



## AFP NEWS

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### **AFP and HEP Partner to Provide Matching Gift Tools to Fundraisers** *Products, services and training will help AFP members maximize charitable donations*

(Arlington, Va.) The Association of Fundraising Professionals (AFP) announces a partnership with HEP Development to provide its members with industry-leading products and services for matching gifts.

The partnership will grant AFP members access to the most comprehensive data on matching gifts. HEP will conduct free webinars and provide papers, toolkits and other resources to help fundraisers educate donors about corporate matching gift programs that can multiply the value of their donations. HEP will also provide AFP members special discounts on HEP products.

“Our partnership with HEP opens the door for AFP members to better access matching gift opportunities for their donors,” said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. “We constantly seek to make fundraisers great at what they do, and now in collaboration with HEP, AFP will equip members with the knowledge and tools to maximize individual gifts.”

Thousands of companies across the United States support private philanthropy by matching employee gifts to nonprofits, including educational institutions, museums, hospitals, public television networks and community organizations. HEP provides the widely used eMatch donor link™ to nonprofit websites, allowing donors to instantly verify if their gifts can be matched and providing access to matching gift forms. In addition, HEP’s GiftPlus Online® matching gift database provides real-time access to company-specific matching gift policies to aid gift accounting staff.

Special discounted pricing will be offered on these products, and AFP members will receive free ongoing training and resources and free customer support for HEP's eMatch product. HEP also will provide AFP members ongoing advice and insights into new trends and developments in gift matching via AFP publications, webinars and a website exclusively for AFP members.

"We are excited to extend our services and expertise to AFP members," said Steve Hafner, CEO of HEP. "There is so much untapped potential in matching gifts, and now fundraisers across North America and worldwide will have access to the best data and technology in the market, plus unparalleled customer service, to realize that potential."

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**The Association of Fundraising Professionals (AFP)** represents 30,000 members in 207 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. Since 1960, AFP's mission has been to ensure charities raise money in an effective and effective manner by providing training and education and requiring members to abide by a code of ethical principles. For more information, visit [www.afpnet.org](http://www.afpnet.org) or call (800) 666-3863.

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**HEP Development** provides matching gift products, wealth tracking and data-cleansing to more than 5,000 nonprofits nationwide. HEP is based in Leesburg, Va. For more information on HEP, visit [www.hepdata.com](http://www.hepdata.com) or call (800) 681-4438.

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