



Double *the* Donation
matching gifts made easy

See How These **Civic** **and Community** Groups Are Raising More With Matching Gifts!



TABLE OF CONTENTS

Denver Rescue Mission	03
American Foundation for Suicide Prevention (AFSP).....	04
Atlanta Mission.....	05
Covenant House	06
Operation Underground Railroad	07
RAICES.....	08

DENVER RESCUE MISSION

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About Denver Rescue Mission

- Serving the Denver community for more than 125 years by helping to restore the lives of people experiencing homelessness and addiction through emergency services, rehabilitation, transitional programs, and community outreach.
- \$31 million in annual contributions
- Started leveraging 360MatchPro in late 2017

Double the Donation Streamlined Matching Gifts for Denver Rescue Mission

As a large organization with donations coming from a base of 70,000+ donors, it has become a full time job to track every donor's match eligibility and the status of those matches. With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions.



Increase in matching gift revenue.



Increase in broader workplace giving revenue.

Since 2017, Denver Rescue Mission's partnership with Double the Donation has been increasingly fruitful. Within our first full fiscal year of following DTD's marketing guidelines and implementing the plug-in, we experienced more than a 40% increase in our matching gift revenue and a 54% increase in our broader workplace giving revenue.

-Vice President of Development

360MatchPro makes gift verification and tracking extremely simple. Identifying opportunities and reviewing metrics is quick and painless. System setup and integration is very simple since Double the Donation staff gives detailed instructions and ongoing support.

Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

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

AMERICAN FOUNDATION FOR SUICIDE PREVENTION

360MatchPro Case Study



American
Foundation
for Suicide
Prevention



MatchPro
BY DOUBLE THE DONATION

Overview

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

Key Activity Metrics & Core Features Utilized



Over \$800K+

In match-eligible dollars
identified in less than 12
months



380K+

Donors using
360MatchPro



500K+

Emails sent with a
53% open rate



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

Double the Donation Services

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

Implementation at a Glance



Streamlined
search field on
donation form
determines donor
match eligibility



Confirmation
page plugin
provides donors
matching gift
next steps



Automated
matching gift
emails sent to all
donors



Matching gift
dashboard
outlines
actionable
metrics

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

ATLANTA MISSION

360MatchPro Case Study



ATLANTA MISSION
Ending Homelessness.



MatchPro
BY DOUBLE THE DONATION

About the Atlanta Mission

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

Double the Donation Streamlined Matching Gifts for the Atlanta Mission

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

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

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

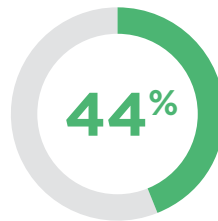
-James Barrell, Chief Information Officer

Key Activity Metrics

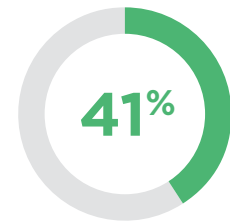


Over \$134,000

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



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



moderate to high donor engagement in the past year

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

~ James Barrell, Chief Information Officer

Implementation at a Glance



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



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to donors



Matching gift dashboard outlines actionable metrics

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

COVENANT HOUSE

360MatchPro Case Study
Upgraded from Legacy Plan



Overview

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

Key Activity Metrics



Over \$950,000+

In match-eligible dollars identified in less than 12 months



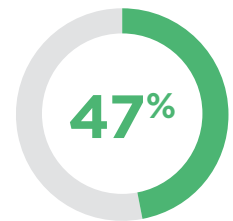
40,000+

Donors using 360MatchPro



3,000+

Emails sent with a 60% open rate



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

Double the Donation Services

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

Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

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

OPERATION UNDERGROUND RAILROAD

360MatchPro Case Study
Upgraded from Legacy Plan



MatchPro
BY DOUBLE THE DONATION

Overview

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

Key Activity Metrics



Over \$250,000+

In match-eligible dollars
identified in less than
12 months



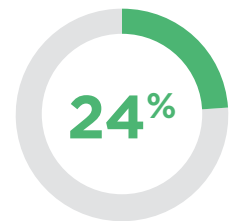
97,000+

Donors using
360MatchPro



850+

Emails sent with
a 60% open rate



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

Double the Donation Services

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

Implementation at a Glance



Streamlined
search field on
donation form
determines donor
match eligibility



Confirmation
page plugin
provides donors
matching gift
next steps



Automated
matching gift
emails sent to all
donors



Matching gift
dashboard
outlines
actionable
metrics

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

RAICES

360MatchPro Case Study
Upgraded from Legacy Plan



Overview

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

Key Activity Metrics



Over \$80,000+

In match-eligible dollars identified in less than 12 months



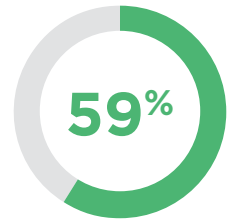
12,000+

Donors using 360MatchPro



530+

Emails sent with a 60% open rate



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

Double the Donation Services

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

Implementation at a Glance



Streamlined search field on donation form determines donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard outlines actionable metrics

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