey integrations. That means that The Winsor School can automatically identify eligible donors and empower them to double their impact

The screenshot shows a web browser window displaying The Winsor School's donation page. On the left, there's a section titled "Winsor Leads" with a background image of a school building and text describing a \$100M campaign. On the right, there's a donation form with fields for "Street address", "City", "State" (a dropdown menu), and "ZIP code". Below these fields is a "Comments" section. A pop-up overlay titled "See if your company will match your donation!" is positioned in front of the form. This overlay contains a search bar with "the home" entered, and a list of matching companies: "The Home Depot" (highlighted), "Federal Home Loan Bank of Des Moines", "The Everett Clinic (UnitedHealth Group)", and "Discover Home Loans, Inc. (Discover Financial Services)".

### The Result:



# 53%

## Increase in matching gifts received in year 1

More donors take advantage of matching opportunities  
Increasing revenue without extra admin work

Ready to see what results you could achieve?  
[Request a demo of Double the Donation today.](#)

# Achieving a matching gift ROI:

How Dawson School saw a 21x return on their Double the Donation investment



Double the Donation  
matching gifts made easy



Within their first year of using Double the Donation, Dawson School rapidly grew their matching gift revenue and achieved a powerful return on investment.

## Dawson School:

### Year 1 Outcomes with Double the Donation

~\$30,000

in additional employer matches



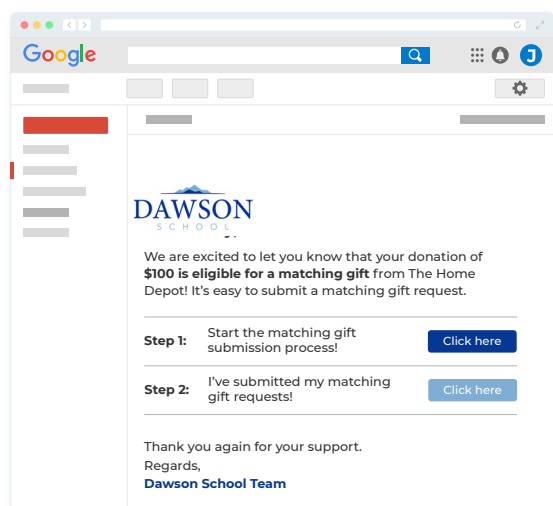
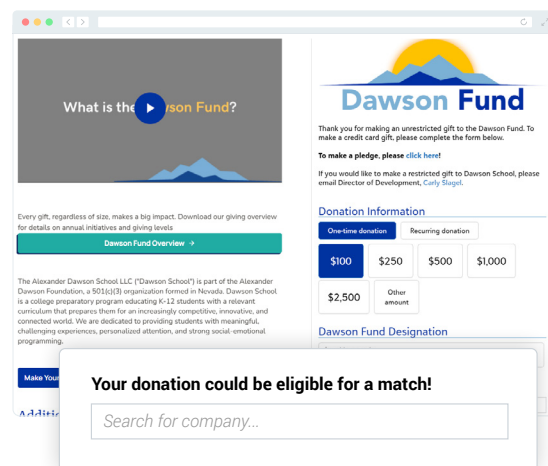
Matching gift revenue received  
**21x** their annual  
subscription cost



## How Dawson School Achieved These Results

### Quick onboarding + turnkey integrations

Dawson School was up and running with Double the Donation in no time. Thanks to turnkey integrations, Dawson School was able to add our matching gift search tool to their donation form quickly. Plus, they also integrated Double the Donation with their CRM to ensure offline donations can be screened and pursued for matching gift opportunities!



### Automated outreach

Once live, Double the Donation's automation tools took over. Donors are automatically sent tailored matching gift emails that encourage action! This automation ensures no opportunity is left on the table, helping Dawson School maximize their matching gift revenue quickly and efficiently.

Connect with our team to see how you could boost matching gift revenue with Double the Donation.



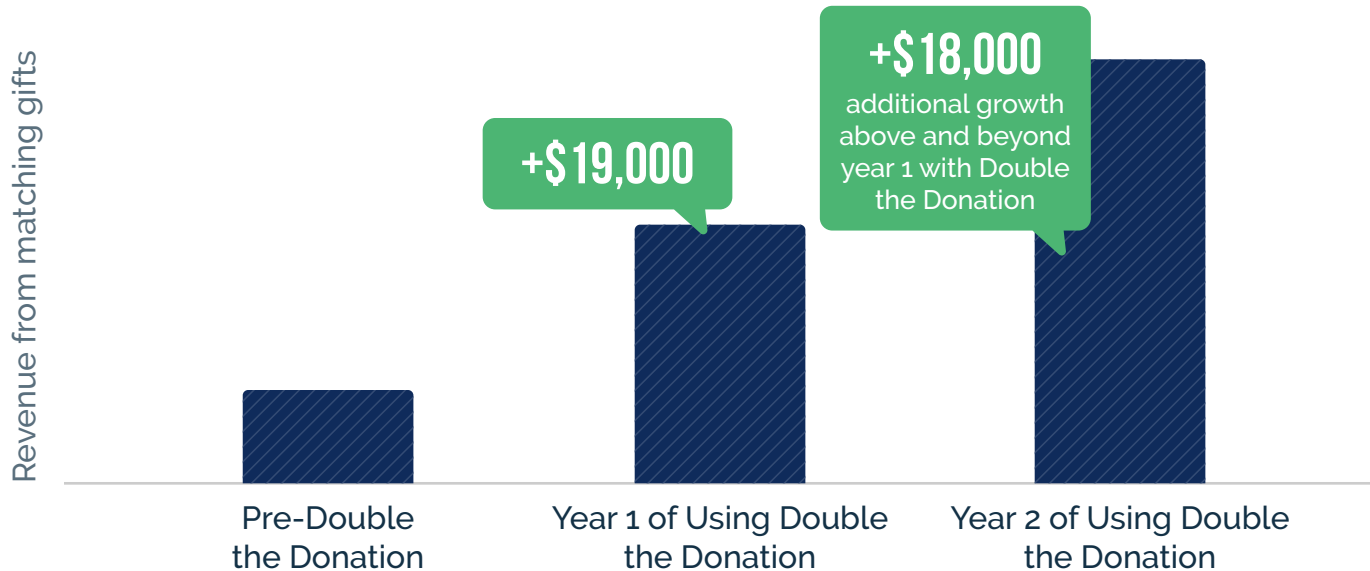
# A Look into The Hotchkiss School's Matching Gift Revenue Growth with Double the Donation



Double *the* Donation  
matching gifts made easy

**HOTCHKISS**

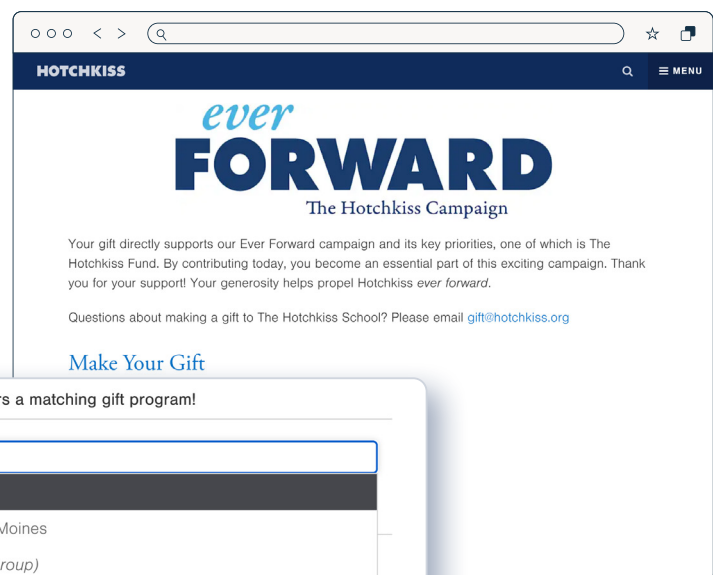
## Matching Gift Revenue Growth with Double the Donation



**46% increase in matching gift revenue since leveraging Double the Donation**

### Key features used:

- ✓ Matching gift search tool on donation form
- ✓ Matching gift database embedded on school website
- ✓ Matching gift emails sent to donors



Ready to increase your matching gift revenue? [Schedule a demo](#) with our team today.

The logo for SPCA of Texas, featuring the text "SPCA" in large purple letters and "OF TEXAS" in smaller purple letters to the right.The logo for Capital Area Food Bank, featuring a stylized orange and green graphic of a person holding a bowl, with the text "CAPITAL AREA FOOD BANK" below it.The logo for Central Texas Food Bank, featuring a stylized orange carrot with green leaves, with the text "CENTRAL TEXAS FOOD BANK" to the right.The logo for Syracuse University, featuring a large orange "S" with "SYRACUSE" in red above it.The logo for the University of Georgia, featuring a red and white shield with a book, with the text "UNIVERSITY OF GEORGIA" to the right.The logo for PBS SoCal, featuring the PBS eye logo in blue and the text "PBS SoCal" in blue and red.The logo for California State University (CSU), featuring a green and white graphic of a city skyline, with the text "CSU" in white and green.The logo for Raikes, featuring a yellow circular graphic with a stylized tree, with the text "RAIKES" in blue below it.The logo for Marietta College, featuring a blue circular graphic with a building, with the text "Marietta College" in blue below it.The logo for the University of Lynchburg, featuring a red and white graphic of a building, with the text "University of Lynchburg" in red and black below it.The logo for Catholic Education Arizona, featuring the text "Catholic Education ARIZONA" in blue and black, with the tagline "Changing lives one scholarship at a time." below it.The logo for the University of Delaware, featuring a blue and white graphic of a building, with the text "UNIVERSITY OF DELAWARE" in blue below it.The logo for the University of Northern Iowa, featuring the text "UNI / University of Northern Iowa" in blue and purple.The logo for Colorado Mesa University, featuring a red and white graphic of a building, with the text "COLORADO MESA UNIVERSITY" in red and black below it.The logo for Coe College, featuring a red and white graphic of a building, with the text "COE COLLEGE" in red below it.

BOSTON  
COLLEGE

# Regional-Focused Organizations –

---

Mid-sized organizations with a focus on expansion, increasing programs, and building resources in their region or state.

### Overview

Initially, SPCA of Texas used Double the Donation's standalone search tool to give donors access to the industry's leading matching gift database. However, when they decided to upgrade to a fully automated system, they went with Double the Donation Matching for a more proactive approach to fundraising matching gift revenue.

Once they accessed this groundbreaking technology, SPCA of Texas could make the most of the powerful matching gift identification, email automation, and metric tracking offered by the matching module.

### Key Activity Metrics



**Over  
\$76,000+**

In match-eligible dollars  
identified in less than  
12 months



**11,500+**

Donors using  
Double the Donation



**480+**

Emails sent with  
a 60% open rate



**55%**

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

### 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



# CAPITAL AREA FOOD BANK

## Double the Donation Matching 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 Double the Donation, 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  
Double the Donation



**165K+**

Emails sent with a  
48% open rate



**74%**

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

### Double the Donation Services

Double the Donation Matching, 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 Double the Donation Matching 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 Double the Donation Matching can do for your organization?**  
**Connect with our team today.**

# CENTRAL TEXAS FOOD BANK

## Double the Donation Matching 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 Double the Donation Matching, 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 Double the Donation



**73K+**

Emails sent with a 40% open rate



**51%**

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

### Double the Donation Services

Double the Donation Matching, 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 Double the Donation Matching 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 Double the Donation Matching can do for your organization?  
[Connect with our team today.](#)**

## See how matching gift software has powered Central Texas Food Bank's efforts.



### Help provide nutritious meals to neighbors across Central Texas

Your support lends a helping hand to those facing food insecurity and allows us to continue to work towards a hunger-free Central Texas. **Make a gift today and ensure we can continue providing nutritious meals to our neighbors now, in times of crisis, and all year long.**

Make a tribute gift or honor the memory of a loved one.

#### \* Choose Your Donation Amount I

\$25	\$50	\$100
\$500	\$ Amount	

### Matching Gift Information

Does your employer have a matching gift program? Please use the field below to find out.

### Billing Information

\* First Name:

Matching gift search tool on Central Texas Food Bank's donation form to increase matching gift revenue opportunities pursued



### Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

See if your employer will match your donation!

LET'S CHECK

All information provided by



Double the Donation  
matching gifts made easy

If your company is eligible, request a matching gift form from your employer, and send it completed and signed with your gift. We will do the rest. The impact of your gift to Central Texas Food Bank may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

Matching gift database embedded on Central Texas Food Bank's website to drive donor engagement with matching gift programs

# SYRACUSE UNIVERSITY:

## Double the Donation Matching Case Study



### About Syracuse University

Year Founded: 1870

Annual Fundraising: Over \$40 million

Started leveraging Double the Donation 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 Double the Donation Matching integrated solutions. With 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 Double the Donation. The tools 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 Double the Donation



**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 the tools 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 Double the Donation Matching 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 Double the Donation Matching, 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 Double the Donation



**5,700+**

Emails sent with a 53% open rate



**32%**

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

### Double the Donation Services

Double the Donation Matching, 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 Double the Donation Matching 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

See how University of Georgia leverages matching gift automation to maximize their success.



## YOUR INFORMATION

First name:

Last name:

Country:

Address lines:

City:

State/Province:

ZIP/Postal code:

**See if your employer will match your gift! (optional)**

Search for company...

Matching gift search tool on University of Georgia's donation form to proactively uncover and follow-up with match-eligible donors



## DOES YOUR EMPLOYER MATCH GIFTS TO UGA?

As a benefit to employees, many companies offer to match gifts to UGA. Most corporations award a 1:1 match, while some elect to provide a greater matching amount to further promote their employees' philanthropy. Companies will typically match a gift up to a year after its made, and some will even match gifts made by spouses.

Below are some of the top employers that will match your gift to UGA. Expand each box to view employer details.

See if your employer will match your donation!





Search company name...

LET'S CHECK

All information provided by



**Double the Donation**  
matching gifts made easy

- +  **BANK OF AMERICA**
- +  **COCA-COLA**
- +  **DELOITTE**
- +  **DELTA AIR LINES**

Matching gift database embedded on University of Georgia's website to help donors discover their eligibility and matching gift next steps.



# PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

## Double the Donation Matching Case Study



Double the Donation  
matching gifts made easy



PBS SoCal KCET

### 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.

### Double the Donation Matching Simplified Matching Gifts for PMGSC

Prior to implementing Double the Donation Matching, PMGSC had to use precious team member time to send manual outreach connecting donors to the matching gift process. Fortunately, with integrations available through Double the Donation 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 Double the Donation Matching'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 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 Double the Donation.

- Senior Director of Membership



64%

open rate of 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 Double the Donation Matching 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 Double the Donation Matching Case Study 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 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.





## See how Cleveland State University supercharges their matching gift outcomes with Double the Donation.



### Annual Giving at CSU

Thank you for supporting Cleveland State University!

If you experience difficulties with this form or have any questions, please contact us at [annualgiving@csuohio.edu](mailto:annualgiving@csuohio.edu).

One-Time

Recurring

\$25

\$50

\$100

\$250

\$500

\$1,000

Amount \*

\$

☐ Recurring

Name \*

First, MI, Last Name

Email \*

First, MI, Last Name

See if your employer will match your gift! (optional)

Search Company Name

Matching gift search tool on Cleveland State University Foundation's donation form to increase matching gift revenue opportunities



## Matching Gifts

Matching gifts are a great way to maximize your personal contribution to Cleveland State University and increase the impact of your gift. By utilizing a company's matching gift benefit, you may be able to double or even triple your gift.

To find out if your company has a matching gift policy, please enter your employer's name in the search box below.

See if your employer will match your donation!

Search company name...

LET'S CHECK

All information provided by



Double the Donation  
matching gifts made easy

Matching gift database embedded on Cleveland State University's website to engage donors with their matching gift eligibility

### Overview

Initially, RAICES used Double the Donation's standalone search tool to give donors access to a comprehensive matching gift database. Then, the team decided to upgrade to a fully automated system, investing in Double the Donation Matching for a more proactive approach to fundraising matching gift revenue.

Once they accessed this groundbreaking technology, RAICES could leverage the powerful matching gift identification, email automation, and metric tracking offered by Double the Donation Matching.

### Key Activity Metrics



**Over  
\$80,000+**

In match-eligible dollars  
identified in less than  
12 months



**12,000+**

Donors using  
Double the Donation



**530+**

Emails sent with  
a 60% open rate



**59%**

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

### 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

### 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 Double the Donation Matching, 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 Double the Donation Matching 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 Double the Donation Matching



**60%**

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



**74%**

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

# DOUBLE THE DONATION

## Matching gifts made simple



Double the Donation  
matching gifts made easy

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 Double the Donation Matching, 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, Double the Donation 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.

**Double the Donation 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 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.*

### Double the Donation Matching Benefits



Uncover eligible donors automatically



Provide donors their matching gift next steps



Send matching gift emails to all donors

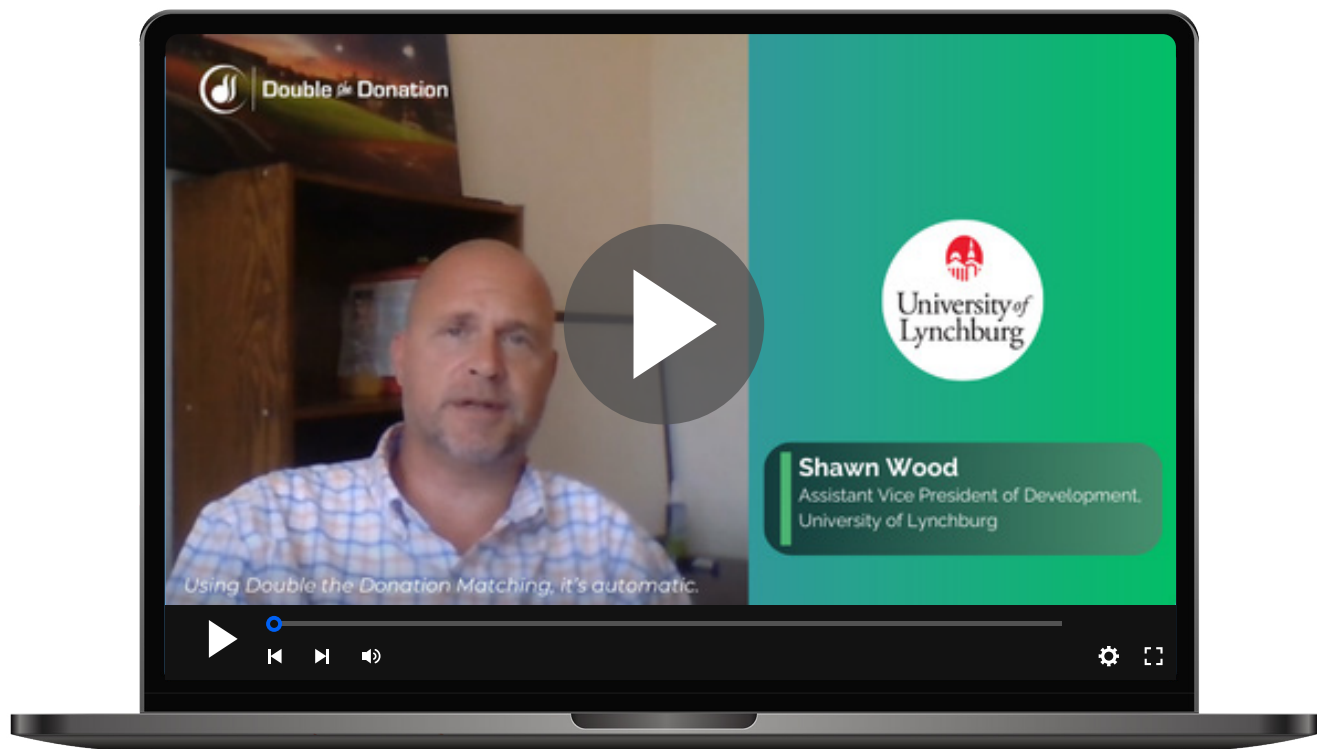


Access matching gift dashboard with actionable metrics

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

# Dive deeper into University of Lynchburg's remarkable matching gift experience with Double the Donation!

Explore their testimonial to learn more.



# CATHOLIC EDUCATION ARIZONA

## Double the Donation Matching Case Study

Catholic Education  
ARIZONA  
Changing lives one scholarship at a time.



### Overview

Initially, Catholic Education Arizona used Double the Donation's standalone search tool to give donors access to a searchable matching gift database. Then, they decided to upgrade to a fully automated system, Double the Donation Matching, for a more proactive approach to fundraise matching gift revenue.

Once they accessed this groundbreaking technology, Catholic Education Arizona could embed the matching gift search directly into their donation forms and thank you pages—all while automating 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  
Double the Donation



**600+**

Emails sent with a  
60% open rate



**54%**

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

### Implementation at a Glance



Streamlined  
search field on  
donation form  
determines donor  
match eligibility



Confirmation  
page plugin  
provides donors  
matching gift  
next steps



Automated  
matching gift  
emails sent to all  
donors



Matching gift  
dashboard  
outlines  
actionable  
metrics

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



# DOUBLE THE DONATION

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



Double the Donation  
matching gifts made easy



## 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 Double the Donation

Prior to implementing Double the Donation, 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 Double the Donation Matching, 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 the matching module just in time for Giving Tuesday 2022. With the power of Double the Donation'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, Double the Donation 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 automated matching gift emails



51%

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

*Relying on Double the Donation's automation, University of Delaware can dedicate staff time and resources to building lasting relationships with donors and alumni.*

“

The most valuable aspect of Double the Donation (DTD) 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 Double the Donation Matching can fuel your organization's matching gift success? [Connect with our team today!](#)

# A Look into University of Northern Iowa's Double the Donation Experience



**55+**

**extra matching gift  
transactions**

in their first year of using  
Double the Donation!



**\$150,000+**

**matching gift  
opportunities identified**

through Double the Donation's  
system!

\*that means matches identified are nearly  
59x their subscription size!



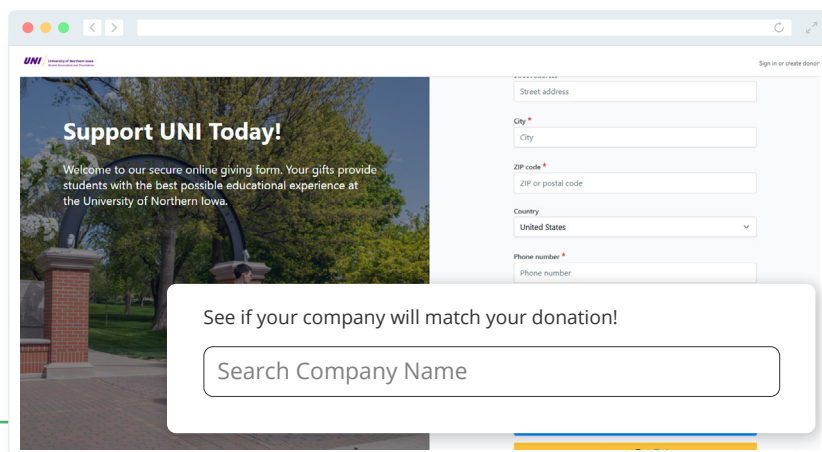
**Our matching gift transaction  
counts have progressed which  
is awesome!**



# See How **University of Northern Iowa** Integrated Double the Donation's Tools into Their Strategy

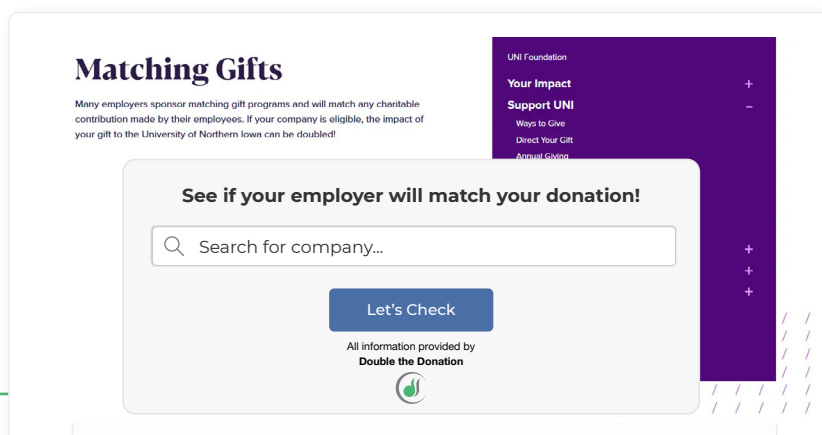
## STEP 1

Integrated Double the Donation's employer search tool with their online donation forms to uncover match eligible donations as donors give



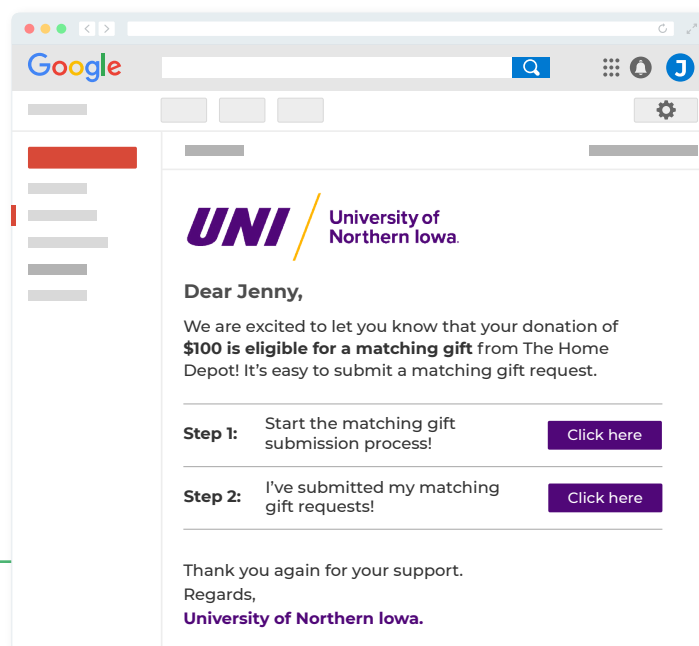
## STEP 2

Added Double the Donation's database to their website to help supporters identify their eligibility



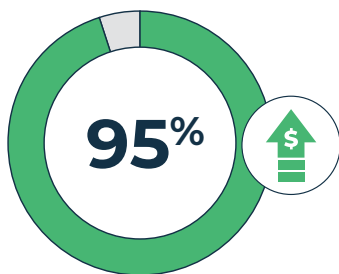
## STEP 3

Leveraged Double the Donation's automated matching gift emails to increase submissions



Ready to increase your matching gift revenue?  
Schedule a demo with our team.

# A Look into Colorado Mesa University's Double the Donation Experience



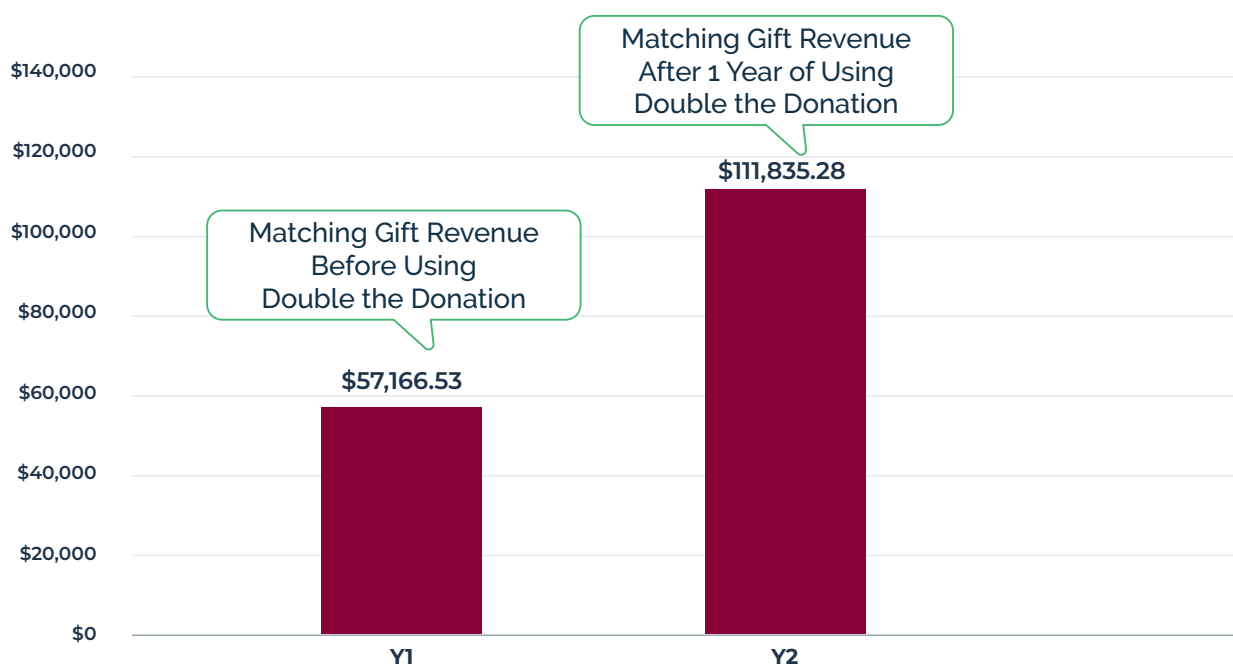
increase in  
matching gift  
revenue in year 1 of  
using Double the  
Donation's tools



110%

increase in matching  
gift dollars  
since starting  
Double the Donation

## Colorado Mesa University Matching Gifts Total \$



# How Colorado Mesa University Increased Matching Gift Revenue with Double the Donation

## STEP 1

Integrated Double the Donation's employer search tool with their online donation forms to uncover match eligible donations as donors give

The screenshot shows a web browser window with the title "Donate to Colorado Mesa University". The "Donor Options" section is active, showing a "One-time donation" of "\$25.00 USD". Below this, there are links for "I'd like to support", "Dedicate my donation", and "Leave a comment". The "Employer matching" section is highlighted, with a toggle switch turned on. It includes a search bar labeled "Search for company..." and a "Continue" button. A tooltip is visible over the "Employer matching" section, explaining that donors can check if their employer will match their donation and receive an email on how to submit a request.

## STEP 2

Added Double the Donation's database to their website to help supporters identify their eligibility

The screenshot shows a web browser window with the Colorado Mesa University logo and a "See if your employer will match your donation!" pop-up. The pop-up has a search bar labeled "Search for company..." and a "Let's Check" button. Below the button, it says "All information provided by Double the Donation" with the organization's logo. The background shows a form with a "Contact Person" field and a "Let's Check" button.

## STEP 3

Leveraged Double the Donation's automated matching gift emails to increase submissions

The screenshot shows an email from Colorado Mesa University. The header includes the university's logo and name. The body of the email is addressed to "Dear Jenny," and states: "We are excited to let you know that your donation of \$100 is eligible for a matching gift from The Home Depot! It's easy to submit a matching gift request." Below this, there are two steps: "Step 1: Start the matching gift submission process!" with a "Click here" button, and "Step 2: I've submitted my matching gift requests!" with a "Click here" button. The email concludes with "Thank you again for your support. Regards, Colorado Mesa University Team".

Ready to increase your matching gift revenue?  
Schedule a demo with our team.

# A Look into Coe College's Double the Donation Experience



Double *the* Donation  
matching gifts made easy



COE COLLEGE

In their first year, **Coe College** achieved a tangible return on their investment.



# 50%

increase in matching gift revenue in year 1

Covered their subscription cost

# 8x

in year 1



A key part of Coe College's strategy? Integrating **Double the Donation** with their donation forms to identify eligible donors as they give.

**COE COLLEGE**

GIFT INFORMATION

One-time Recurring

US\$1,375 US\$700 US\$275 US\$225 Other amount

See if your employer will match your donation!

the home

**The Home Depot**

Federal Home Loan Bank of Des Moines

The Everett Clinic (UnitedHealth Group)

TCF Home Loans (Huntington National Bank)

**COE COLLEGE**

**Thank you for donating!**

You may be able to make your donation go twice as far with a matching gift!

New Search

The Home Depot

Yes! 🙌

Your company has a matching gift pro-

[GO TO MATCHING GIFT FORM](#)

That then enables Coe College to follow up with each donor and provide company-specific next steps.

**COE COLLEGE**

Dear Jenny,

We are excited to let you know that your donation of **\$100 is eligible for a matching gift** from The Home Depot! It's easy to submit a matching gift request.

**Step 1:** Start the matching gift submission process! [Click here](#)

**Step 2:** I've submitted my matching gift requests! [Click here](#)

Thank you again for your support.

Regards,  
**COE College Team**

As donors type into the searchfield, Double the Donation determines their eligibility with our database insights.

Ready to increase your matching gift revenue? [Schedule a demo](#) with our team.



# Matching Gift Success for Boston College

A Look into Boston College's Use of Double the Donation to Streamline Matching Gift Processes



Double *the* Donation  
matching gifts made easy

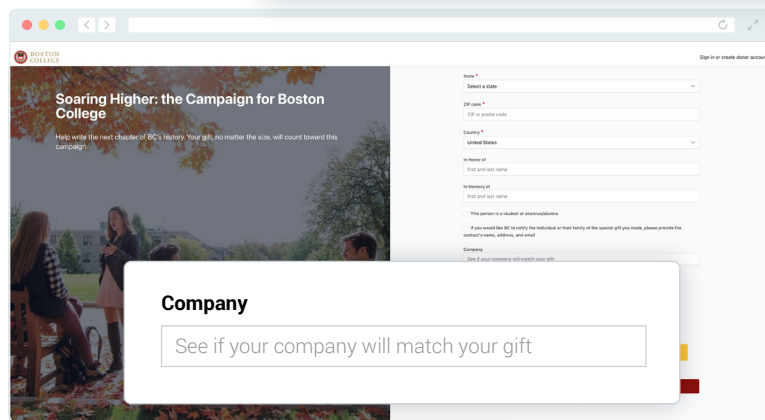
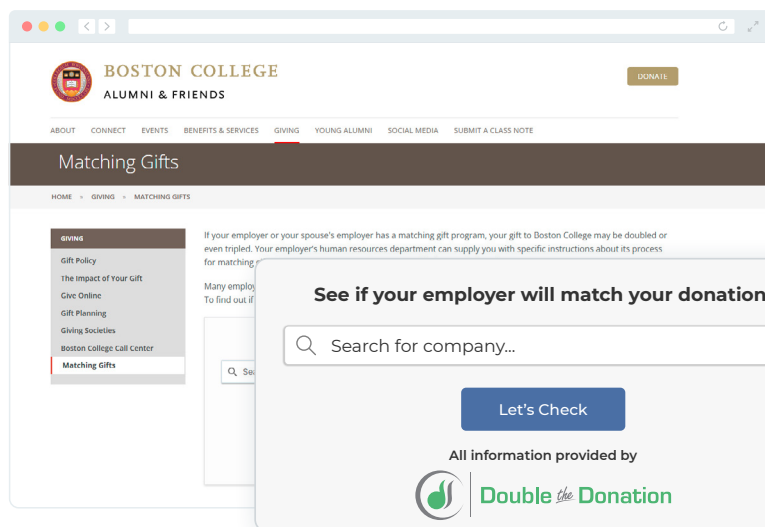


BOSTON  
COLLEGE

With a high matching gift eligibility potential, Boston College leverages Double the Donation to streamline their matching gift efforts and use this as a critical funding source.

## Key Features Used:

- ✓ Matching gift database embedded on their website to educate donors on their eligibility and next steps
- ✓ Matching gift search tool integrated into their donation form to uncover matching gift opportunities
- ✓ Automated email streams to get personalized matching gift next steps out to donors quickly
- ✓ CRM integration to engage offline donors with matching gift opportunities



## THE RESULTS?



**\$141,000**

in matching gift revenue generated within 2 years of using Double the Donation.



# National Organizations –

---

Larger organizations with significant national reach, resources, and impact.

# HUMANE SOCIETY INTERNATIONAL

## Double the Donation Matching Case Study



Double the Donation  
matching gifts made easy



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 Double the Donation Matching, 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 Double the Donation Matching over the last year. Thus far, Double the Donation has increased HSI's matching gift revenue 17% in year 1! Double the Donation 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 Double the Donation Matching can do for your organization? [Connect with our team today.](#)**

# LEUKEMIA AND LYMPHOMA SOCIETY (LLS)

## Double the Donation Matching Case Study



Double the Donation  
matching gifts made easy



LEUKEMIA & LYMPHOMA SOCIETY®

### 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 Double the Donation Matching in June 2017

### Double the Donation Matching 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 Double the Donation, all matching gift opportunities are identified and pursued automatically.

LLS is leveraging Double the Donation'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.

**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 Double the Donation 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 Double the  
Donation Matching



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 Double the Donation Matching client's performance metrics*

**"Double the Donation Matching 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 Double the Donation Matching can do for your organization?  
Connect with our team today.**


## See how LLS has powered their matching gift efforts with Double the Donation.



### Donor Options

One-time donation  
**\$250.00** USD

Continue or customize with these options

 **Dedicate my donation** >

 **Leave a comment** >



### Employer matching

Check to see if your employer will match your donation. You may receive an email on how to submit your match request to maximize your impact.

**Continue**

Matching gift search tool on Leukemia and Lymphoma Society's donation form to identify matching gift revenue opportunities



## Employee Matching Gift

**Did you know many companies offer a matching gift program to encourage giving among their employees? And some companies also match gifts for spouses, retirees and part-time employees.**

The Leukemia & Lymphoma Society's employer matching gift program provides an easy way to increase the impact of your donation through corporate matching gifts. When you make a donation, your company can Double or even Triple the value of your generous gift in a matter of minutes.

Search and select  
your company

**LET'S CHECK**

All information provided by



**Double the Donation**  
matching gifts made easy

Matching gift database embedded on Leukemia and Lymphoma Society's website so donors can seamlessly uncover their eligibility and access next steps

# LAZAREX CANCER FOUNDATION

## Double the Donation Matching Case Study



Double the Donation  
matching gifts made easy



Lazarex  
CANCER FOUNDATION  
IT'S ABOUT LIVING

### 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.

"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

### 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.***

#### 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 Double the Donation Matching can do for your organization?  
[Connect with our team today.](#)



# AMERICAN FOUNDATION FOR SUICIDE PREVENTION

## Double the Donation Matching Case Study



American  
Foundation  
for Suicide  
Prevention



Double the Donation  
matching gifts made easy

### 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 Double the Donation Matching, 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  
Double the Donation



**500K+**

Emails sent with a  
53% open rate



**58%**

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

### Double the Donation Services

Double the Donation Matching, 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 Double the Donation Matching 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 Double the Donation Matching can do for your organization?  
Connect with our team today.**

# LUNG CANCER RESEARCH FOUNDATION

## Double the Donation Matching Case Study



LUNG CANCER  
RESEARCH  
FOUNDATION®  
Living. Breathing. Science.™



Double the Donation  
matching gifts made easy

### About Lung Cancer Research Foundation

- Founded in 2005
- 27% increase in matching gift revenue with Double the Donation Matching

### 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.

Double the Donation Matching 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!

### Key Activity Metrics



— OVER —

**\$336,520**

match eligible dollars  
identified through using



**56%**

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



**71%**

moderate to high donor  
engagement in the  
past year

Double the Donation Matching 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 Double the Donation, and we have been very pleased with the results since.

- Evan Bonsett-Veal, Senior  
Manager, Donor Database

*"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 Double the Donation Matching 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 Double the Donation Matching can do for your organization?  
[Connect with our team today.](#)

# THE MULTIPLE MYELOMA RESEARCH FOUNDATION

## Double the Donation Matching Case Study



### Overview

Initially, Multiple Myeloma Research Foundation used Double the Donation's standalone search tool to give donors access to a searchable matching gift database. However, when the team decided it needed a fully automated matching gift system, they chose to upgrade to Double the Donation Matching for a more proactive approach to sourcing matching gift revenue.

Once they implemented this groundbreaking technology, Multiple Myeloma Research Foundation could access the powerful matching gift identification, email automation, and metric tracking offered by Double the Donation Matching.

### Key Activity Metrics & Core Features Utilized



**Over  
\$275,000+**

In match-eligible dollars  
identified in less than  
12 months



**24,000+**

Donors using  
Double the Donation



**2600+**

Emails sent with a  
60% open rate



**28%**

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

### Implementation at a Glance



Streamlined  
search field on  
donation form  
determines donor  
match eligibility



Confirmation  
page plugin  
provides donors  
matching gift  
next steps




Automated  
matching gift  
emails sent to all  
donors



Matching gift  
dashboard  
outlines  
actionable  
metrics

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

## See how Multiple Myeloma Research Foundation increases matching gift revenue with Double the Donation.








**Donor Options**

One-time donation

**\$150.00** USD

Continue or customize with these options


-  I'd like to support >
-  Dedicate my donation >
-  Leave a comment >

 **Employer matching** 

Check to see if your employer will match your donation. You may receive an email on how to submit your match request to maximize your impact.

Continue

Matching gift search tool on Multiple Myeloma Research Foundation's form to turn matching gift opportunities into matches completed.



**Matching Gifts**


Double the impact of your donation with a matching gift from your company!

Enter your or your spouse's company in our search tool below. Some companies will even match donations from retirees, spouses, and part-time staff.

**See if your employer will match your donation!**

LET'S CHECK

All information provided by

 **Double the Donation**  
matching gifts made easy

Matching gift database embedded on Leukemia and Lymphoma Society's website so donors can seamlessly uncover their eligibility and access next steps

# MELANOMA RESEARCH ALLIANCE

## Double the Donation Matching Case Study

**Melanoma**  
Research Alliance



### Overview

Initially, Melanoma Research Alliance used Double the Donation's standalone search tool to give donors access to a searchable matching gift database. However, the organization decided to upgrade to a fully automated system, investing in Double the Donation Matching for a more proactive approach to fundraising matching gift revenue.

Once they accessed this groundbreaking technology, Melanoma Research Alliance could make the most of the powerful matching gift identification, email automation, and metric tracking offered by Double the Donation Matching.

### Key Activity Metrics



**Over \$180,000+**

In match-eligible dollars identified in less than 12 months



**2,300+**

Donors using Double the Donation



**160+**

Emails sent with a 60% open rate



**33%**

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

### See our tools in action for Melanoma Research Alliance!



Check to see if your employer will match your donation. You may receive an email on how to submit your match request to maximize your impact.

**Company**

Search for company.....

### Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

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

# COVENANT HOUSE

## Double the Donation Matching Case Study



### Overview

Initially, Covenant House used Double the Donation's standalone search tool to give donors access to a searchable matching gift database. Then, they decided to upgrade to our fully automated system, Double the Donation Matching, for a more proactive approach to securing matching gift revenue.

Once they accessed this groundbreaking technology, Covenant House could incorporate the powerful matching gift identification, email automation, and metric tracking offered by Double the Donation Matching.

### Key Activity Metrics



**Over  
\$950,000+**

In match-eligible dollars  
identified in less than  
12 months



**40,000+**

Donors using  
Double the Donation



**3,000+**

Emails sent with a  
60% open rate



**47%**

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

### Implementation at a Glance



Streamlined  
search field on  
donation form  
determines donor  
match eligibility



Confirmation  
page plugin  
provides donors  
matching gift  
next steps



Automated  
matching gift  
emails sent to all  
donors



Matching gift  
dashboard  
outlines  
actionable  
metrics

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



Ready to connect  
with our team and see  
how **Double the Donation**  
can supercharge your  
matching gift efforts?

[Request a free, personalized demo](#)

