TAKE 15: MATCHING FUNDS
Agenda

I. Welcome
II. What are Matching Funds?
III. Frequently Asked Questions
IV. Spread the Word
V. Thank Your Donors
VI. Closing Remarks
What are matching funds?

Matching funds are additional dollars contributed directly to your nonprofit from a donor or group of donors to help encourage gifts to your organization.
Why are matching funds important?

Matching Funds can help propel your campaign!

Last year, **584** nonprofits *raised* **$6,669,000** in Matching Funds.
Who can be a matching fund donor?

Anyone can be a potential matching fund donor for your organization!

Individuals, foundations, companies, or any combination.
How do I make a matching fund ask?

Information about matching funds can be found in the Nonprofit Toolkit and a template ask is included in the Marketing Toolkit.

Sample Templates

Matching Fund

Dear [Donor, Board Member, Business Owner],

This year, on Thursday, September 17, 2020, [ORGANIZATION NAME] is participating in Communities Foundation of Texas’ 12th Annual North Texas Giving Day, an online giving extravaganza for the whole region. Our organization provides [core mission constituency, e.g., homeless youth, children with cancer, cellars and dachshunds] and North Texas Giving Day helps us amplify our message. With North Texas Giving Day, we’re able to reach more people and make an even greater impact.

Last year, nearly 3,000 organizations across the region came together to celebrate North Texas Giving Day and raised $50 million. Since 2009, North Texas Giving Day has inspired giving from around the world, resulting in increased donations and services provided in North Texas. We invite you to join the movement and help us reach our goal of [XXX,XXX] on September 17.

Dollar-for-dollar matching funds are a great way to inspire people to give and to help us reach our goal on North Texas Giving Day. Would you be interested in supporting our mission this year by providing a matching fund that we could promote and leverage on North Texas Giving Day? By matching gifts, you demonstrate your commitment to our cause and region. Also, your help with a matching fund will encourage donors to rise to the challenge on September 17.

For more information on North Texas Giving Day, visit NorthTexasGivingDay.org, the website for North Texas Giving Day. To discuss being a matching fund sponsor, please contact [CONTACT INFORMATION].

Thanks,

[NAME]
[Title (Executive Director, Board Chair, Volunteer)]
NEW: Matching Funds Progress

New this year, you will be able to set and track your matching funds progress right from your dashboard!
NEW: Matching Fund Progress

You will be able to set matching funds goals and will be able to see last year’s metrics when setting goals!
At the start of Early Giving (September 1st) you will be able to see your progress tick up. The bar will fill with blue as your matching funds are satisfied.

NEW: Matching Fund Progress

Your Matching Funds Secured

Goal: $0

Update Goals
Frequently Asked Questions
Is securing a matching fund a requirement to participate in North Texas Giving Day?
Does a matching fund need to be of a certain amount?
Who takes the lead on securing a matching fund?
How do I add a matching fund to my profile?
In order for my matching fund to show up on my profile page by when do I need to have it secured?
Will the total funds raised on our profile page include matching funds met?
Pro Tips

1. Do **not** enter matching funds in the offline gifts section

2. Donors can search for organizations who have secured matching funds

3. Make your organization’s goal for the big day whatever you hope to raise PLUS your matching funds
Don’t forget to add your matching fund to your nonprofit page!
Spreading the Word – Social Media Posts

Share the exciting news about your matching fund on your social media platforms! This will help encourage followers to donate!
Spreading the Word – Send email communication

Don’t forget to call out your matching fund in email communication to your network!

Donors love when they are able to double the impact with their gift.
Thank Your Donors

Don’t forget to thank your matching fund donors for their generosity on North Texas Giving Day!
Have Questions?

- Check out the “Resources” section on the website under *For Nonprofits*
- Review the Frequently Asked Questions section of the website
- Reach out to the team at NorthTexasGivingDay@cftexas.org
Key Dates!

- June 18 – Registration Opens
- June 18 – Kickoff
- June 23 – Take 15: Matching Funds
- July 7 – Social Media Training
- July 10 – Early Bird Perks Deadline
- July 14 – Graphics Basics and Editing
- July 21 – Take 15: Board Engagement
- July 28 – Take 15: Volunteer Strategy
- August 3 – FUNdraising Page Creation Opens

Key Dates/Deadlines

- August 4 – Take 15: FUNdraising Pages
- August 11 – How To Register
- August 17 – Registration Closes
- August 18 – Take 15: Donor Stewardship
- August 28* – Last Day to Edit Profiles
- September 1 – Early Giving Opens
- September 1 – Take 15: Donor Report
- September 17 – North Texas Giving Day
- October 31 – Checks Emailed to Nonprofits

*August 28th is the last day to make content changes to your profile, but you CAN edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17th.