

NORTH TEXAS GIVING TUESDAY | NOW

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Raising Your Own Matching Funds

Nonprofits that participate in North Texas Giving Tuesday Now have the option to take the lead on securing their own matching funds. Matching funds are additional dollars contributed directly to your organization from a donor, company or community partner (or some combination) to help encourage donations to your nonprofit. Matching funds should be a 1:1 match, which allows you to say that your dollar will be doubled. Once secured, your matching fund will appear on your nonprofit profile, and will count down as it is satisfied.

Who are potential matching fund donors?

- Board members
- Foundations with whom you have a great relationship
- Individuals who are invested on a heart level (volunteers, previous donors)
- Vendors with whom you have a longstanding relationship
- Companies who want to give back and who can promote your cause to their customer base

Remember, a matching fund does not have to be from just one source. Perhaps a combination of partners could come together to fund a matching fund and work together on behalf of your mission!

Some common questions about matching funds:

Are matching funds required to be a dollar-for-dollar match?

Yes, matching funds must be dollar for dollar.

Will my matching funds appear on my nonprofit profile?

Yes, your match amount will be listed on your profile page. As you raise money on NorthTexasGivingTuesdayNow.org, your match goal will count down until the match is satisfied.