



Double *the* Donation
matching gifts made easy

See How These **Colleges** **and Universities** Are Raising More With Matching Gifts!



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SYRACUSE UNIVERSITY: 360MatchPro Case Study



About Syracuse University

Year Founded: 1870

Annual Fundraising: Over \$40 million

Started leveraging 360MatchPro in August 2019

Matching Gifts: Roadblocks and Solutions for Syracuse University

Syracuse University knew they had the potential to create more value from their already burgeoning advancement strategy with the help of matching gift marketing technology. They needed to find an effective automated gift matching solution that would integrate seamlessly with their donation pages. Double the Donation and Syracuse worked together to implement one of the first ever Encompass and 360MatchPro integrated solutions. With 360MatchPro, Double the Donation's most powerful and advanced gift matching marketing tool, all matching gift metrics opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submission processes. Syracuse was able to start matching gifts using 360MatchPro. 360MatchPro seamlessly integrated into their Encompass forms.

Integration at a Glance



Streamlined search field on donation form to determine donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard that outlines success metrics



8000+ Donors using 360MatchPro



3 Seconds Avg. Time to First Email Follow-up



Over \$45,000 In Potential Matches Identified in a Single Month



58% Donor Engagement



We worked directly with Double the Donation and Anthology to get 360MatchPro up and running on our Encompass giving forms a few months before the official integration was released. Our experience with the Double the Donation team was exceptional. Their technical and client success teams were highly transparent and responsive when working with us on design, accessibility, and data flow. Unsurprisingly, we've seen a great amount of success with the combined tools since we fully integrated.

- Camille Tisdell, Director of Web Services at Syracuse University Advancement and External Affairs



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

Overview

As one of the nation's largest universities, the University of Georgia 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 University of Georgia has identified over \$1.3 million in matching gift eligible revenue within a 12-month period.

Key Activity Metrics & Core Features Utilized



Over \$1.3 million

In match-eligible dollars identified in less than 12 months



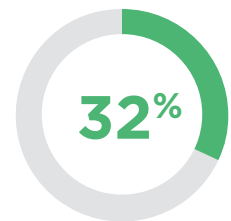
26K+

Donors using 360MatchPro



5,700+

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?
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MARIETTA COLLEGE

360MatchPro Case Study



Marietta College



MatchPro
BY DOUBLE THE DONATION

About Marietta College

- Founded in 1835
- Total undergraduate enrollment of 1,168
- 50 undergraduate majors
- \$12-15 million in fundraising revenue

Double the Donation Streamlined Matching Gifts for Marietta College

Marietta College previously pursued matching gift requests, but they did not meet their match- potential without having a robust, automated outreach strategy. They needed a solution that would allow them to identify match-eligible donors, drive their matching gift requests and create sustainable strategies using actionable insights.

With the 360MatchPro, Marietta College could 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.

We love that 360MatchPro easily integrates with our crowdfunding campaigns. We saw a huge spike in matching gifts after implementing it for our Day of Giving, and this integration has made it easy to increase our revenue without requiring additional staff resources.

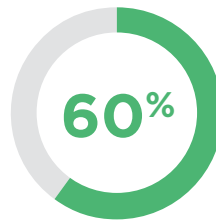
-Kathryn Gloor, Marietta College Senior Director of Annual Giving

Key Activity Metrics

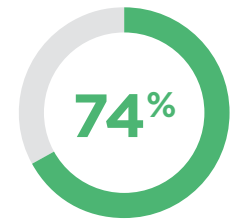


Over \$40,000

matches identified after the first year of using 360MatchPro



open rate of 360MatchPro matching gift automated emails - compare to the industry average of 20%



moderate to high donor engagement in the past year

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.](#)**

About Cleveland State University

Year founded: 1964

Annual Fundraising: \$22 million

Empowering Students. Creating Knowledge. Engaging Communities. Shaping Our World.

Matching Gifts: Roadblocks and Solutions at CSU

Cleveland State University previously pursued matching gifts, but they did not have a streamlined process to track or automate outreach for this source of funding, making it difficult to develop an effective matching gift strategy. Cleveland State University adopted new donation forms and 360MatchPro, the automated matching gift tool, around the same time. This technology shift helped the institution improve the giving process while automating matching gift outreach, making it easy to save time while increasing revenue.

Integration at a Glance



Streamlined search field on donation form to determine donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard that outlines success metrics



Over **\$55,000** in matches identified within less than one year of usage



67% open rate of 360MatchPro automated matching gift emails (compare to industry average of 20%)



56% moderate to high donor engagement, defined as donors using the matching gift search tool, accessing matching forms, or opening multiple matching gift messages



This solution has made tracking matches so much easier, and we've seen an uptick in matching gift dollars because of it.

- said John Templeman, Director, Annual Giving at Cleveland State University.

Integrating Double the Donation and GiveCampus has allowed me to track all matching gift information in one place, significantly reducing operational time. We've had a great experience using the integration, and we recommend this solution to anyone who wishes to increase matching gift fundraising.

- said Olivia Rohde, Assistant Director, Annual Giving at Cleveland State University.



**Want to see what 360MatchPro can do for your organization?
Connect with our team today.**

360MATCHPRO

Streamlining matching gift fundraising to simplify the process and help you raise more.



About University of Delaware

The University of Delaware is committed to excellence in undergraduate and graduate education, research and service.

From its roots as a private academy in 1743, the institution today is a research-intensive, technologically advanced university with global impact.

Streamlining Matching Gifts with 360MatchPro

Prior to implementing 360MatchPro, the University of Delaware Development and Alumni Relations team had a manual process for identifying and following up with donors who were matching gift eligible. This strategy was effective, but costly and time consuming for staff members. So they turned to 360MatchPro, an intuitive and easy to manage matching gift marketing automation software that eliminates the need for manual matching gift outreach.

The University of Delaware was able to successfully implement 360MatchPro just in time for Giving Tuesday 2022. With the power of 360MatchPro's integrations, the automation can run its course to ensure that all University of Delaware donors know about and can take action on their matching gift eligibility, freeing up staff time and resources. By easily providing access to specific company links and guidelines, 360MatchPro also makes things simpler for their donors.

Features Utilized



Streamlined search field on donation form to uncover eligibility



Confirmation page plugin to provide donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard tracking engagement and actionable analytics



48%

of donors initiated submission of their matching gift request



76%

email open rate of 360MatchPro automated matching gift emails



51%

of donors used search tools, accessed matching gift forms, or opened emails

Relying on 360MatchPro's automation, University of Delaware can dedicate staff time and resources to building lasting relationships with donors and alumni.



The most valuable aspect of 360MatchPro is the time and effort that we save by having DTD send emails automatically. DTD eliminates the manual processes for mailings and emails to donors, enables us to anticipate incoming matching gifts more accurately, and lets us track the matching gifts we have received.

- University of Delaware, Development and Alumni Relations Office



Interested in how 360MatchPro can fuel your organization's matching gift success?
[Connect with our team today!](#)

360MATCHPRO

Matching gifts made simple



University of Lynchburg

About University of Lynchburg

University of Lynchburg is a small liberal arts institution in Virginia. Their development office is charged with raising funds to provide better opportunities and experiences for their students.

Fueling Matching Gift Success at University of Lynchburg

Prior to utilizing 360MatchPro, University of Lynchburg only promoted matching gifts to their donors through one-on-one interactions. To increase donor awareness of match opportunities, the team would have to individually suggest to donors that they contact their human resources department for information on the matching gift process. This manual approach was time-intensive; the University of Lynchburg team realized that they may be overlooking some valuable opportunities.

Fortunately, 360MatchPro has allowed the University of Lynchburg to scale their efforts and take a more proactive approach to matching gifts. Now, as soon as donors contribute, they are alerted to their match eligibility and guided to the proper form to submit that request. The automated follow-up also makes it easy for the University of Lynchburg team to drive additional matching gift revenue without all of the hassle.

360MatchPro has saved an incredible amount of time for our small advancement shop and is consistently dependable on the messaging and the follow-up process that happens. These increased matching gift funds have greatly helped us reach many of the annual goals that we have set over the last couple of years.

- Shawn Wood, Assistant Vice President of Development



OVER \$48,000

in matches identified within one year of usage



53%

moderate to high donor engagement with matching gift tools



81%

email open rate of 360MatchPro automated matching gift emails (compare to industry average of 20%)

By increasing matching gift funds, the University of Lynchburg team has been able to more easily meet their annual goals and provide the best student experiences possible.

360MatchPro Features and Benefits



Uncover eligible donors automatically



Provide donors their matching gift next steps



Send matching gift emails to all donors



Access matching gift dashboard with actionable metrics

Interested in learning how 360MatchPro can grow your organization's matching gift revenue? [Connect with our team today.](#)