

## **Matching Gift Information**

A matching gift is a donation made by a corporation or foundation on behalf of an employee. The donation matches the contribution made by that employee to a nonprofit organization.

### **MATCHING GIFT PROGRAMS ARE IMPORTANT!**

Matching gifts are an increasingly vital resource for many nonprofit organizations because of their ability to double, triple, or even quadruple an individual's contribution. Frequently, matching gift programs are an introduction for a nonprofit organization to the corporate giving philosophy of a company.

### **MATCHING GIFT PROGRAMS BENEFIT YOUR COMPANY!**

#### ***Community Involvement***

Matching gift programs provide an opportunity for companies to acknowledge causes and organizations of interest to their employees while giving back to the communities in which they operate. Matching gifts are an effective way to encourage a company's employees to give, and thus expand the base of contributions to a nonprofit.

#### ***Public Relations***

Matching gift programs are an effective way for companies to demonstrate their commitment to the charitable organization of their employees' choice while promoting a positive corporate identity to the community. Additionally, matching gift programs allow a company to provide fiscal support to a wide range of nonprofit organizations, and to complement other philanthropic programs.

#### ***Employee Relations***

Frequently, a matching gift program is seen by employees as a gesture of appreciation from the company for their support of events and nonprofit organizations in the community. Additionally, matching gift programs allow employees to direct corporate funds to nonprofit organizations of their choice. By respecting and reinforcing employees' interests, a company can promote and improve relations among all levels in the company.

#### ***Broad-Based/Flexible Giving***

In most companies, matching gift programs are structured to reflect the interests and motivations of employees and the company's identification with corporate responsibility through philanthropic programs. Companies can create or alter matching gift programs to meet a variety of objectives, such as to encourage larger gifts by designating a minimum donation, encourage continued giving, and/or to benefit a wider range of organizations.

### **RESEARCH YOUR EMPLOYER'S MATCHING GIFT POLICIES**

The place to begin is with your company's Human Resources department. If your company does not have a matching gift program, you can take advantage of the matching gift programs of other companies by asking your friends and family members who work for those companies to sponsor you.

NOTE: Many companies process their matching gifts online. If this is the case with your company, be sure to inform your walkers where to go to utilize this tool.

**To receive credit for the matching donation as part of your Walk for the Kids fundraising total** please be sure to forward the e-mail confirmation that the online matching gift form has been submitted to: [thuber@boysandgirlsclubs.com](mailto:thuber@boysandgirlsclubs.com)

Make sure the following is included in the e-mail:

Dollar amount of the match

Donor's name

Walker's name

### **TELL YOUR SPONSORS WHAT TO DO**

If your company does have a matching gift program, promote it. Explain how the match works, if they match \$1:\$1, \$1:\$2 or \$1:\$3, or if there is a minimum contribution that a sponsor/donor must make in order to utilize the program. Many times, sponsors will increase their level of giving when they know that the gift will be matched with funds from the company. Also, indicate to your sponsors/donors the sections they will need to complete.

### **HOW TO START A MATCHING GIFT PROGRAM IF YOUR COMPANY DOES NOT HAVE ONE:**

1. Take an informal poll to see if your coworkers would be interested in formulating a matching gift program.
2. Research organizations your company currently supports and their method of giving (i.e., annual charitable giving, sponsoring specific fundraising events, donations of goods and services).
3. Present the idea to your Human Resources department or other company executives. Include information from your informal poll of employees as well as a written request with details of how everyone would benefit. Be sure to discuss what type of program would work best for your company and the organizations they would prefer to support.
4. Ask for an informal matching program. Simply ask your boss, CEO, or other company executive to match what your team raises, to sponsor the first 25 walkers to register, or any other creative way to get your company involved. Just ask!