

NORTH TEXAS GIVING DAY^{.ORG}

9.17.20

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TAKE 15: MATCHING FUNDS



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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.



The image is a screenshot of a Facebook post from 'Hope Supply Co.' dated September 17, 2019. The post text says: '9.19.19 is only TWO days away - #getupandgive to #supplyhope to our children in need! We are excited to announce we have an anonymous donor who will match dollar for dollar up to \$50,000 on North Texas Giving Day - please help us reach our goal!'. Below the text is a photo of a teddy bear sitting in a chair, surrounded by several packages of diapers. To the left of the photo, the text reads 'DID YOU KNOW? 1 in 3 families struggle to buy diapers?!'. To the right, it says 'BUT ... with YOUR help, we can change that!' followed by the hashtags #getup&give, #NTxGD, #supplyhope, and #supplydiapers. At the bottom of the post is a banner for 'NORTH TEXAS GIVING DAY 9.19.19' with icons of a ribbon, a plus sign, and musical notes, and the text 'powered by COMMUNITIES FOUNDATION of TEXAS'.

Hope Supply Co.
September 17, 2019 · 🌐

9.19.19 is only TWO days away - #getupandgive to #supplyhope to our children in need!

We are excited to announce we have an anonymous donor who will match dollar for dollar up to \$50,000 on North Texas Giving Day - please help us reach our goal!

DID YOU KNOW?
1 in 3 families struggle to buy diapers?!

BUT ...
with YOUR help, we can change that!

#getup&give
#NTxGD
#supplyhope
#supplydiapers

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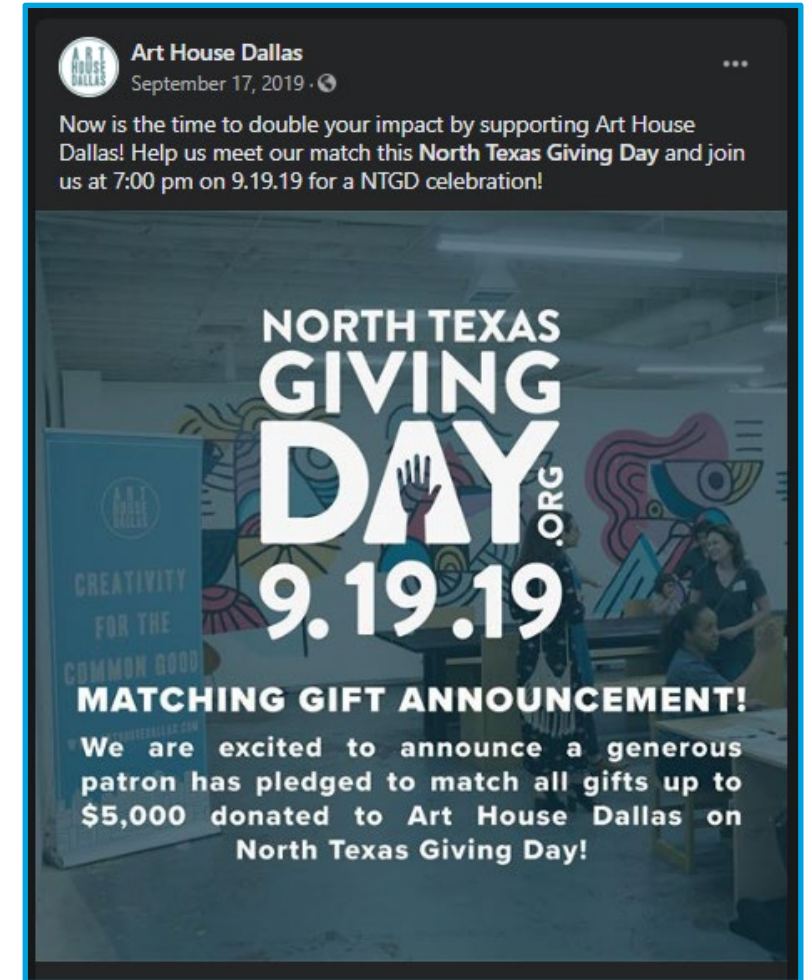
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Why are matching funds important?

Matching Funds can help
propel your campaign!

Last year, **584** nonprofits
raised \$6,669,000 in
Matching Funds



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Who can be a matching fund donor?

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

Individuals, foundations, companies, or any combination.



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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, collies 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 [\$\$\$] 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)]

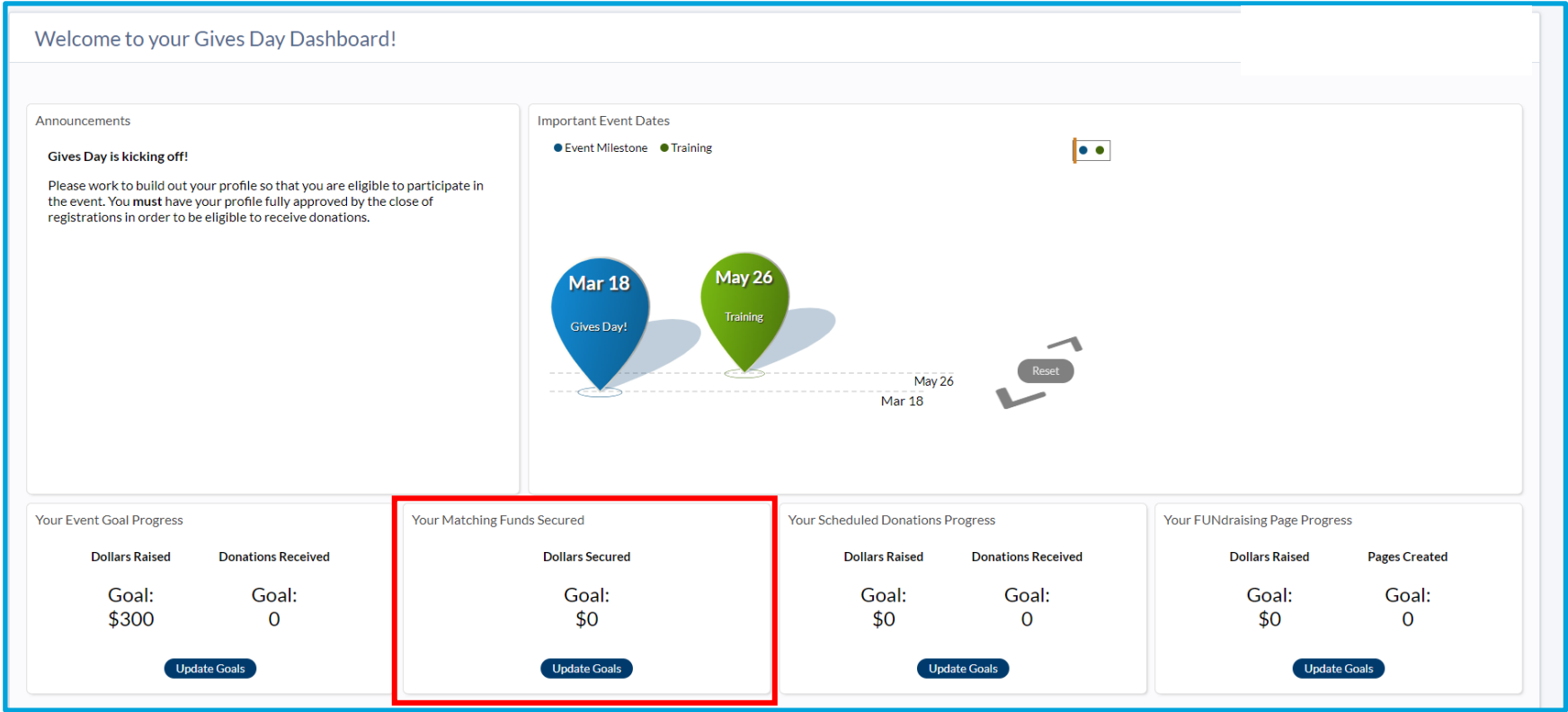


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NEW: Matching Funds Progress

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!

Set some fundraising goals!

Matching Fund Goal ?

\$

Have you secured any matching funds yet?

☒ Yes ☐ No

* Matching Fund Amount

\$ 1200.00

Scheduled Donations Goals

Scheduled Goal ?

\$

Scheduled Goal - Number of Donations ?

Your Scheduled Total Last Event ?

\$0.00

Your Count of Scheduled Donations Last Event ?

0

FUNdraising Page Goals

FUNdraising Page Goal - \$?

\$

FUNdraising Page Goal - Number of Published Pages ?

Your FUNdraising Pages \$ Raised Last NTGD ?

\$0.00

Your Count of FUNdraising Pages Published Last NTGD ?

1

Cancel

Submit



NEW: Matching Fund Progress

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.

Your Matching Funds Secured

Dollars Secured

Goal:
\$0

Update Goals



Frequently Asked Questions

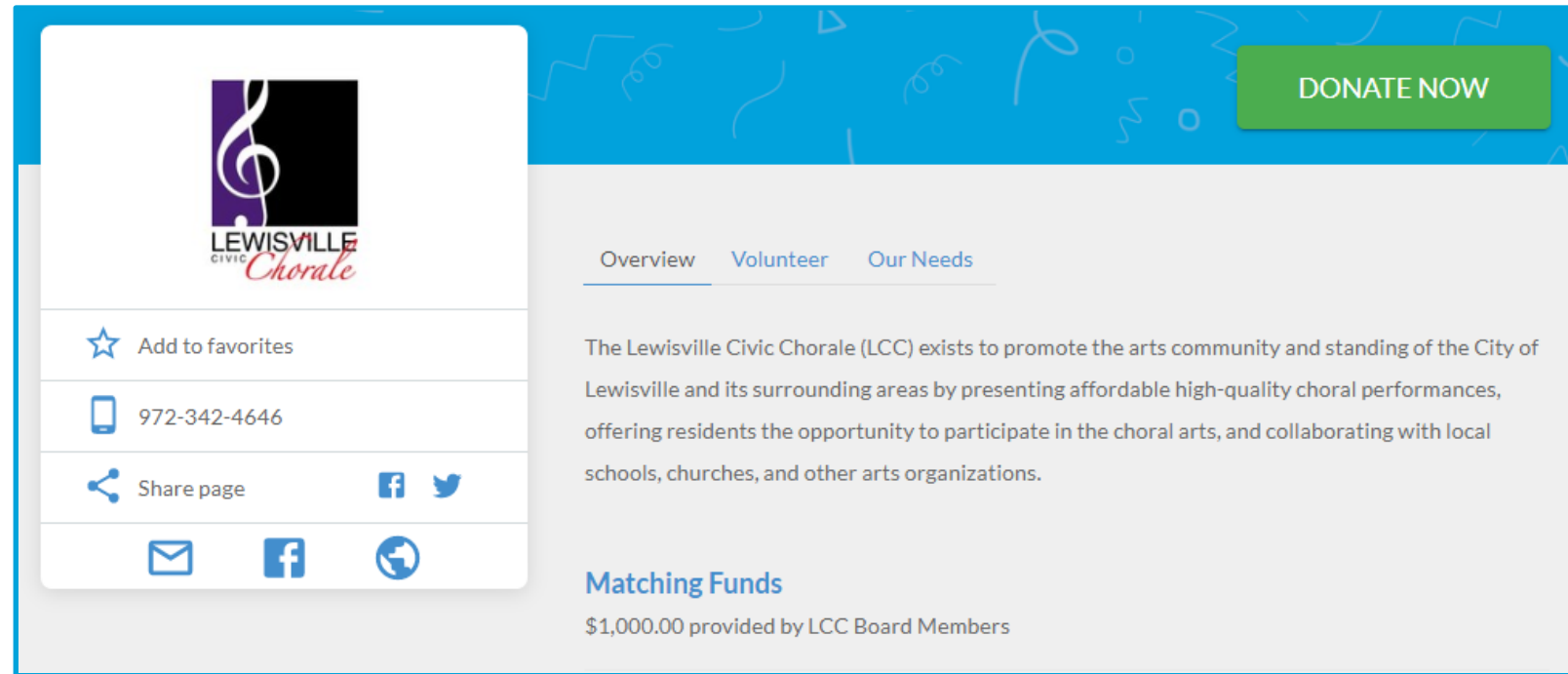


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Is securing a matching fund a requirement to participate in North Texas Giving Day?



The screenshot shows a fundraising page for the Lewisville Civic Chorale (LCC). At the top right is a green "DONATE NOW" button. The page has a blue header with white musical notes. On the left is a white sidebar with the LCC logo (a purple square with a white treble clef and the text "LEWISVILLE CIVIC Chorale"), a star icon for "Add to favorites", a phone icon for "972-342-4646", a share icon for "Share page", and icons for email, Facebook, and a globe. The main content area has tabs for "Overview", "Volunteer", and "Our Needs". The "Overview" tab is selected, showing a description of the LCC's mission: "The Lewisville Civic Chorale (LCC) exists to promote the arts community and standing of the City of Lewisville and its surrounding areas by presenting affordable high-quality choral performances, offering residents the opportunity to participate in the choral arts, and collaborating with local schools, churches, and other arts organizations." Below this is a section titled "Matching Funds" with the text "\$1,000.00 provided by LCC Board Members".



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Does a
matching fund
need to be of a
certain
amount?

LifeLine FOR FAMILIES, INC.

\$5,680

Raised by 34 donations

Match Met

DONATE NOW

★ Add to favorites

972-237-5546

Share page



More About Us

Our program impacts the children of Grand Prairie Independent School District that are in crisis with their living situation. Our program provides funds to keep them in apartments so that they can continue their education without interruption.

Matching Funds

\$2,000.00 provided by The Semmler Fund

Brigitte Semmler and her late husband have faithfully supported the mission of LifeLine for Families for many years. We appreciate their continued support of our precious Grand Prairie children.

Organization Information

Address

123 West Main Street, Suite 300
Grand Prairie, TX 75050

Phone Number

972-237-5546



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Who takes the lead on securing a matching fund?

 **Frisco Fastpacs** is  feeling hopeful at **North Texas Giving Day.** September 19, 2019 · Dallas ·

Come on Frisco—it's in your hands! We are almost there and need a little extra push before the midnight donation deadline. Remember every \$1 = \$2 due to our matching gift! Donate now at www.northtexasgivingday.org/frisco-fastpacs

**WE'VE ALMOST REACHED
OUR \$25,000 GOAL!**

 **\$21,226
RAISED TODAY!**







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How do I
add a
matching
fund to my
profile?

Matching Funds

* Has your organization secured your own one-to-one matching funds outside of CFT's bonus funds?

☐ No ☒ Yes

* One-to-One Matching Funds Amount (shown on your public profile page) ?

\$


Source(s) of Matching Funds ?

☐ Board Member

☐ Corporation

☐ Existing Donor

☐ Foundation


☐ New Donor 

Name(s) of Matching Fund Donor (shown on your public profile page) ?

Matching Funds Public Description




In order for my matching fund to show up on my profile page by when do I need to have it secured?

 **Straydog.org** is at **North Texas Giving Day**.
September 18, 2019 · Dallas · 🌐

We are halfway to the \$25,000 #NTxGivingDay goal!

GOOD NEWS: Dan & Rebecca Tatsch challenge YOU to match their additional donation of \$1,000 by scheduling your gift TODAY! It's the last day to schedule. Double your gift NOW:
www.northtexasgivingday.org/Straydog

#WhyIGive "Straydog is based in rural Texas, on the "front lines" of the dog-rescue effort – a place where, on any given morning, they can find a dog tied to the front gatepost or a box of puppies that have ... See More



#NTxGivingDay 9.19.19

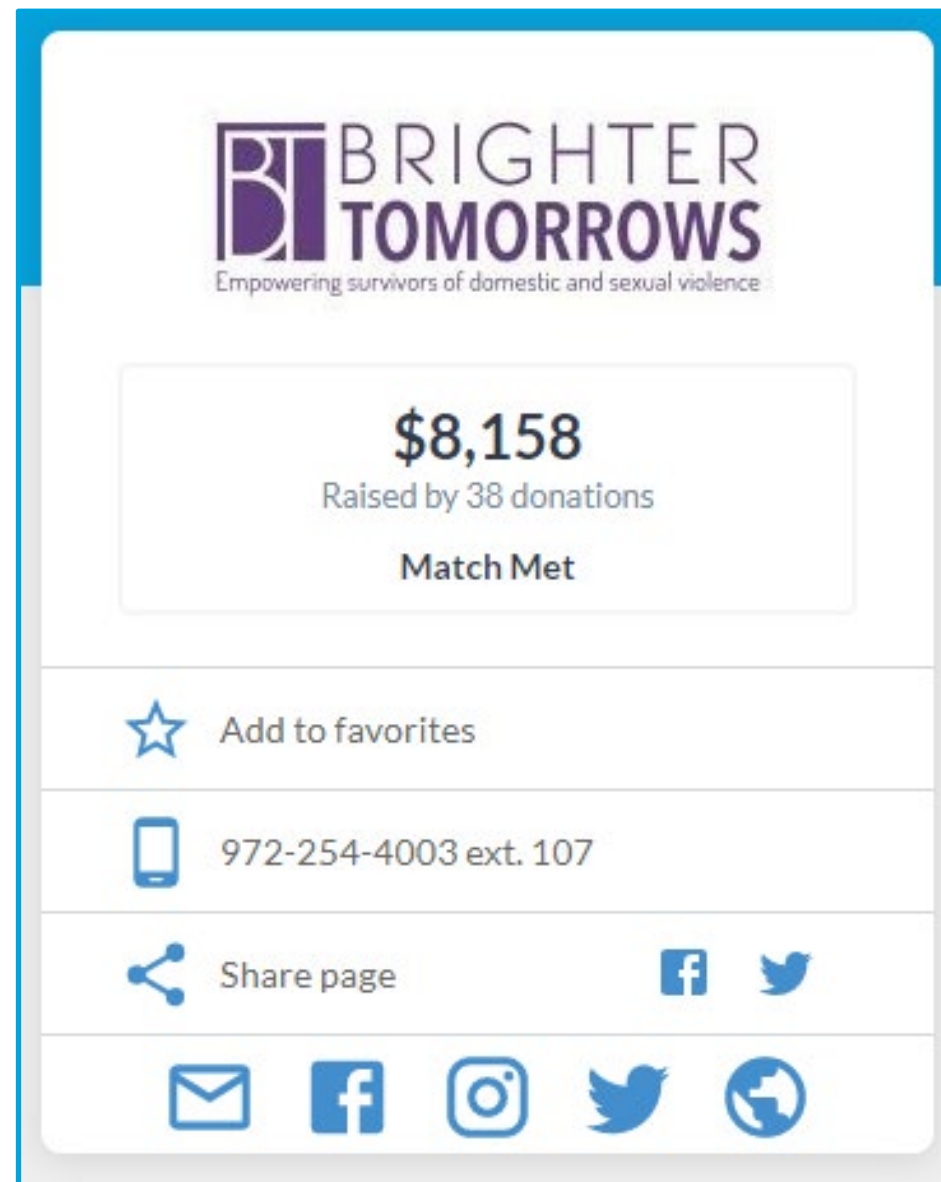


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Will the total funds raised
on our profile page include
matching funds met?



The screenshot shows a profile page for 'BRIGHTER TOMORROWS' with the tagline 'Empowering survivors of domestic and sexual violence'. A central box displays '\$8,158' raised by 38 donations, with a 'Match Met' status. Below this are options to 'Add to favorites' (star icon), a phone number '972-254-4003 ext. 107' (phone icon), and a 'Share page' section with Facebook and Twitter icons. At the bottom is a row of social media icons: email, Facebook, Instagram, Twitter, and a globe.

BRIGHTER TOMORROWS
Empowering survivors of domestic and sexual violence

\$8,158
Raised by 38 donations
Match Met

★ Add to favorites

📞 972-254-4003 ext. 107

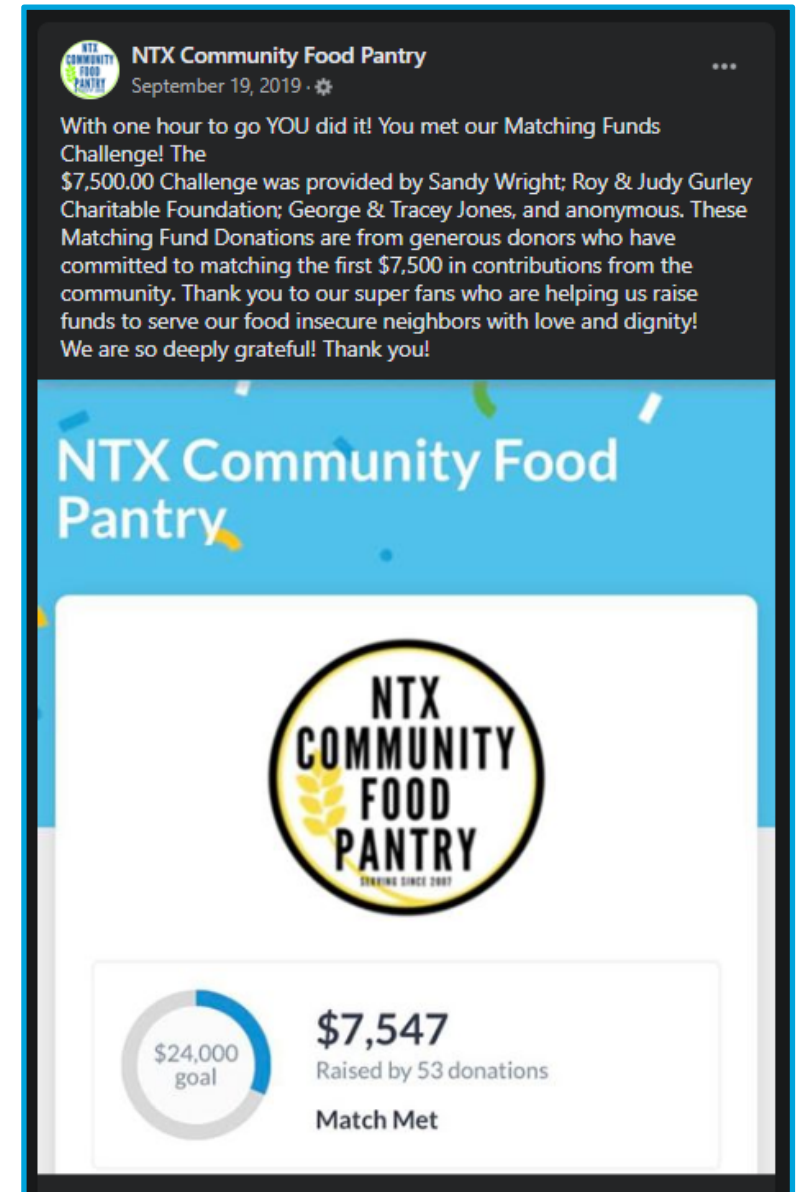
🔗 Share page Facebook Twitter

✉️ Facebook Instagram Twitter Globe




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



Spreading the Word - Nonprofit Profile Page

Don't forget to
add your
matching fund
to your
nonprofit page!









**FORT WORTH
HOPE
CENTER**


[DONATE NOW](#)

☆ Add to favorites

📞 817-451-6288 ext. 817-808-1092

🔗 Share page  









**AFRICAN AMERICAN
MUSEUM**

[DONATE NOW](#)

☆ Add to favorites

📞 214-565-9026 ext. 328

🔗 Share page  

[Overview](#) [Volunteer](#) [Our Needs](#)

The African American Museum collects, preserves and exhibits artistic expressions and historical documents that celebrate a precious African American legacy. The collections of the Museum combined with its related activities will serve to assist all people to understand the African-American Experience with emphasis on Dallas and the Southwestern United States.

More About Us

The Museum is the only institution in the region that provides comprehensive programming on the African American experience regularly and free except for special programs.

Matching Funds

\$15,000.00

Matching Funds

\$17,250.00 provided by Orlando Reyes, Owner Finance Home, INCs, David Honeycutt, Jeff Honeycutt, William Simpson, Patsy Burge, Mitch Starns*****

5,000 Orlando Reyes

10,000 Owner Finance Homes, INC

500.00 David Honeycutt

500.00 Jeff Honeycutt

250.00 William Simpson

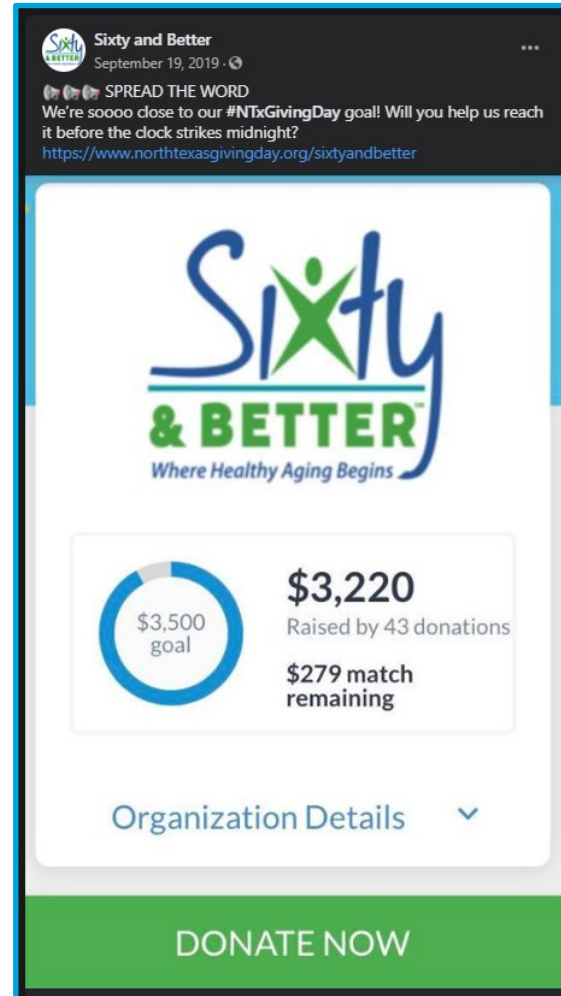
500.00 Patsy Burge

500.00 Mitch Starns



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.

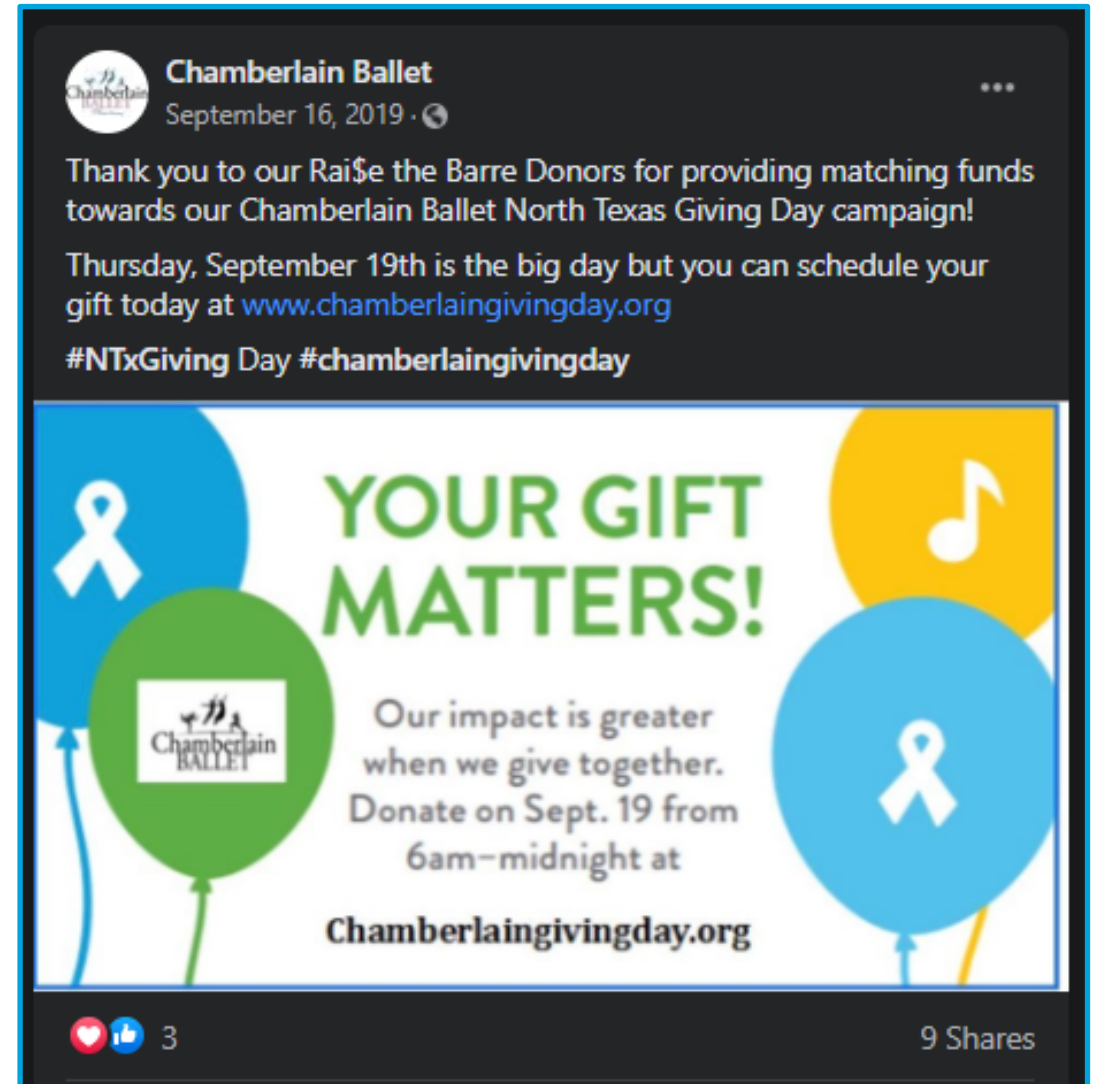


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Thank Your Donors

Don't forget to thank
your matching fund
donors for their
generosity on North
Texas Giving Day!



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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!

Key Dates/Deadlines
Key Trainings

- 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
- 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



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