



**Double *the* Donation**  
matching gifts made easy

# See How These **K-12 Schools** Are Raising More With Matching Gifts!



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# CATHOLIC EDUCATION ARIZONA

## 360MatchPro Case Study Upgraded from Legacy Plan

Catholic Education  
ARIZONA  
Changing lives one scholarship at a time.



### Overview

Initially, Catholic Education Arizona 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, Catholic Education Arizona could embed the matching gift search directly into their donation forms and thank you pages while automated customizable and effective outreach directly to their donors.

### Key Activity Metrics



**Over \$135,000+**

In match-eligible dollars  
identified in less than  
12 months



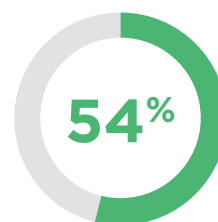
**4,500+**

Donors using  
360MatchPro



**600+**

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.**

# BLAIR ACADEMY

## 360MatchPro Case Study



### About Blair Academy

- Founded in 1848
- Co-educational boarding and day school for high school students
- \$10.5 million dollars raised last year
- Started leveraging 360MatchPro in 2021

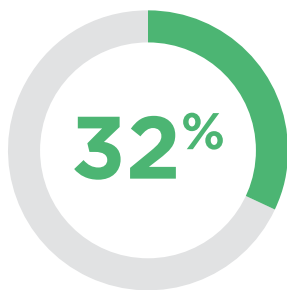
### 360MatchPro Simplified Matching Gifts for Blair Academy

Although Blair Academy received matching gifts prior to using their 360MatchPro integration, driving those matches to completion required extensive manual research and outreach. When 360MatchPro seamlessly integrated into their donation forms, they simultaneously minimized the time it took for donors to submit matching gift requests. The integration's ease and immediacy enhances the donor experience by making matching gifts intuitive and easy.

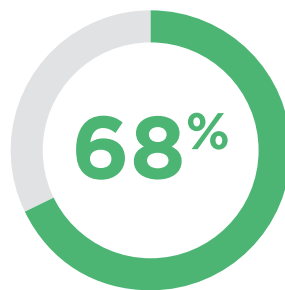
**We accredit a lot of our recent fundraising success to the seamless GiveCampus and 360MatchPro integration. 360MatchPro is by far the easiest product we use. Once you turn the integration on, it runs by itself and eliminates a lot of the leg work required on our end. This efficiency is key for our advancement office.**

-Emma Barnes O'Neill,  
Director of Annual Giving  
at Blair Academy

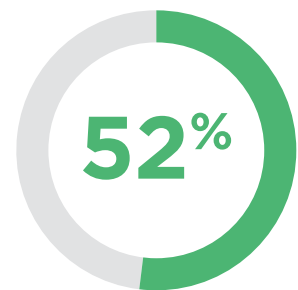
### Key Metrics



increase in matching gift revenue in just the first year of using the integration



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



increase in identified companies offering matching gifts to their donor base

### 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.**