



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 :

Last Name :

Email:

Address:

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


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](#)

Animal welfare organizations raising more in matching gifts with Double the Donation!

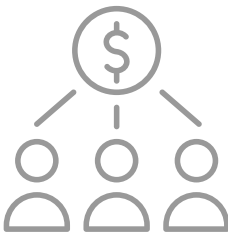
- Austin Pets Alive!.....4
- SPCA of Texas5
- Humane Society International.....7

Our results



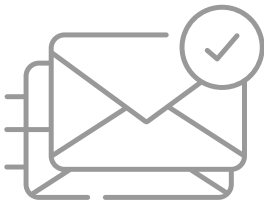
20-50%

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

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



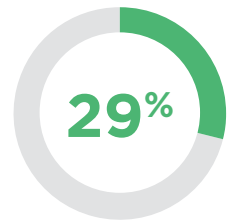
27,000+

Donors using Double the Donation



1,500+

Emails sent with a 60% open rate



29%

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

See our tools in action for Austin Pets Alive!

A screenshot of the Austin Pets Alive! donation form. The header says "Support Austin Pets Alive!" and includes a message about the importance of donations. Below, there are tabs for "One-time" (selected) and "Monthly". Under "One-time", there's a section "Choose a one-time amount" with buttons for \$1,000, \$500, \$100 (selected), and \$50. There are also options for "USD" and "\$ Other". At the bottom, there's a checkbox "See if your employer will match your donation" which is checked.

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.**

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



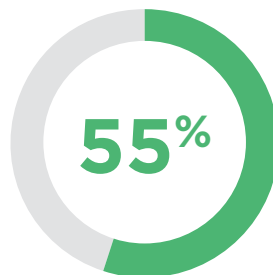
11,500+

Donors using
Double the Donation



480+

Emails sent with
a 60% open rate



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

Implementation at a Glance



Streamlined
search field on
donation form
determines donor
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Confirmation
page plugin
provides donors
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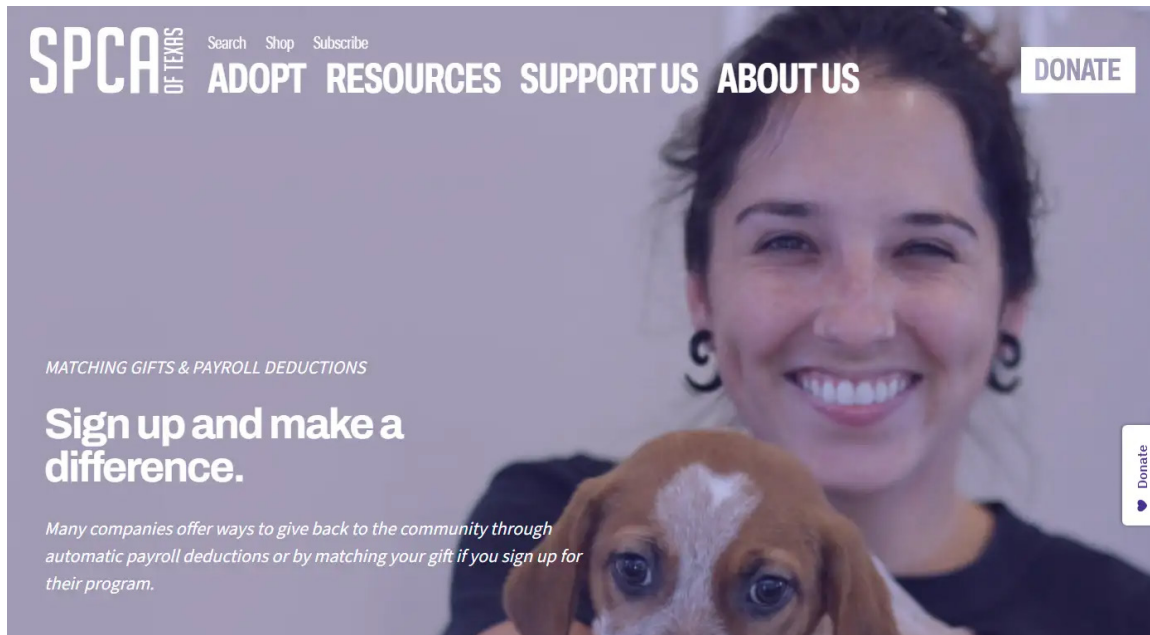


Automated
matching gift
emails sent to all
donors



Matching gift
dashboard
outlines
actionable
metrics

See how matching gift software has powered SPCA of Texas's efforts.



Matching Gifts

Did you know that many employers match their employees' charitable contributions? Some companies will even match donations given by spouses and retirees. You can help even more animals by doubling or even tripling the impact of your gift by signing up for your employer's program.

Use the search field below to see if your employer participates in a matching gift program.

See if your employer will match your donation!



Search for company...

Let's Check

All information provided by



Double the Donation

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

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.](#)

See how matching gift software has powered Humane Society International's efforts.



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Request a Match from Your Employer



78%

Match-eligible donors don't know if their company offers matching gifts.



\$4B+

Corporate matching dollars that go unclaimed each year.



26M

Individuals work for companies that offer matching gift programs.

See if your employer will match your donation!



Search for company...

[Let's Check](#)

All information provided by



Double the Donation

The Humane Society highlights the prevalence of matching gift programs to donors and encourages them to get involved

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

Request a free, personalized demo

