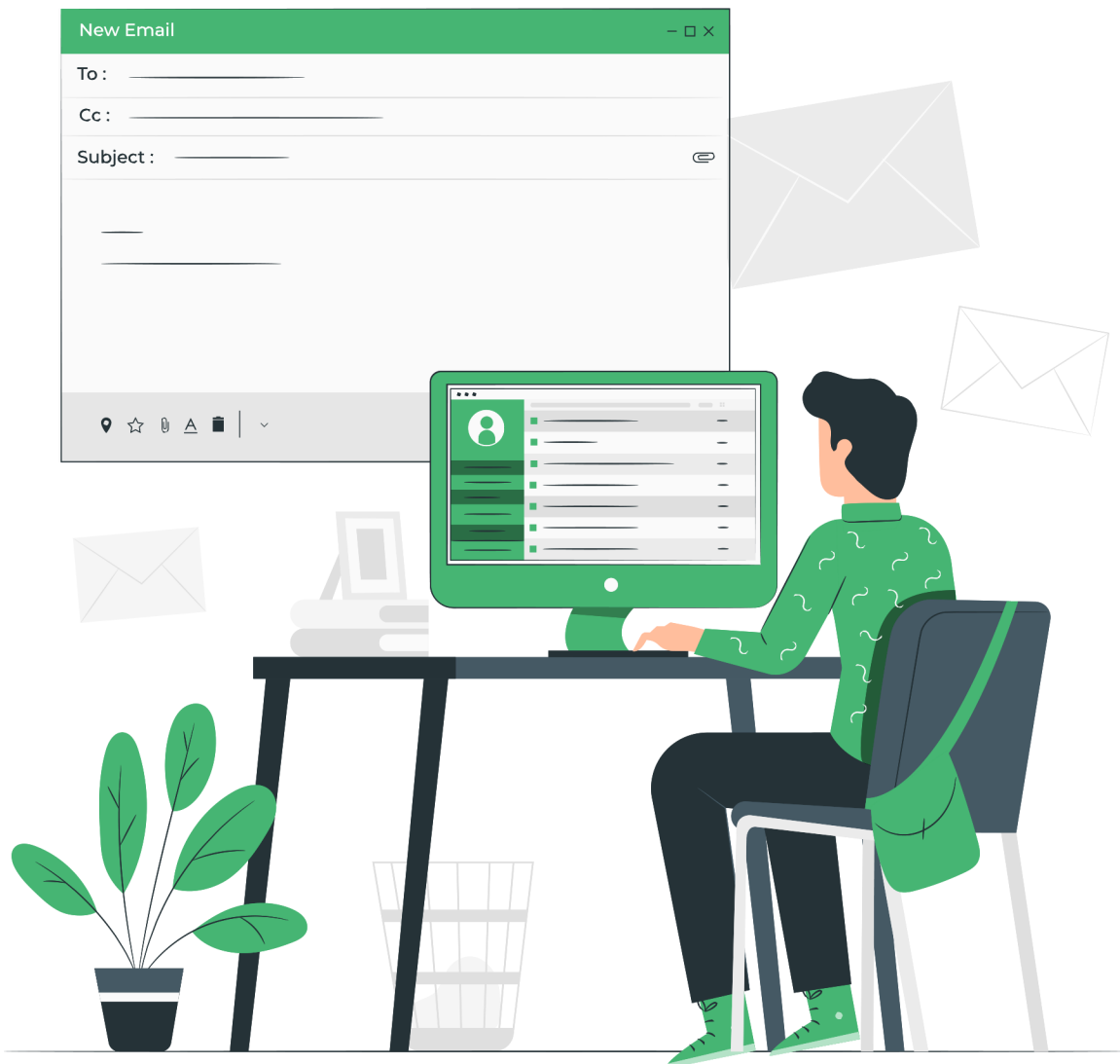




Double *the* Donation
matching gifts made easy

Matching Gift Email Templates:

Connecting Your Donors to Matching Gift Opportunities

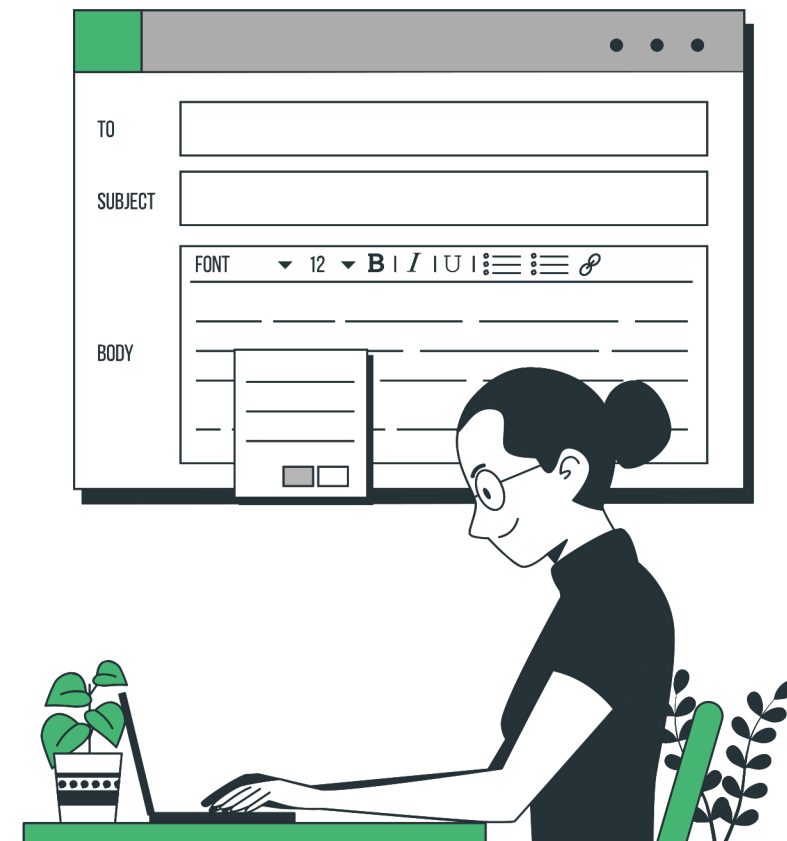


The biggest barrier nonprofits face to earning more from matching gifts is low donor awareness. Your donors might not know what matching gifts are, if their company offers a matching gift program, or how to get started with matching.

We understand those challenges and know that increasing awareness will be the first step to securing success. Fortunately, email marketing is a great avenue to connect your donors to matching gift opportunities and empower them while doing so.

And, at Double the Donation, we are the experts in matching gift email best practices!

Take a look at some of our pre-templated emails, plug them into your campaigns, and get ready to energize donors with matching.



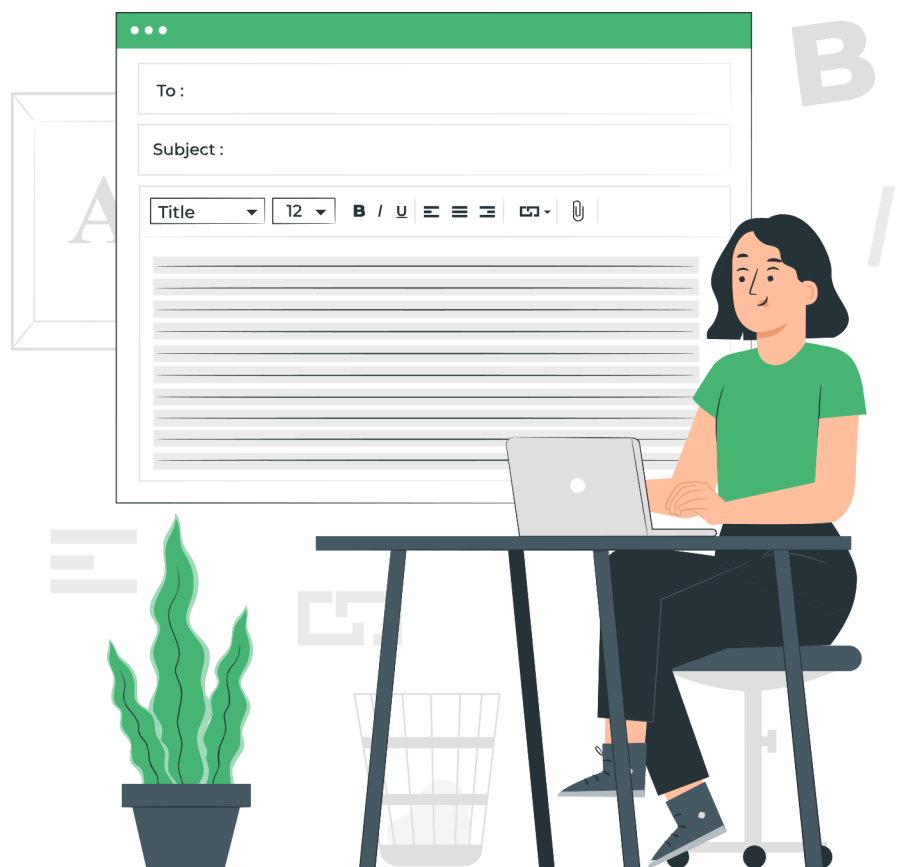
Explainer Emails



Throughout the course of the year, you might consider sending matching gift explainer emails to raise awareness and encourage involvement. Stuck on what the copy for those emails could look like? We have two options available for you to leverage. While one is brief and teases the matching gift opportunity, the other goes into more detail.

Both are effective at introducing donors to matching, so choose what makes the most sense for your organization.

To get started, just fill in some of the blanks with specifics about your organization, and you are good to go!



#1: Short-form copy

Subject: Could your gift be doubled?

Body:

Dear **[Donor's name]**,

Did you know that your employer may match your gift to **[Organization name]** and immediately double your impact?

Millions of employees work for companies that match employee donations through their corporate giving programs.

Yet, most employees that work for these companies have no idea their company will match their donations! Ready to find out if you can make double (or even triple) your impact as a **[Organization name]** supporter? Find out if your company matches gifts by searching **here**.

We raised \$**[dollar amount]** in matching gifts last year alone. That made a real difference on **[mission programming]**. Help us do even more this year.

Here's to matching,

[Name]

[Title]

[Organization name]

[Matching gift contact email or number]

#2: Longer form copy

Subject: Amplify Your Impact with Matching Gifts

Body:

Hi **[Donor's name]**,

Each year, the support of our generous donors makes a meaningful difference in **impact or cause you focus on**. We appreciate your support and ongoing impact on our mission.

To grow your impact, we want to tell you about an amazing opportunity: corporate matching gifts! Through a corporate matching gift program, you could double, or even triple, the impact of your contribution!

What are corporate matching gifts?

Matching gifts allow you to maximize the value of your generosity. Many companies encourage their employees to donate to the causes they care about by offering to match their charitable contributions. That means that if you donate \$100, your company might contribute \$100 as well – doubling your impact to \$200 total!

How do you get involved?

The process of submitting a matching gift request is simple and straight-forward. Here are the general steps:

Research your eligibility: Check out our **matching gift page** to find out if your company offers a matching gift program. Just enter your employer's name into the database, and you will immediately receive your eligibility information.

1. Submit a request: Request a matching gift from your employer by filling out a form. Typically, these forms are online, and you just need to enter a few details like the donation date and amount.
2. Have double the impact: That's it! We will now work with your company to process the matching gift. Feel good that you have doubled your impact!

Why are matching gifts important?

Matching gifts allow you to make a greater impact! Your generosity allows us to amplify our efforts and make strides in **[mission programming]**, and **[mission programming]**.

Your generosity is inspiring, and with matching gifts, we can do even more together.

If you have any questions about matching gifts, please reach out to our team!

[Relevant email address & phone number]

Let's continue to drive change. Thank you for your ongoing support!

Here's to matching,

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

#3: Matching Gift Impact Email

Subject: A Perfect Match! Matching Gifts at **[Organization name]**

Body:

Dear **[Donor's Name]**,

We are so grateful for the generosity of donors like you every year. Your support directly supports **[mission programming]**, **[mission programming]**, and **[mission programming]**.

Each year, our generous donors also submit employee matching gift requests to double their generosity and further drive impact at our organization.

Last year alone, we raised **[\$IX]** from matching gifts. This allowed us to **[insert impact]**.

[Insert Matching gift impact story if available].

Want to learn more about your eligibility for a matching gift program?

Click here **[hyperlink: matching gift page]** to research your eligibility.

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

Company-Specific Matching Gifts Emails



If you collect employment data frequently, you know where your donors work and can easily determine their eligibility. Of course, you should reach out to eligible donors to encourage them to submit a request, but you can also reach out to likely ineligible donors to introduce them to the idea of matching. Take a look at some of the differences below!



#4: Matching Gift Eligible

If you have employment information on donors, you might consider reaching out to eligible individuals proactively. You can alert them to their eligibility and encourage them to submit a matching gift request now.

Subject: **[Employer name]** will double your donation

Body:

Hi **[Donor's Name]**,

Did you know that your employer will match your donation to **[organization name]**?

That means that every dollar you generously contribute will go even further to **[aspect of mission programming]**.

Between your generosity and your employer's, you can make a real impact on **[beneficiaries]**.

Ready to learn more about **[employer name]**'s matching gift program? Head over to our site **[hyperlink: matching gift page]** for more details.

Here's to matching,

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

#5: Likely Matching Gift Ineligible

Subject: Following up on your recent gift to **[Organization Name]!**

Body:

Hi **[Donor's Name]**,

Thank you for your recent donation of \$**[donation amount]** to our organization. Your donation made a difference and will help us continue to make progress this year.

One way to amplify your giving impact is through a matching gift. Do you know if your employer matches?

We don't have a record of your employer in our database. But they may have a program nonetheless! Consider reaching out to your company's HR Department to discuss the possibility of a matching program.

If your company does match, let us know, and we will be happy to help you navigate any next steps.

If your company does not currently offer a matching program, they might be willing to start! Check out **this guide** to see how you can advocate for a new matching gift program to your employer.

Thank you again for your support.

Best regards,

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

P.S. Your spouse's company might offer a matching gift program! Research their eligibility here **[hyperlink: matching gift page]**.

Segmented Matching Gifts Emails



Different segments of donors might require different matching gift communications. For example, first time donors might need to be educated on the opportunity while recurring donors might need some additional insight into how the two opportunities can be combined. Whatever the exact scenario, it is important to tailor and personalize your communications.



#6: One-time giver (unknown eligibility)

Subject: Could your impact be doubled?

Body:

Hi **[Donor's Name]**,

Thank you for your recent \$**[donation amount]** donation to our organization. We appreciate your generosity and impact on **[mission programming]**.

Do you want to leave your mark on [Organization Name] and maximize your impact even further?

If your employer offers a matching gift program, you could have twice the impact on **[beneficiaries]**, simply by submitting a matching gift request.

Matching gifts help us support **[specific aspect of mission programming]**, **[specific aspect of mission programming]**, and **[specific aspect of mission programming]**.

See your impact grow, and take part in making a difference. Together, we can continue to drive change and do good.

Find out if you could secure your matching gift today by exploring our site here **[hyperlink: matching gift database]**.

Thank you for your support, and happy matching!

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

#7: One-time giver (match eligible)

Subject: Double your impact immediately

Body:

Hi **[Donor's Name]**,

Thank you for your recent donation of \$**[Donation amount]** to **[Organization Name]**. We appreciate your generosity!

Did you know your company, **[Employer Name]**, offers a matching gift program which can make your recent donation go even further? All you need to do is fill out a simple form here **[insert link]**.

Matching gifts make a tangible difference on our mission, helping us **[aspect of mission programming]** and **[aspect of mission programming]**. With matching gifts last year alone, we were able to **[insert impact of matches last year]**.

Ready to help us do more and further elevate our matching gift efforts? Submit your request today **[hyperlink: dedicated matching gift page]**.

Once again, thank you for your ongoing support, and happy matching!

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

#8: Recurring donor (unknown eligibility)

Subject: Secure your match, grow your impact.

Body:

Hi **[Donor's Name]**,

Thank you for your generous donations already this year. So far, you have contributed \$**[Gift amount, year-to-date]**. This has made a great difference in helping **[aspect of mission programming]**, **[aspect of mission programming]**, and **[aspect of mission programming]**. You play a crucial role in driving positive change.

Did you know your generosity could be matched by your employer? Don't forget about corporate matching gift opportunities! Your employer might double your donations and amplify your impact even

further. By taking advantage of this program, you could double the impact of our recurring donations.

Find out if you're eligible for one of these impactful programs here **[hyperlink: matching gift page]**.

Participating in your employer's matching gift program will help increase your individual impact so that we can work together to **[aspect of mission programming or cause]**.

Thank you for your support,

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]

#9: Recurring donor (match eligible)

Subject: Submit your matching gift request

Body:

Hi **[Donor's Name]**,

Thank you for your generous donations already this year. So far, you have contributed \$**[donation amount, year to date]**. This has made a great difference in helping **[aspect of mission programming]**, **[aspect of mission programming]**, and **[aspect of mission programming]**.

Don't forget that your donations can be doubled!

Submit a corporate matching gift request for your contributions this year here **[hyperlink: donor's specific matching gift form]**.

[Company name] will match your contributions and help you amplify your impact! These contributions will help build a sustainable **[mission programming/impact statement]**.

The time to submit a match is now!

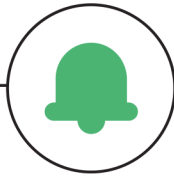
Thank you for your support,

[Name]

[Title]

[Organization name]

[Matching gift contact email or phone number]



FINAL REMINDERS

Leverage **powerful imagery** and branding throughout all of these email templates to bolster their efficacy! The more you can connect your supporters to your mission, the better.



Explore more matching gift resources and insights at doublethedonation.com.