

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%

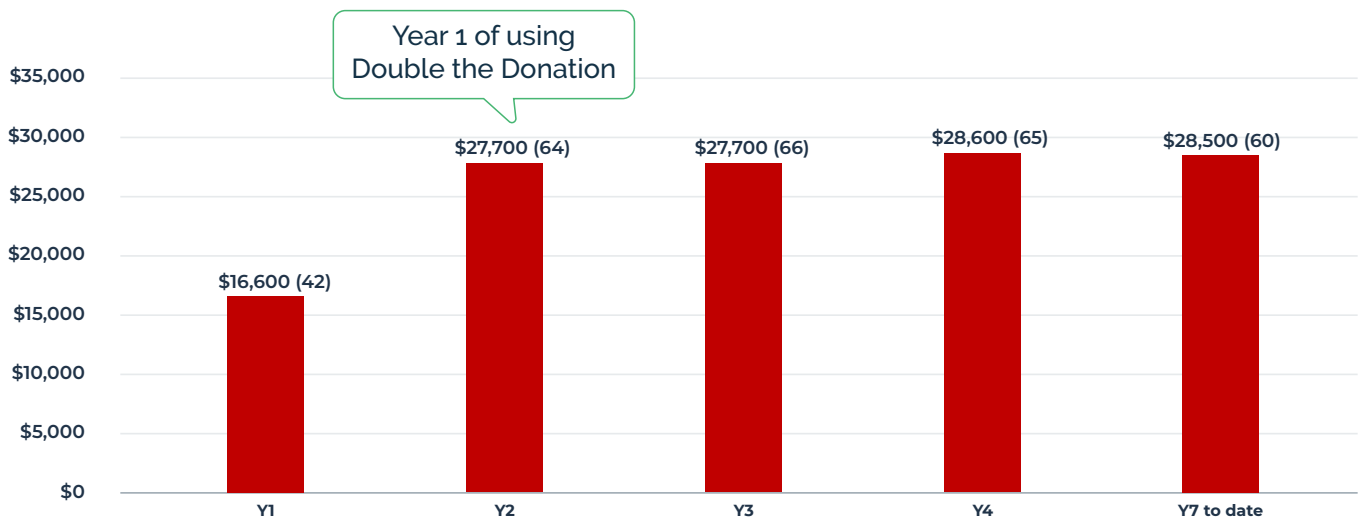
increase in the number of matching gifts received in year 1



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 suggestions: '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: '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 content is as follows: '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.