

America's Charities / Double the Donation Webinar (360MatchPro - Automatically Drive the Match Process)



360MatchPro
By Double the Donation

Today's Agenda

A look at our discussion

Opportunity of Matching Gifts



360MatchPro Overview

360MatchPro Live Demo



Special Offer for America's Charities' Members

Q&A


Do You Have This Double the Donation Tool Embedded/Linked on Your Website?

See if your employer will match your donation!

Enter the name of your company:

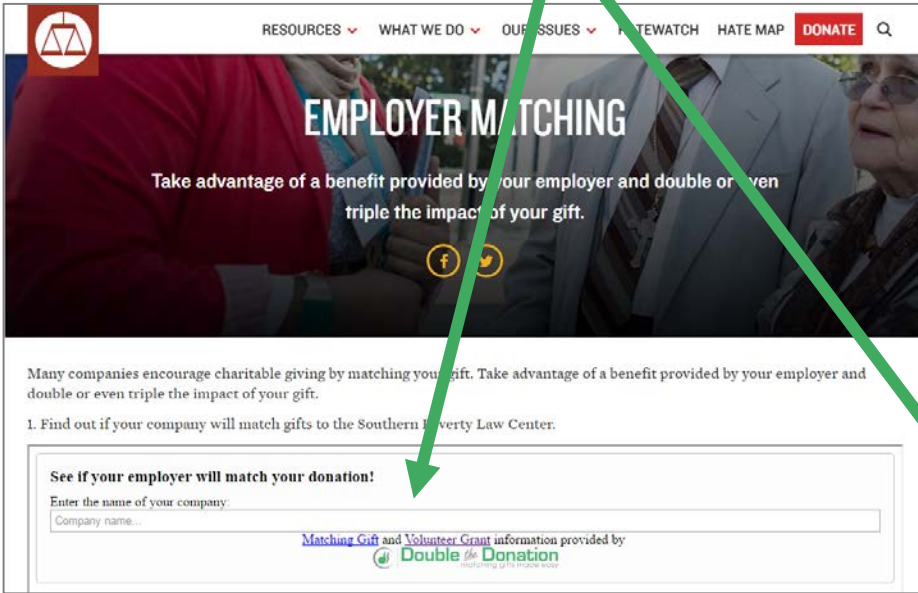
Company name...

Matching Gift and Volunteer Grant information provided by



Increase Your Revenue

Nonprofits regularly see 20%, 50%, 100%, or even greater increases in matching gift revenue when they incorporate Double the Donation's tools across their fundraising.



RESOURCES WHAT WE DO OUR ISSUES FEEDWATCH HATE MAP DONATE

EMPLOYER MATCHING

Take advantage of a benefit provided by your employer and double or even triple the impact of your gift.

Many companies encourage charitable giving by matching your gift. Take advantage of a benefit provided by your employer and double or even triple the impact of your gift.


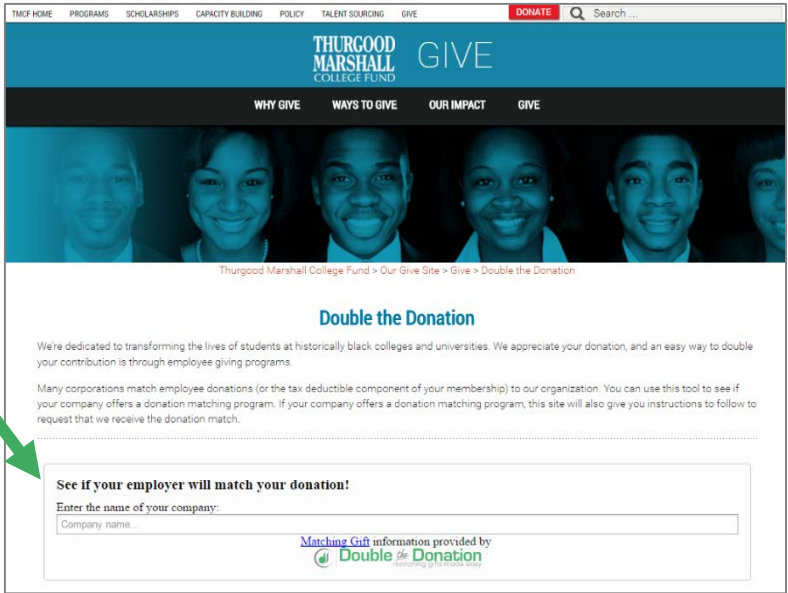
1. Find out if your company will match gifts to the Southern Poverty Law Center.

See if your employer will match your donation!

Enter the name of your company:

Company name...

Matching Gift and Volunteer Grant information provided by

THURGOOD MARSHALL COLLEGE FUND GIVE

WHY GIVE WAYS TO GIVE OUR IMPACT GIVE

Thurgood Marshall College Fund > Our Give Site > Give > Double the Donation

Double the Donation

We're dedicated to transforming the lives of students at historically black colleges and universities. We appreciate your donation, and an easy way to double your contribution is through employee giving programs.


Many corporations match employee donations (or the tax deductible component of your membership) to our organization. You can use this tool to see if your company offers a donation matching program. If your company offers a donation matching program, this site will also give you instructions to follow to request that we receive the donation match.

See if your employer will match your donation!

Enter the name of your company:

Company name...

Matching Gift information provided by





As a member of America's Charities, you're eligible for a special offer from Double the Donation which includes:

Option #1: New Double the Donation clients receive Double the Donation's [Premium Plan](#) for **free (a value of \$499/year)**.

Option #2: New Double the Donation clients can receive a **one-time discount of \$499** off Double the Donation's [360MatchPro](#) product.

Option #3: Existing Double the Donation clients can receive a **one-time discount of \$999** off Double the Donation's [360MatchPro](#) product.

Take advantage of this offer: www.charities.org/partners/DTD


Meet Adam Weinger & Double the Donation



Adam Weinger
President of Double the Donation

Get in Touch

 adam@doublethedonation.com

 <https://doublethedonation.com>

 <https://360matchpro.com>

About Double the Donation and 360MatchPro

Double the Donation is the leading provider of tools that empower nonprofits to raise more money from employee matching gift and volunteer grant programs.

360MatchPro is Double the Donation's robust matching gift automation platform for large nonprofits and higher education institutions.



Matching Gifts

A Revenue Opportunity for Most Large Organizations



360MatchPro

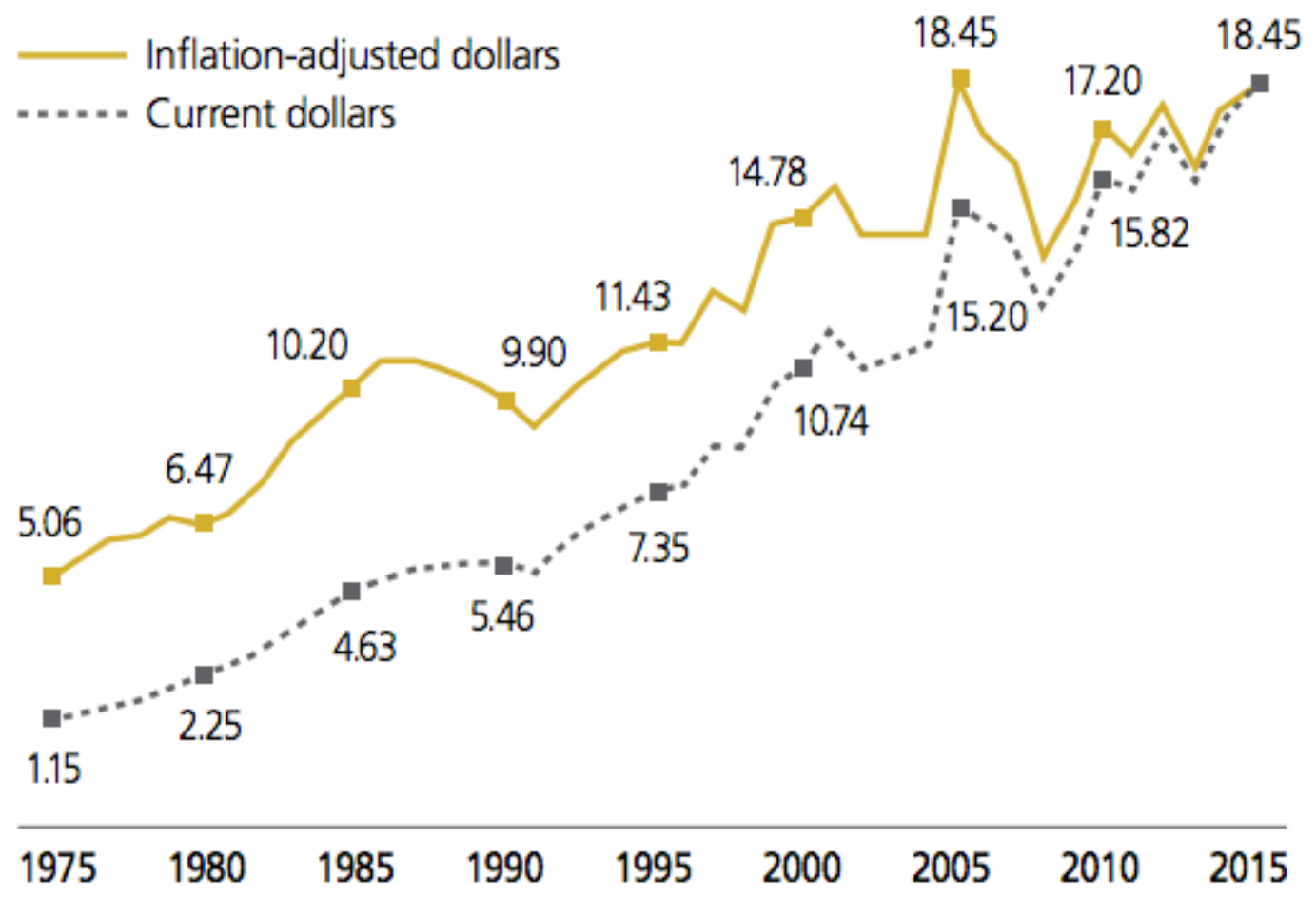
By Double the Donation



Do You Know How Much
You Raised From Matching
Gifts Last Year?

Giving by corporations, 1975–2015

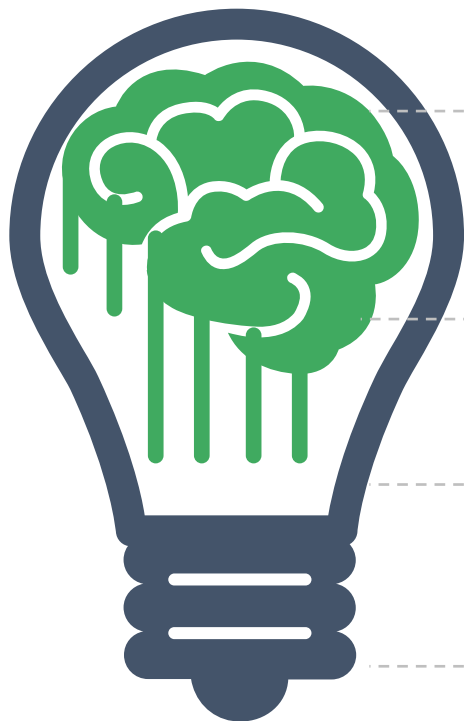
(in billions of dollars)



Source: GivingUSA 2015 Report



Matching Gifts are an Underutilized Source of Fundraising



Lack of Awareness

Many donors have never heard of matching gift programs



Unknown process

Many donors have no idea how to submit their matching gifts



Just forgot

Well intentioned donors mean to submit their matches but just forget



Lack of Actionable Data

Nonprofits don't have the information they need to go after the funds

It's estimated that

\$4-\$7 Billion

in matching gift funds go unclaimed annually.

If your organization is raising \$50K+ from matching gift programs, you're missing out on significant revenue

Do you know how much money your organization left on the table?

Specifically:

1. Which of your donors could've submitted matches but didn't?
2. The total lost revenue





360MatchPro Overview

Automate and Drive Your Matching Gift Efforts So
You Can Focus on Your Best Opportunities



360MatchPro

By Double the Donation

360MatchPro Generates More Matching Gift Revenue By Focusing on the Three Core Pillars



Identification

Can we **identify as many matching gift donors as possible** using all the strategies available?



Outreach

Can we help nonprofits **automatically provide donors with the right information at the right time** to get them to submit their matches?



Actionable Insights

Can we **enable the nonprofit professionals** who are responsible for their matching gift revenue **to focus on the top opportunities that bring in the big dollars?**



Does this sound like your organization?

- You may be able to pull a list of historical donors who submitted matching gifts.
- If a donor provides a company name, you may be able to manually research each and every company.
- Very little tracking or logging of donors' usage of any matching gift tools you're currently

Most organizations can't easily say "here are all of our donors who are matching gift eligible"

Identification – With 360MatchPro, you'll identify a substantial number of match eligible donors





Does this sound like your organization?

- Thank you emails may mention matching gifts but aren't customized based on what's known about a donor
- There are no follow-ups or very few follow-ups
- No tracking of match eligibility based on a donor's interaction with your communication

Improving outreach is an opportunity for almost all organizations to get more donors to submit matching gifts

Outreach – With 360MatchPro you automatically provide donors with the right match information at the right time

Cat Rescue Club | \$ Donations | Views | Reporting | Automation | Setup | Logins | Logout

Automated Emails - Matching Gift Eligible

Variable	Description	Eligibility
{{donor_last_name}}	Donor last name	Match Eligible
{{matched_company_info}}	Company information if a match was found	Unknown Eligibility
{{matched_company_name}}	Company name if a match was found	Likely Ineligible
{{indicate_ineligible_link}}	Link that users click to indicate that user deems donation to be ineligible	
{{donor_email}}	Donor email address	
{{divider}}	Horizontal divider	
{{donor_first_name}}	Donor first name	
{{indicate_match_submitted_link}}	Link that users click to indicate that the user submitted a request	
{{plugin_link}}	Link to the dedicated matching gift page where our plugin is installed	

Initial email sent to match eligible donors

ON | Send email after 0 hours

Dear {{donor_first_name}},

Your donation of {{donation_amount}} is eligible for a matching gift from {{matched_company_name}}!

Please see the below instructions and documentation to submit a matching gift request.

Once you've submitted your matching gift request, please click the following link to let us know!

{{indicate_match_submitted_link}}

If your company doesn't offer a matching gift program or won't match your donation, please let us know by clicking the following link:

{{indicate_ineligible_link}}

Regards,

Ashley Stevenson
Cat Rescue Club
Matching Gift Team
matchinggifts@catrescueclub.org

{{matched_company_info}}

Follow-up email if donor didn't indicate whether they submitted the match, or indicate that they're ineligible for a matching gift

ON | Send email after 192 hours

Hi {{donor_first_name}},

I wanted to check in to see if you had a chance to review my previous email. We think there's a good chance your company, {{matched_company_name}}, offers a matching gift program which can make your recent donation of {{donation_amount}} help

Automatically Drive the Match Process with Customized Communication Streams



Donors who we identify as match eligible



Donors with an unknown eligibility



Donors who are likely ineligible



Does this sound like your organization?

- Few insights into where the biggest opportunities are
- No systems for keeping track of and following up with the biggest opportunities
- Most time not spent on bringing in the biggest matching gift checks

Having actionable insights allows you / your team to focus on the most beneficial opportunities that grow your revenue

Actionable Insights – Instantly Know and Follow-up With Your Top Opportunities

Breakdown by status - All			Breakdown by status - Top 100		
Status	Count	Sum	Status	Count	Sum
Waiting for Donor	624	\$1,841,098	Waiting for Donor	28	\$252,500
Verification Needed	211	\$759,560	Verification Needed	12	\$116,300
Pending Payment	159	\$684,910	Pending Payment	8	\$77,300
Match Complete	192	\$769,320	Match Complete	8	\$78,000
Unknown Employer	742	\$2,678,755	Unknown Employer	40	\$360,700
Ineligible	45	\$180,200	Ineligible	4	\$38,600

Top records										
Showing 1 to 25 of 780 entries (filtered from 1,973 total entries)										
Date	First Name	Last Name	Amount	Email	Company Name	Status	Campaign	Identifier		
6/3/2016	Nicklaus	Schuster	\$10000	Nicklaus@rogerscorp.com	Rogers Corporation	Waiting for Donor	demo	72a21128-7	MG	VG
4/21/2016	Cassandra	Grant	\$10000	Cassandra@live.com	YUM Brands (Pizza Hut, KFC, Taco Bell)	Waiting for Donor	demo	5a759e01-6	MG	
3/11/2016	Madaline	Sauer	\$10000	Madaline@save-farmers.com	Farmers Insurance Group	Waiting for Donor	demo	9eeefc39-0	MG	
4/19/2016	Lorna	Mohr	\$10000	Lorna@yahoo.com	STMicroelectronics	Verification Needed	demo	84586792-2	MG	
6/4/2016	Candida	Frami	\$9900	Candida@collierenterprises.com	Collier Enterprises	Waiting for Donor	demo	808cc496-f	MG	

Focus your time on
top matching gift
prospects



High Level Insights

Advanced Filtering

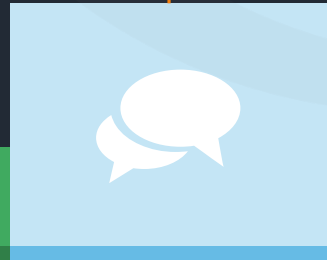


Instantly Follow-up

Automatic Progression
Through Match Statuses



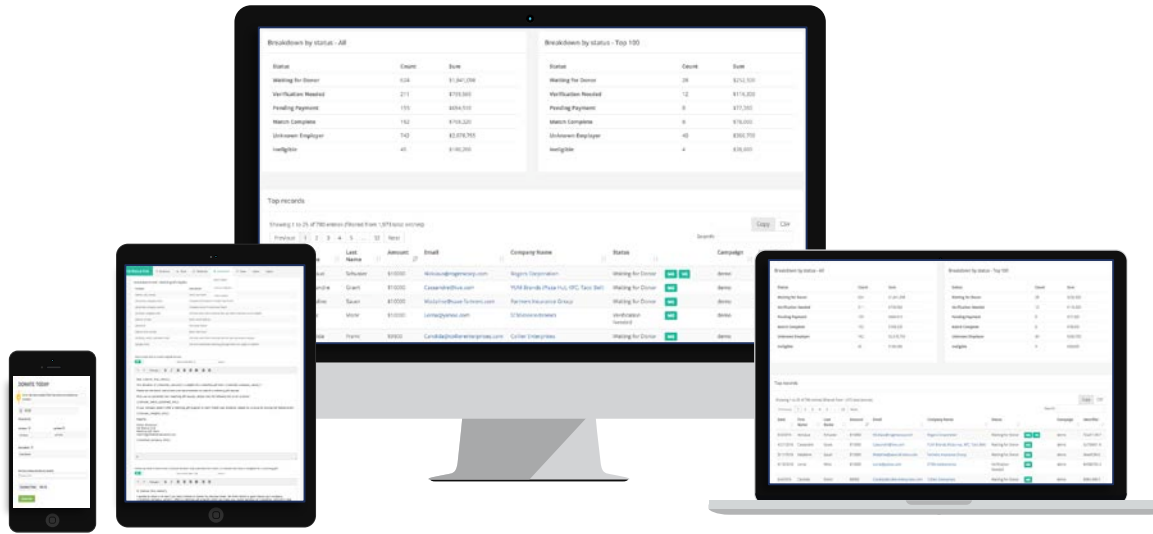
360MatchPro Live Demo



360MatchPro
By Double the Donation



360MatchPro Has All the Functionality Needed to Grow Your Matching Gift Revenue



- ✓ CSV Data Imports

✓ Multiple Integration Options

✓ PDF E-Signing

✓ Customized Search Results

✓ Multiple Exclusion Options
- ✓ CSS Design Customization

✓ Portal Management for Corporate Logins

✓ Data Security at Its Core

✓ Robust APIs for Custom Functionality

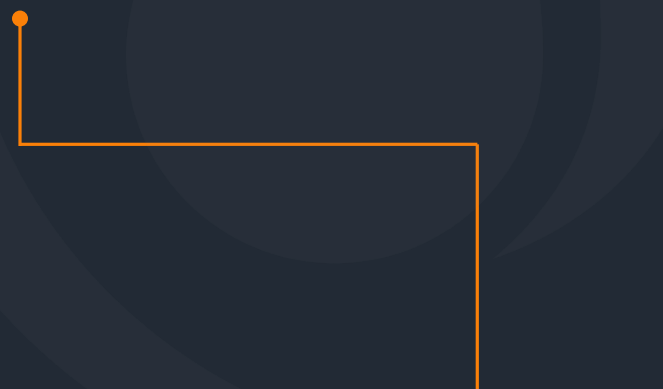
- Pricing is based on expected usage of APIs, search tools, and email sending volume
- Pricing for core functionality ranges from \$3,000-\$15,000 annually based on organization size and scope of requirements

If you'd like a personal follow-up call please indicate so in the chat box.





Special Offer for America's Charities' Members



America's Charities' Members get a special discount:

- New Double the Donation clients save \$499 off 360MatchPro
- Existing Double the Donation clients who are also America's Charities members save \$999

You'll also receive an extra two months on your first year of 360MatchPro.

If you'd like a personal follow-up call please indicate so in the chat box.

Any Questions?

- WHAT
- WHY
- WHERE
- WHEN
- WHO
- HOW

Get in Touch

 adam@doublethedonation.com

 Learn more about Double the Donation at <https://doublethedonation.com>

 Learn more about 360MatchPro at <https://360MatchPro.com>