

Three Simple Ways to Boost Your Matching Gift Revenue

Millions of Americans give to charities in the hope that their gift will have a positive impact on their communities. However, too many charities overlook the opportunity to double, triple or even quadruple those gifts by encouraging their donors to take advantage of their employers' very own matching gift programs.



In effect, these charities are throwing away free money.

The popularity of matching gifts – in which corporations match all or part of individual charitable contributions of money or time by employees, retirees, and other eligible donors – has grown steadily.

According to the Council for Aid to Education's 2008 Voluntary Support of Education Survey, matching gifts as a percentage of corporate giving totaled \$175 million in 2008. That's up \$6 million from the previous year!

HEP Development's own research has found that, although some matching gift programs have been suspended or lost due to mergers and acquisitions or to disbanding, in 2008-2009 its comprehensive GiftsPlus^(R) database grew by over 300 new matching gift companies in that time.

By multiplying the size of an individual gift, matching gifts inspire donors to donate more, or more often, to their favored causes. They demonstrate good corporate citizenship. And, they can be tailored for almost any budget, large or small.

Matching gifts may represent “free money” for charities, but many charities leave it up to the donor to tell them if they are match eligible. And since most donors don't know – and don't know how to find out – it's a lose-lose situation for both parties.

HEP Development provides its customers with a variety of fast and easy ways to help donors determine their match status and then direct them to the information they need to match their pledge.

By placing links or buttons right in your charity's online donation form, in follow-up acknowledgements, and on your charity's website, your donor can tap the power HEP Development's GiftPlus^(R) database – the most comprehensive database of matching gift companies available – to find out whether they are match-eligible.

GiftPlus^(R) currently lists more than 19,500 U.S. and Canadian companies and subsidiaries that maintain active employee matching gift programs in support of universities, alumni associations, and foundations. Your donors are among them!

In this white paper, you'll learn about each of these three methods – how and why they work, their advantages, and the applications for which they are most suited.

You'll also read about three typical success stories of charities that used strategically placed links and buttons to raise their matching gift revenues dramatically.

Will your charity be next?

– Steve Hafner
Founder and CEO

Boost Your Matching Gift Revenue With Links . . .

. . . in the Donation Form

A matching gift link or button placed directly in your charity's online donation form creates a seamless donation experience.

The link or button allows donors to search the GiftPlus^(R) database to determine whether their companies match gifts to your charity.

HEP Development will design the search form so that it matches your donation form, to ensure that donors don't become confused. In fact, they won't even notice that the matching gift search form is on a site hosted by HEP Development.

And when the search is done, they will be redirected back to your site to pick up right where they left off.

Plus, all transactions with the GiftPlus^(R) database are secure, so neither you nor your donor need worry.

. . . in Your Acknowledgments

Grab your donors' attention while you're still fresh in their minds -- with a matching gift link included in your acknowledgment of their gift to your charity.

.A link included in an e-mail -- or even in a letter or postcard -- serves as an effective reminder to donors that they can increase the power of their gift by investigating whether their employer matches charitable donations to your organization.

HEP Development's expert designers can help you craft a message that is sure to be noticed.

. . . on Your Website

Get the most out of your website's visual "real estate" by placing a matching gift link or button in a strategic, eye-catching location,.

A strategically placed link or button communicates clearly to donors that their gift could be doubled -- or even more -- just by clicking and taking a few moments to investigate their match status.

HEP Development can call on experienced web designers to develop a button that works with your site's design, and HEP will design a query page that incorporates your site's design, themes, fonts, and colors -- ensuring a seamless experience for the donor.

A website link or button offers all the power of HEP Development's GiftPlus^(R) database wrapped in the familiar shell of your website -- what could be better?

HEP Development

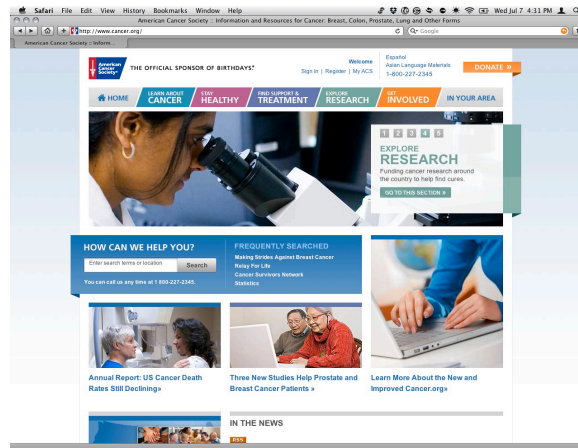
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Real Examples – Real Successes

Susan G. Komen for the Cure of Maryland www.komenmd.org

By installing a matching gift badge on its online donation form, last year this breast cancer fundraising nonprofit was able to identify six times the number of match-eligible donors over the previous year – contributing to a nearly 20% boost in overall giving.

Within months of adding the badge, they have already confirmed 158 matching gifts from 27 companies, with an additional 352 matches identified.



American Cancer Society www.acs.org

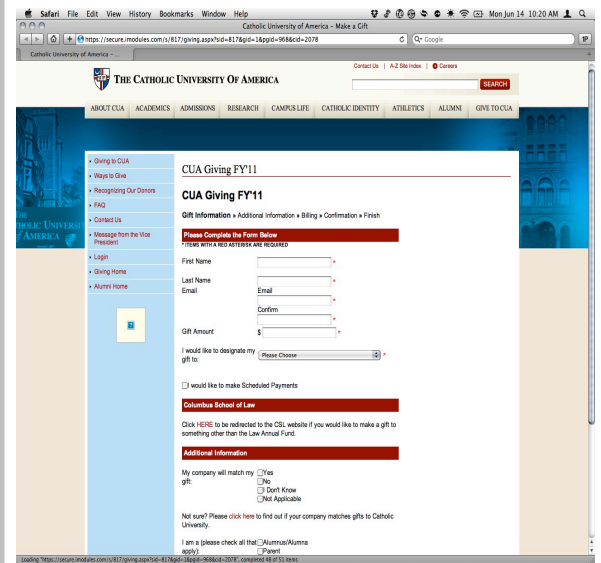
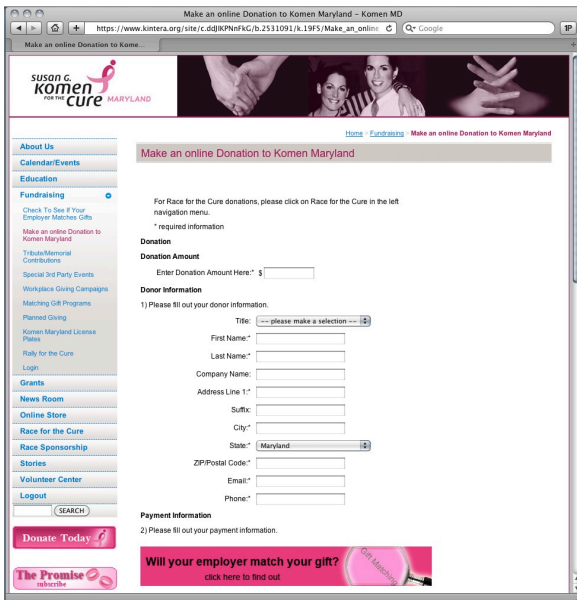
In just five years, one of the nation's most respected voluntary health organizations quadrupled the donations it received in the form of matching gifts, raising \$10 million in 2009 compared to \$2 million in 2005.

ACS has accomplished this by incorporating a matching gift button into its online donation form, on its website, and in donor acknowledgments. And operators staffing the ACS toll-free call center are trained to solicit matching gifts as well.

Catholic University of America www.cua.edu

The national university of the Catholic Church uses matching gift links to raise funds for all of its online campaigns, including endowment campaigns, capital campaigns, special appeals, and phone-a-thons.

While still in its early stages, CUA's matching gift efforts have been instrumental for obtaining current donor employment information, which will help fundraisers target their solicitations more effectively and to recognize donors for their contributions.



Matching Gift Links Can Work for You Too!

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HEP Development enables fundraisers to improve donor engagement through wealth identification and monitoring, matching gift identification, and promotion as well as address/phone/email/employer appending. With more than 5,000 customers and 17 years' experience, HEP has developed proven tools to help nonprofits raise more money, more efficiently.



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