



Double *the* Donation
matching gifts made easy

See How These **Health and Human Services Groups** Are Raising More With Matching Gifts!



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LEUKEMIA AND LYMPHOMA SOCIETY (LLS)

360MatchPro Case Study



About LLS

- Founded in 1949
- \$285 million in annual contributions
- Hosts two of the top 15 peer-to-peer fundraising events, each bringing in \$50+ million
- Started leveraging 360MatchPro in June 2017

360MatchPro Streamlined Matching Gifts for LLS

Because LLS is such a large organization, keeping track of every donor's match eligibility and the status of their matches was a full time job. With 360MatchPro, all matching gift opportunities are identified and pursued automatically.

LLS is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help LLS's donors take the next step to submit their matching gift requests.

360MatchPro and Double the Donation's Team has increased our year over year matching gift revenue by ~48% and we're just getting started with rolling out 360MatchPro into our fundraising across all of our events! We're expecting our annual matching gift revenue to grow by over a million dollars."

-Director,
Direct to Constituent
Initiatives

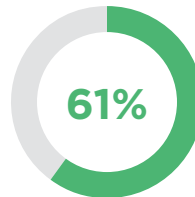
Key Activity Metrics



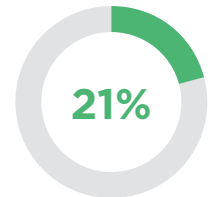
1,500,000+ donors using 360MatchPro



1 Hour Avg. Time to First Email Follow-up



61% Match Email Open Rate



21% Email Click Rate (Of Opens)

These are representative of our average 360MatchPro client's performance metrics

"360MatchPro has been well received by both our staff and our donors. It's saved us time and helped grow our matching gift revenue by over \$3.4 million."

~ LLS Director, Operations

Integration 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.](#)**

LAZAREX CANCER FOUNDATION

Double the Donation Case Study



About Lazarex Cancer Foundation

- Founded in 2006
- 100% of direct donations go to program services
- Expended \$11,212,307 on program services
- Started leveraging Double the Donation in 2013
- Increased matching gifts by 200%

Double the Donation Streamlined Matching Gifts for Lazarex Cancer Foundation

Challenge: Many donors are unaware of gift matching programs and their own eligibility to participate in those programs. Double the Donation's tools are the solution.

Using Double the Donation's basic plan, Lazarex was able to embed our search tool onto multiple pages of their website as well as into their email communications. These presentations of our search tool were used to encourage donors to double their donations.

Results

With Double the Donation's resources and tools, **the Lazarex Cancer Foundation increased matching gifts by 200%.**

Matching gifts are a powerful component of successful fundraising. Once a system of promoting and encouraging matching gifts is in place, it takes minimal maintenance. Donors can quickly and easily submit matching gift requests and organizations are left with double the expected funding. Lazarex Cancer Foundation continues to promote matching gifts today across online platforms, and their results continue to surge. It is important to note that marketing drives matching gift programs more than anything else. In fact, just mentioning matching gifts has been proven to increase response rate by 71% and increase the average donation amount by 51%.

Lazarex made sure to cast a wide net with their matching gift program by using multiple platforms to educate donors about the opportunity.

“We have been so happy with your services. Our matching donations have tripled since we signed up with you.”

-Susan Sappington,
Director of Development,
Lazarex Cancer
Foundation

Implementation at a Glance



Search tool linked on donor thank you page



Search tool provided as next step in thank you email



Link shared with donors through social media



Dedicated matching gift page with embedded search tool

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

LUNG CANCER RESEARCH FOUNDATION

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About Lung Cancer Research Foundation

- Founded in 2005
- 27% increase in matching gift revenue with 360MatchPro

Double the Donation Streamlined Matching Gifts for Lung Cancer Research Foundation

The Lung Cancer Research Foundation previously pursued matching gift requests, but they did not reach their match potential without having a robust, automated outreach strategy.

360MatchPro enables the Lung Cancer Research Foundation 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 27% increase in annual matching gift revenue!

360MatchPro has become the fundamental piece of our matching gift program since its implementation in April 2020. The direct integration available to all our current platforms has made tracking matching gifts much easier, and the easy-to-use platform has been vital to our matching gift outreach strategy. LCRF was excited to implement 360MatchPro, and we have been very pleased with the results since.

- Evan Bonsett-Veal, Senior Manager, Donor Database

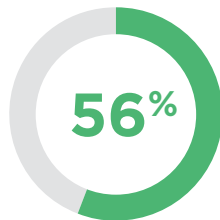
Key Activity Metrics



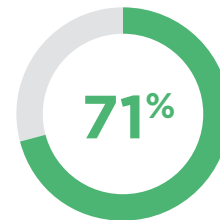
— OVER —

\$336,520

match eligible dollars identified through using 360MatchPro



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

“The match tool makes it simple for our donors to realize a company match. We’ve seen solid growth in the number of matching gifts we receive and an increase of 27% in matching gift revenue because of it. We have integrated 360MatchPro into all of our donation forms and the intuitive process makes it so that constituents with all levels of technical capabilities can obtain and understand the matching gift information they need. This helps us and our fundraisers drive outreach to match eligible donors and enhance our revenue.”

~ Evan Bonsett-Veal, Senior Manager, Donor Database

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

THE MULTIPLE MYELOMA RESEARCH FOUNDATION

360MatchPro Case Study



MatchPro
BY DOUBLE THE DONATION

About The Greater Boston Food Bank

- Founded in 1998
- Largest cancer research organization in the world solely focused on multiple myeloma
- Over 8.02% increase in matching gift revenue with 360MatchPro
- Over 20,000 donors annually

Double the Donation Streamlined Matching Gifts for The Multiple Myeloma Research Foundation

360MatchPro enables the Multiple Myeloma Research Foundation 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. Using 360MatchPro took the guesswork out of this fundraising avenue, making it easier to drive results and save time. Resulting in an 8% increase in annual matching gift revenue!

Key Activity Metrics



Matching gifts grew by **8.02%**



— OVER —
\$247,000
match eligible dollars identified through using 360MatchPro in the past year



56% open rate of 360MatchPro matching gift automated emails in the past year - compared to the industry average of **20%**



41% moderate to high donor engagement in the past year

The 360MatchPro platform has been a great resource for us as we grow our workplace giving program, including our employer matching gift revenue, here at the Multiple Myeloma Research Foundation (MMRF). We have seen not only an increase in our program's overall revenue, but we've also seen an increase in the number of new employers that we are receiving funds from as part of their corporate social responsibility, social impact, and philanthropic initiatives.

-Rob Miani,
Chief Financial Officer

"We had already been using Double the Donation's employer search tool at the Multiple Myeloma Research Foundation (MMRF) for a number of years, so making the switch to the 360MatchPro platform was a natural next step for us. We value the automation that the platform enables and its ability to reach more of our match-eligible donors quickly and efficiently. Additionally, we are impressed with the employer matching gift search tool results that are provided to our donors."

~ Rob Miani, Chief Financial Officer

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

MELANOMA RESEARCH ALLIANCE

360MatchPro Case Study
Upgraded from Legacy Plan

Melanoma
Research Alliance



MatchPro
BY DOUBLE THE DONATION

Overview

Initially, Melanoma Research Alliance 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, Melanoma Research Alliance could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$180,000+

In match-eligible dollars
identified in less than
12 months



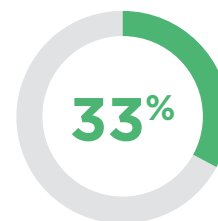
2,300+

Donors using
360MatchPro



160+

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.](#)