



Double *the* Donation
matching gifts made easy

See How These **Public Broadcasting Stations** Are Raising More With **Matching Gifts!**



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SOUTHERN CALIFORNIA PUBLIC RADIO (SCPR)

360MatchPro Case Study



About California Public Radio

- Significant increase in digital matching gifts
- 75,000 donors annually
- Started leveraging 360MatchPro in August 2016

Double the Donation Streamlined Matching Gifts for Southern California Public Radio

Following up with each donor to inform them about matching gifts and encourage them to check their match-eligibility required too much staff time for this busy organization. SCPR needed an automated system to take care of following up with donors to drive matching gifts through to completion.

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 organization can be customized to match the organization's existing branding and messaging.

360MatchPro significantly increased our matching gifts, especially from online supporters, with the benefit clearly exceeding the investment.

The 360MatchPro setup was so fast, it was almost instant. Plus, the automated emails have helped increase awareness about matching gifts and overall support from matching gifts, especially from our online supporters.

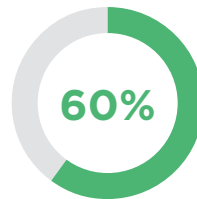
Key Activity Metrics



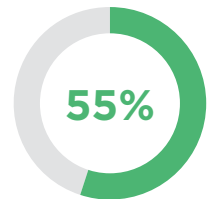
75,000+ Donors using 360MatchPro



1 Hour Avg. Time to First Email Follow-up



Match Email Open Rate



Increase in Matching Gift Revenue

Integration 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.](#)**



Overview

Initially, KQED 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 fundraising matching gift revenue. Once they accessed 360MatchPro's groundbreaking technology, KQED could access the powerful matching gift identification, email automation, and metric tracking offered by 360MatchPro.

Key Activity Metrics



Over \$800,000+

In match-eligible dollars identified in less than 12 months



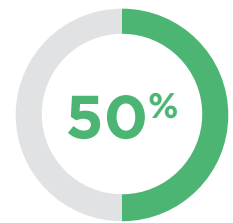
90,000+

Donors using 360MatchPro



14,900+

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

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PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

360MatchPro Case Study



About Public Media Group of Southern California

Public Media Group of Southern California (PMGSC) provides content and experiences that inspire, inform, and entertain – over the air, online, in the community, and in the classroom. PMGSC content channels, PBS SoCal, KCET, and Link TV are available for free to millions across Southern California. PMGSC sparks the sharing of ideas and delivers social impact through services that prepare some of the most vulnerable children for school.

360MatchPro Simplified Matching Gifts for PMGSC

Prior to implementing 360MatchPro, PMGSC had to use precious team member time to send manual outreach connecting donors to the matching gift process. Fortunately, with integrations available through 360MatchPro and Blackbaud, PMGSC was able to take a more proactive approach to matching gift messaging. Utilizing these streamlined integrations, PMGSC is able to send personalized outreach to donors and encourage them to take their matching gift next steps without sacrificing team member time. With 360MatchPro's automated emails, donors can identify their employer and kick off the matching gift process in just a few clicks. By leveraging this automation, PMGSC is able to free up time, further engage their donors, and raise more from matching gifts.

Having 360MatchPro from Double the Donation connected to RENXT has allowed us to send personalized match asks to our donors without the extra, manual work. Our matching gifts have increased and we hear from donors who are grateful to know this opportunity is available. We couldn't have done this without 360MatchPro.

- Senior Director of Membership



64%

open rate of 360MatchPro automated matching gift emails



OVER \$145,000

matches identified in the past 12 months



66%

high to moderate donor engagement with matching gift messaging

With increased matching gift revenue, more staff time, and engaged donors, PMGSC can continue making a difference in the lives of millions with their programming and experiences.

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.](#)

360MATCHPRO

Matching gifts made simple



About Maine Public

Maine Public is a statewide public radio and television station. Their mission is to be a trusted source of information, entertainment, and inspiration for the people of Maine.

Fueling Matching Gift Success at Maine Public

Before they started using 360MatchPro, Maine Public realized that they were not meeting their full matching gift potential. Many of their donors were unaware that their company had a matching gift program and therefore were not submitting requests. As a result, Maine Public knew they were leaving some additional matching gift revenue on the table.

Now, 360MatchPro integrates seamlessly into Maine Public's donation forms and web pages. This seamless integration makes it easy for donors to learn how to access their company's matching dollars. By proactively increasing donor awareness of matching gifts, Maine Public has been able to engage their donors meaningfully and uncover more match opportunities.

360MatchPro has a lot of great features, but what I like best isn't a feature. It's the staff, they are super helpful, and so easy to work with, and that means an awful lot

- Curtis Chadbourne,
Director of Member Services



OVER \$52,000

in matches identified in the past year



73%

moderate to high donor engagement with matching gift tools



69%

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

By increasing matching gift funds, Maine Public can continue bringing amazing radio and TV to the people of Maine.

360MatchPro 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.](#)