



Double *the* Donation
matching gifts made easy

See How These **Food Banks** Are Raising More With Matching Gifts!



TABLE OF CONTENTS

Atlanta Community Food Bank.....	03
Capital Area Food Bank	04
Central Texas Food Bank	05
Greater Boston Food Bank	06

ATLANTA COMMUNITY FOOD BANK

360MatchPro Case Study



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 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. 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.

360MatchPro has increased our matching gift revenue by 30%! We have been very pleased with your product and support and look forward to further incorporating 360MatchPro across our fundraising!

-ACFB's Senior Corporate Relations Manager

Key Activity Metrics & Core Features Utilized

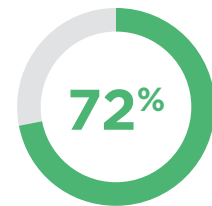


Growth in matching gift revenue



61,000+

Automated emails delivered in the last 12 months



Donors with high or moderate engagement with 360MatchPro's 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 360MatchPro can do for your organization?
[Connect with our team today.](#)**

CAPITAL AREA FOOD BANK

360MatchPro 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 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 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



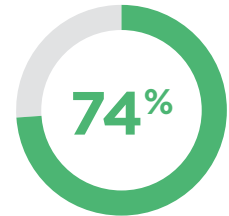
130K+

Donors using
360MatchPro



165K+

Emails sent with a
48% 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

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CENTRAL TEXAS FOOD BANK

360MatchPro 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 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 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



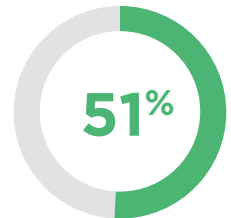
100K+

Donors using 360MatchPro



73K+

Emails sent with a 40% 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

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GREATER BOSTON FOOD BANK

360MatchPro 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. 360MatchPro 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!

360MatchPro 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 Giagrando, Senior Director of Development

Key Activity Metrics



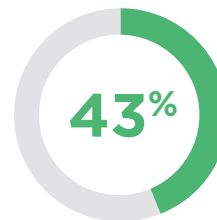
Matching gifts grew from
\$1,188,585 to \$1,853,036

from Aug. 2020 –
Jula. 2021

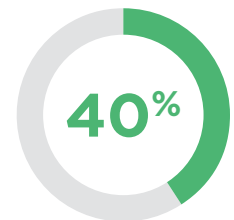


Over
\$790,000

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 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 360MatchPro can do for your organization?
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