

# NORTH TEXAS GIVING DAY



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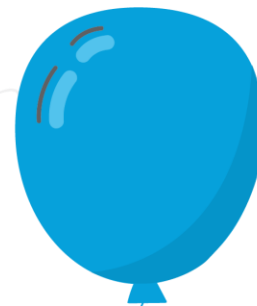
9.23.21

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COMMUNITIES



FOUNDATION of TEXAS



# MATCHING FUNDS TRAINING

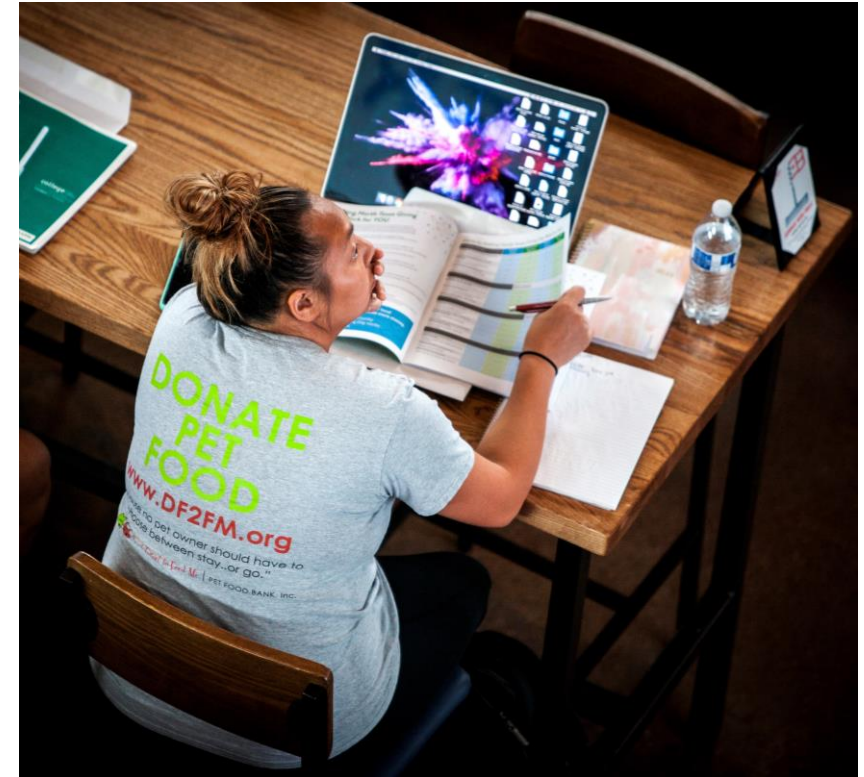


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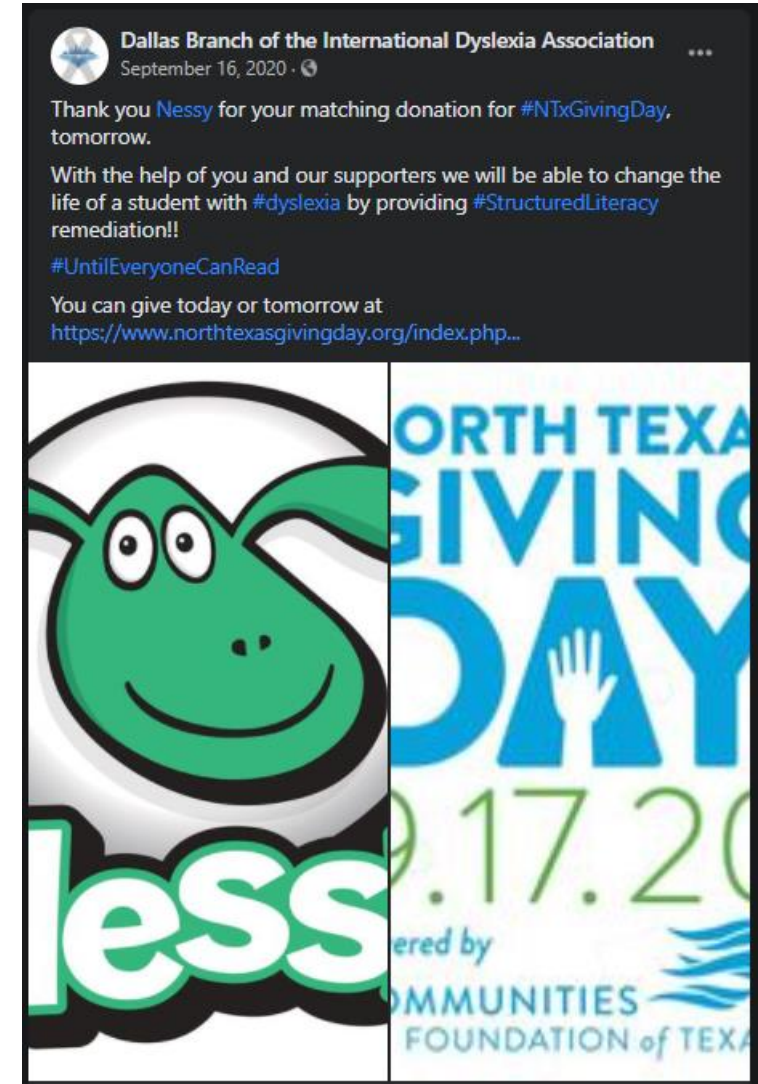
# Agenda

- 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.



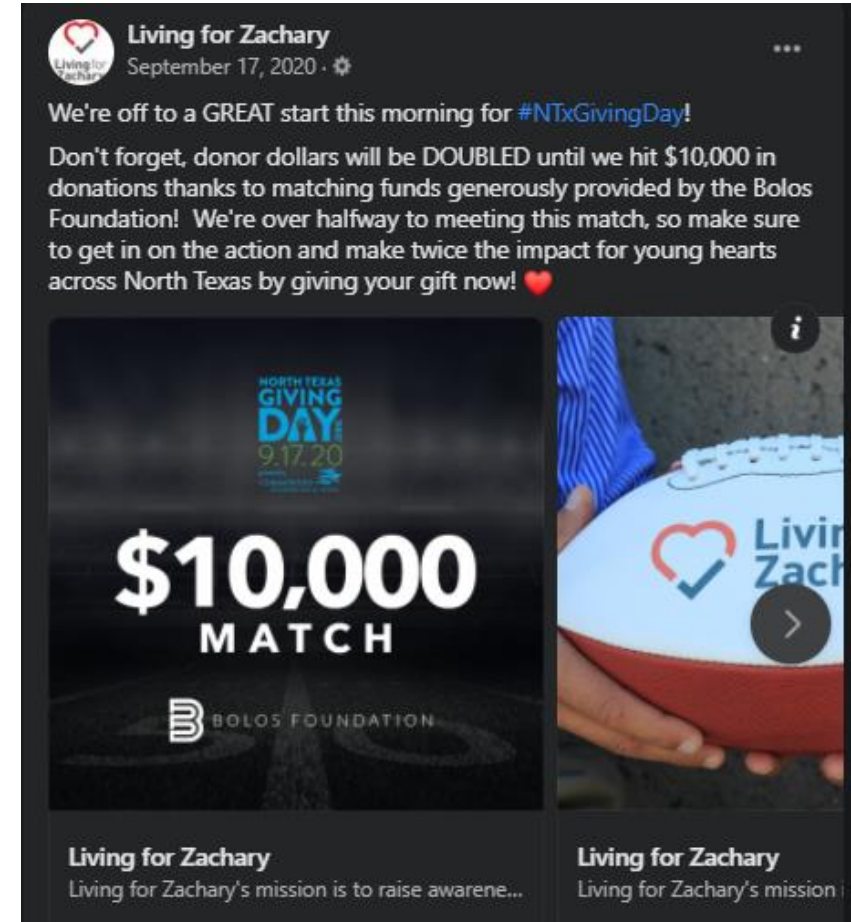
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# Why are matching funds important?

Matching Funds can help  
propel your campaign!

Last year, 572 nonprofits  
*raised \$7.9 million in*  
Matching Funds



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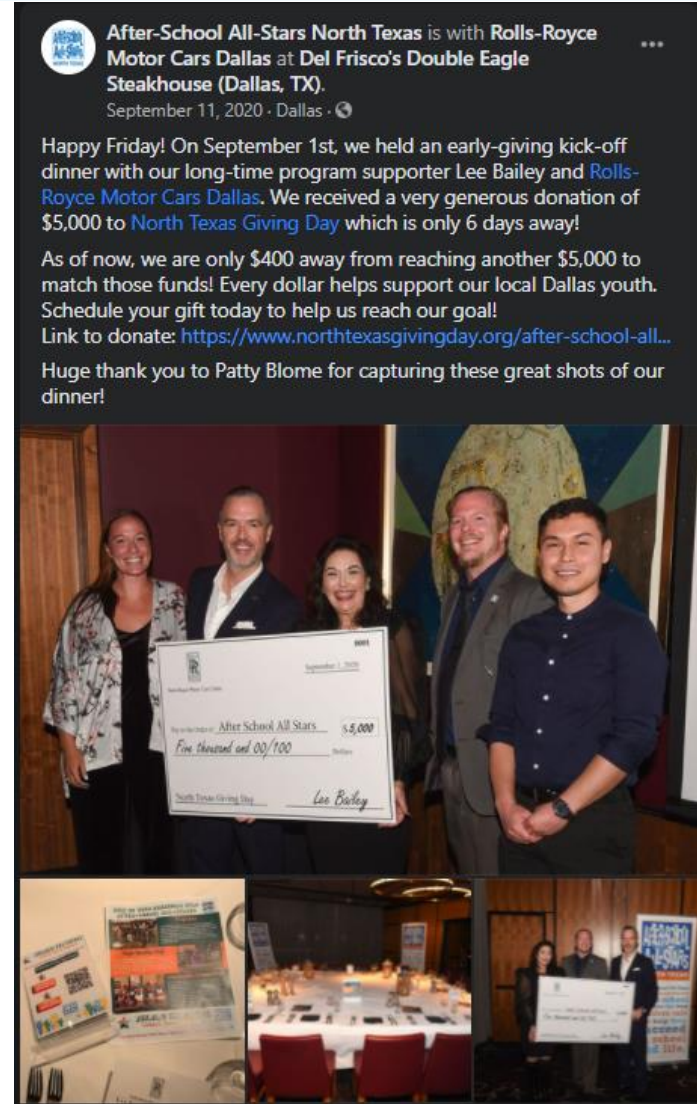
# Who can be a matching fund donor?

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 [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](http://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)]

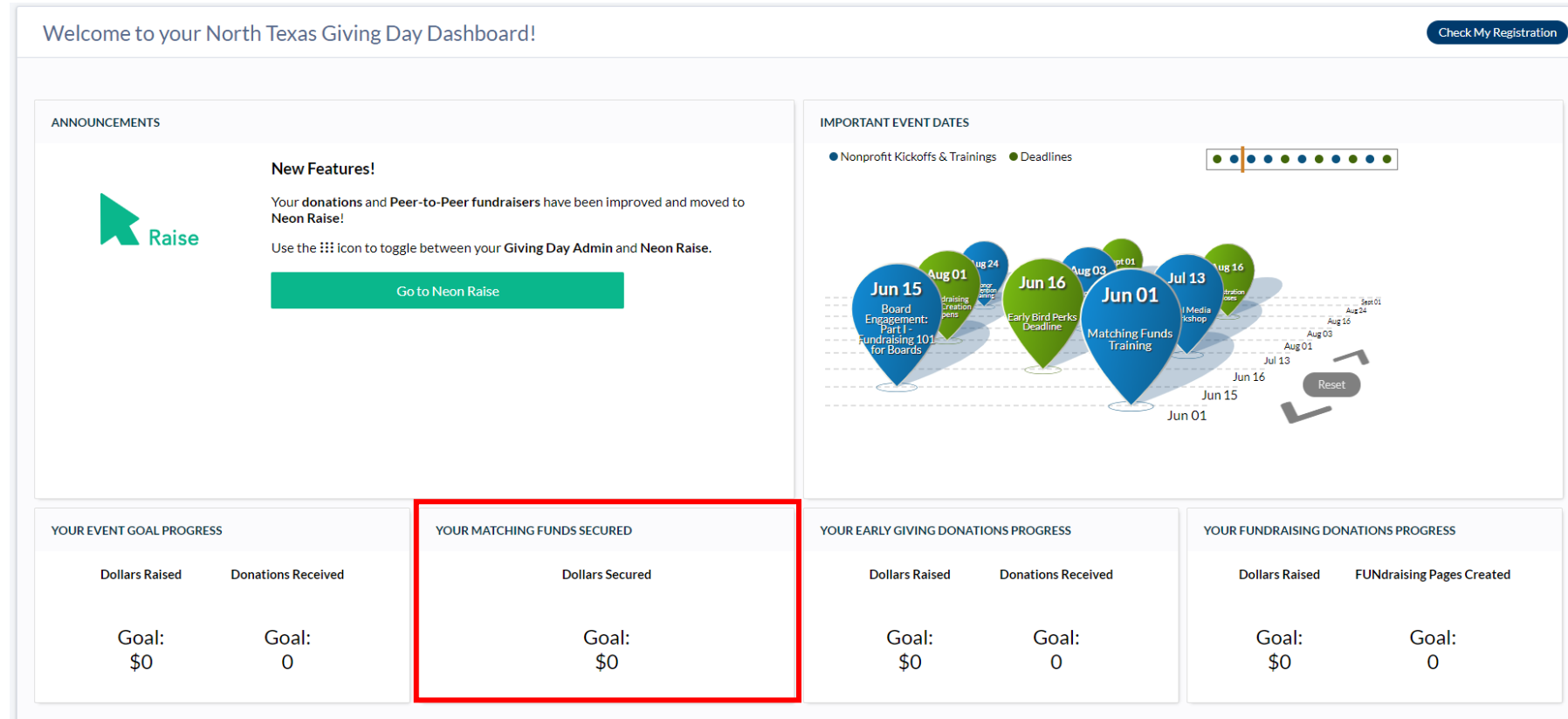


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## Matching Funds Progress

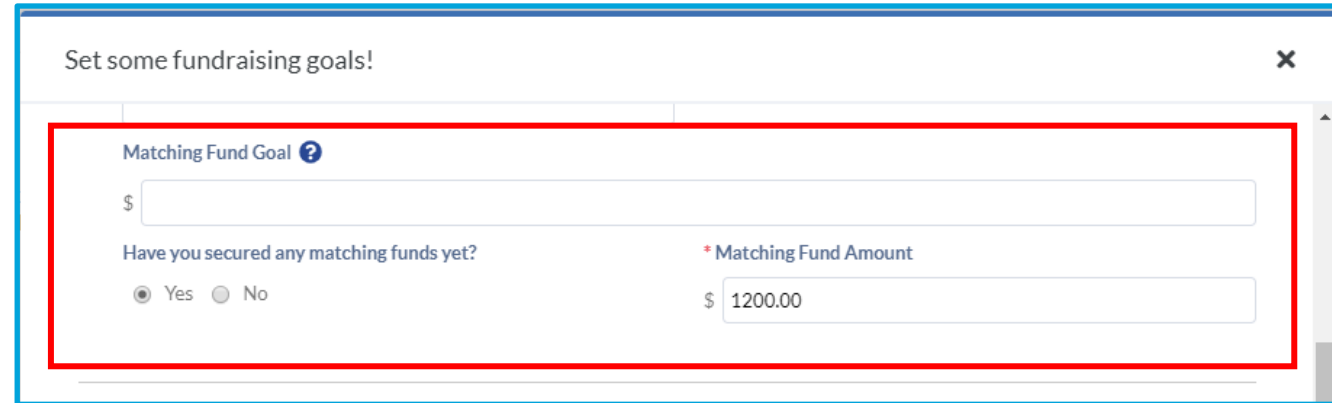
Set and track  
your matching  
funds  
progress right  
from your  
dashboard!





# 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!

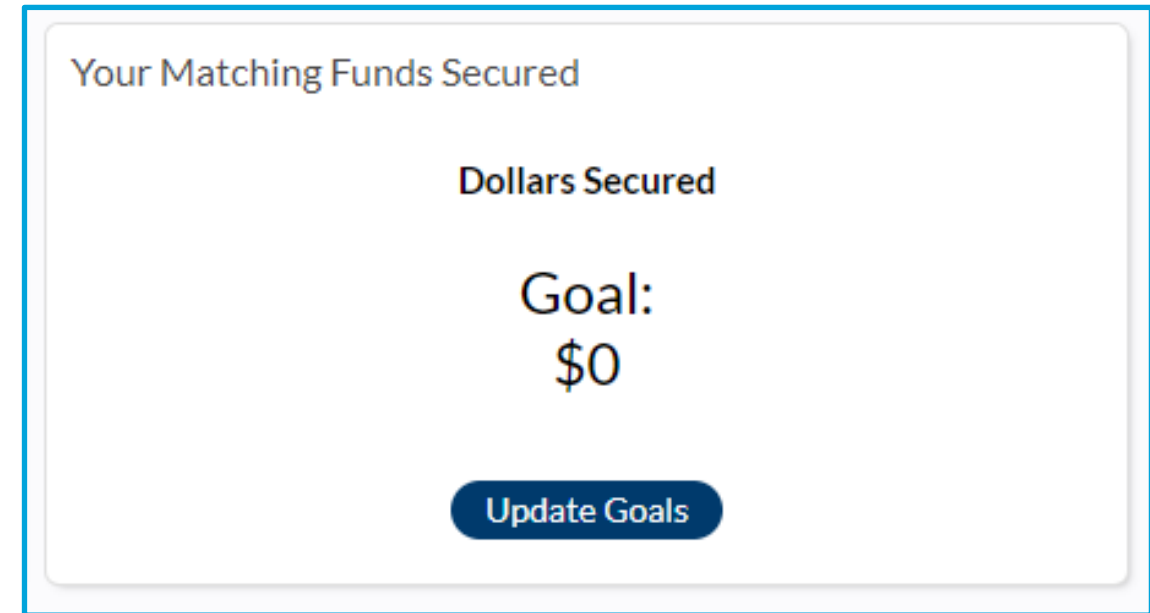


The screenshot shows a web form titled "Set some fundraising goals!". A red rectangular box highlights a section of the form. Inside this box, there is a label "Matching Fund Goal" followed by a question mark icon. Below this is a text input field with a dollar sign (\$) on the left. Underneath the input field is the question "Have you secured any matching funds yet?" with two radio button options: "Yes" (which is selected) and "No". To the right of this section, outside the red box, is a label "\* Matching Fund Amount" followed by a text input field containing the value "1200.00".



# 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.



# Frequently Asked Questions



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



**GIVE EARLY TODAY!**  
Help Us Meet our  
\$10,000 Challenge  
Match with your gift!



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



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# Who takes the lead on securing a matching fund?



**Jay Dan Gumm**

1m · 🌐



**MATCHING FUNDS. LAST HOUR.**

**UPDATE!!!! Almost there. Only \$550 more. Who's got it!!! We love our midnight hour givers!!!!**

**Freedom Heating & Air will match up to \$2000 this last hour!!! We can get \$4000 y'all!!**

**Let's do this.**

[northtexasgivingday.org/  
forgivenfelons](http://northtexasgivingday.org/forgivenfelons)



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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

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) ?

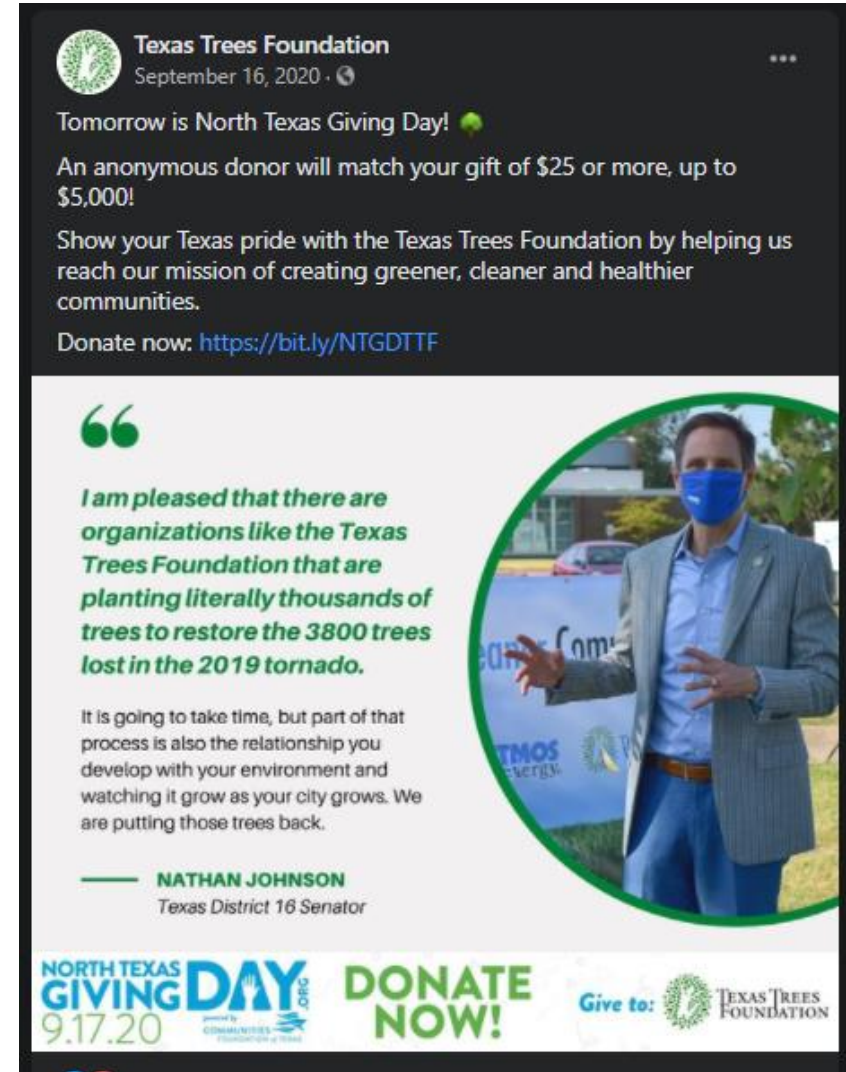
\* One-to-One Matching Funds Amount (shown on your public profile page) ?

\$

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?



**Texas Trees Foundation**  
September 16, 2020 · 🌳

Tomorrow is North Texas Giving Day! 🌳

An anonymous donor will match your gift of \$25 or more, up to \$5,000!

Show your Texas pride with the Texas Trees Foundation by helping us reach our mission of creating greener, cleaner and healthier communities.

Donate now: <https://bit.ly/NTGDTTF>

“  
*I am pleased that there are organizations like the Texas Trees Foundation that are planting literally thousands of trees to restore the 3800 trees lost in the 2019 tornado.*

It is going to take time, but part of that process is also the relationship you develop with your environment and watching it grow as your city grows. We are putting those trees back.

— **NATHAN JOHNSON**  
Texas District 16 Senator

**NORTH TEXAS GIVING DAY** 9.17.20  
DONATE NOW!  
Give to: **TEXAS TREES FOUNDATION**



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

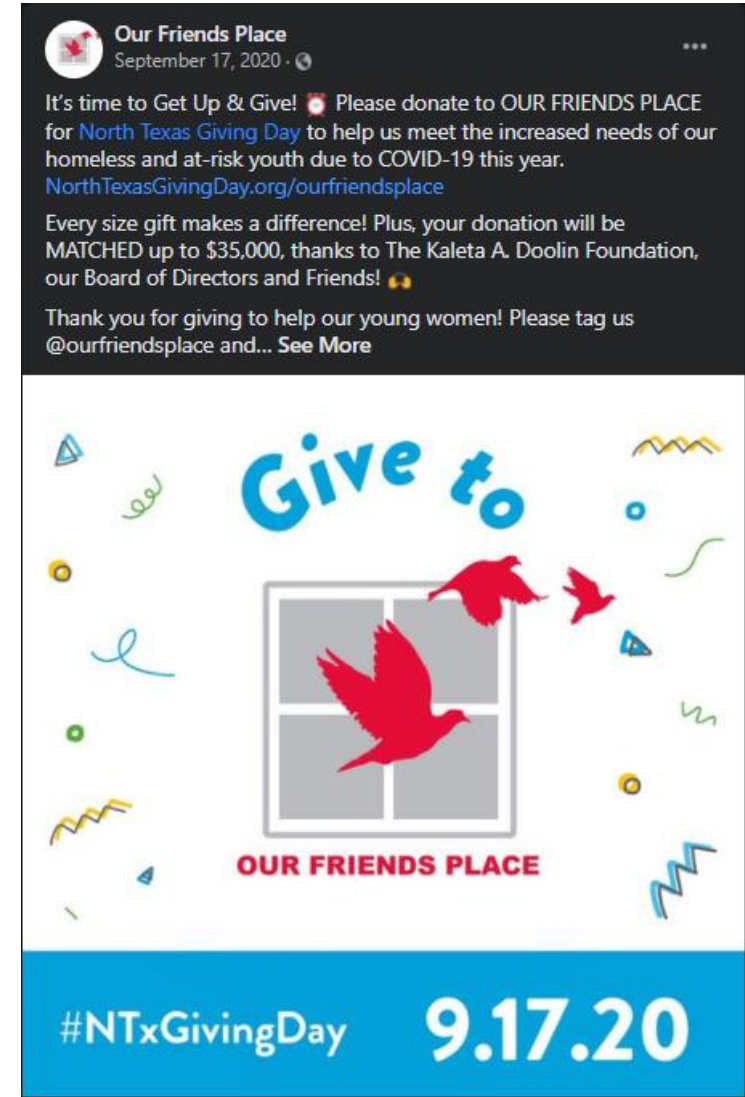


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## Pro Tips

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



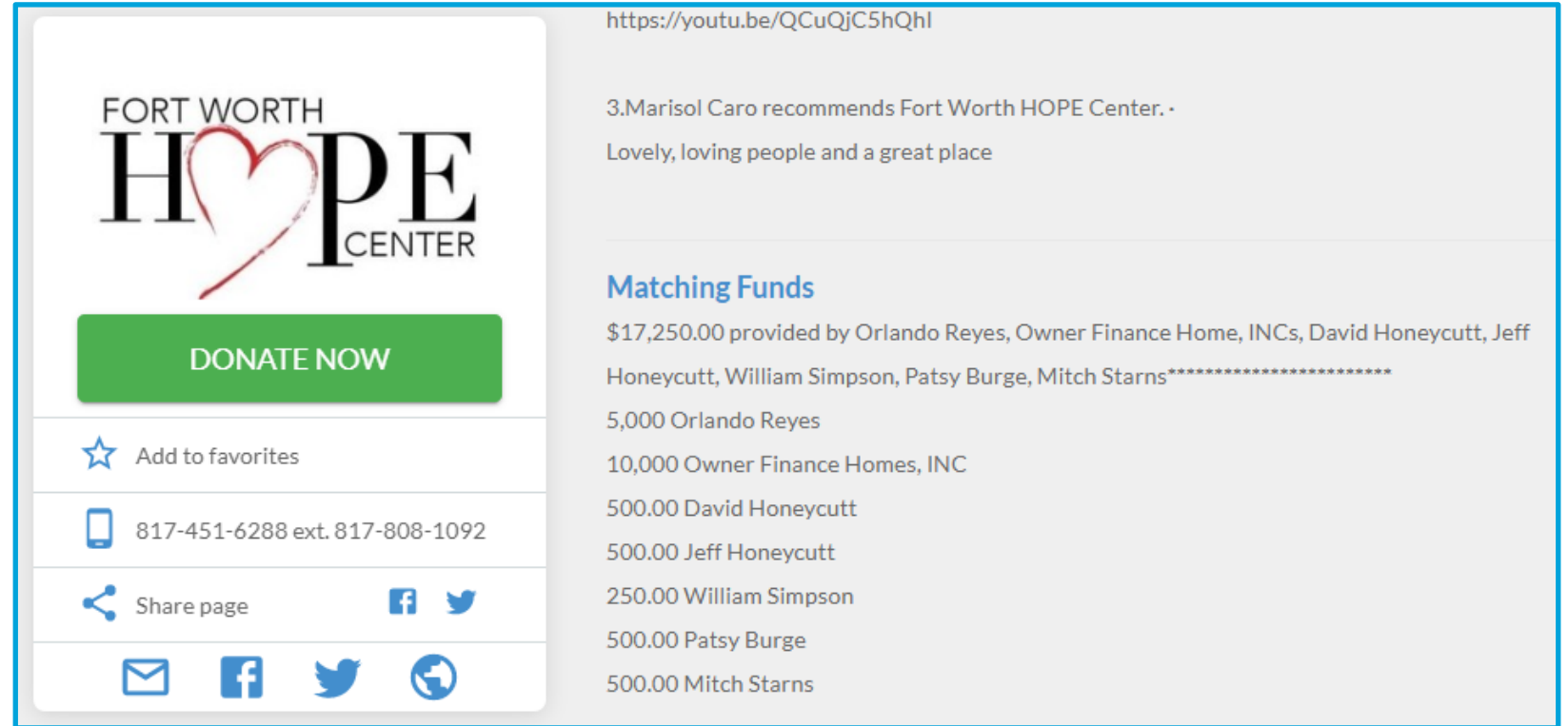
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# Spreading the Word - Nonprofit Profile Page

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



The screenshot shows the nonprofit profile page for the Fort Worth HOPE Center. The header features the organization's logo, which includes the text "FORT WORTH HOPE CENTER" with a red heart symbol integrated into the word "HOPE". Below the logo is a green "DONATE NOW" button. To the right of the logo, there is a link to a YouTube video: <https://youtu.be/QCuQjC5hQhI>.

Below the logo and button, there are several interactive elements: a star icon with the text "Add to favorites", a phone icon with the number "817-451-6288 ext. 817-808-1092", a share icon with the text "Share page", and social media icons for Facebook, Twitter, and LinkedIn.

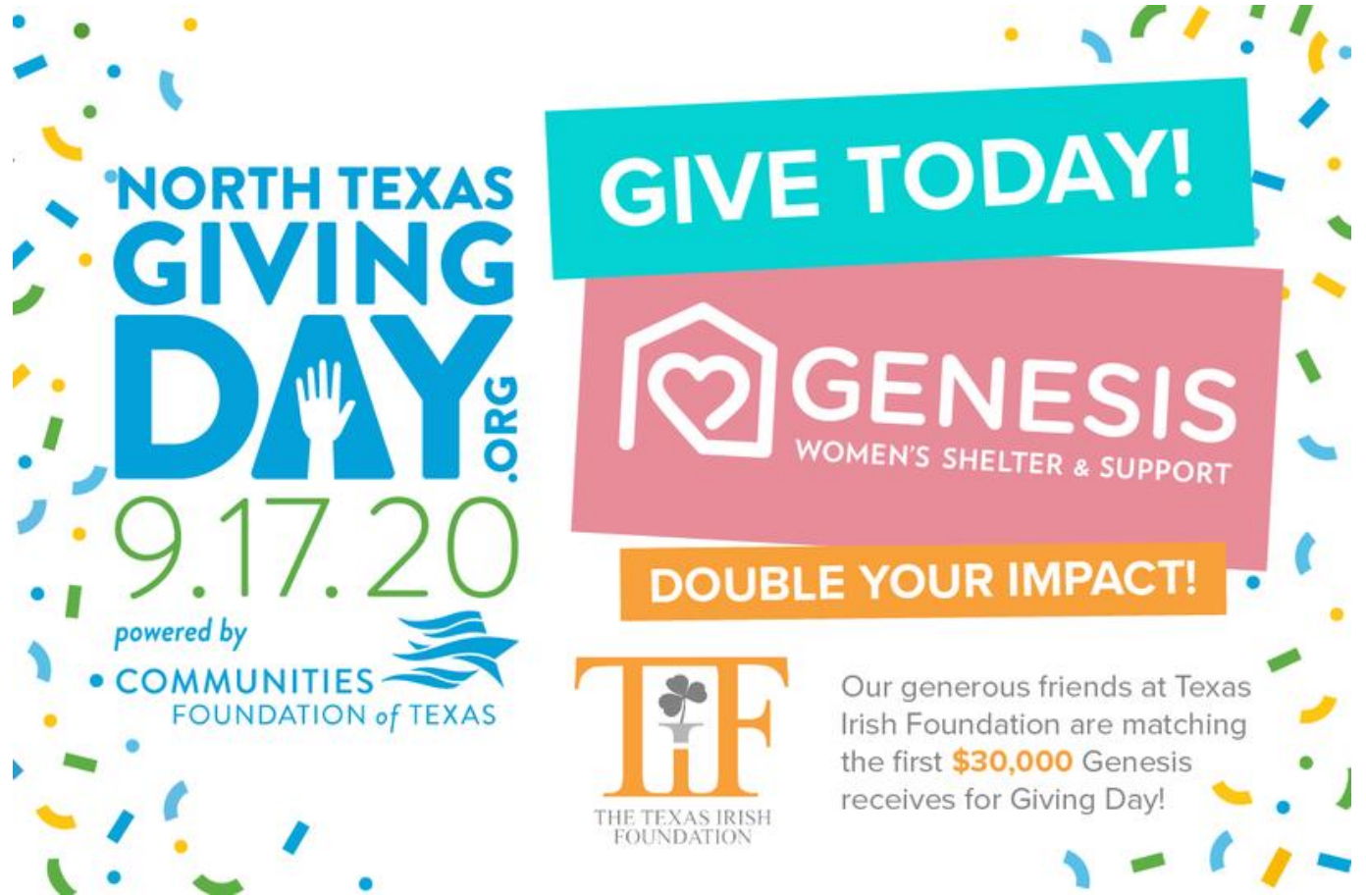
On the right side of the page, there is a section titled "Matching Funds" which lists the following information:

- 3. Marisol Caro recommends Fort Worth HOPE Center. •  
Lovely, loving people and a great place
- 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!



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# 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!

# THANK YOU!

TO ALL OUR DONORS WHO MADE  
NORTH TEXAS GIVING DAY  
A SUCCESS,  
WE THANK YOU!



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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 [Support@NorthTexasGivingDay.org](mailto:Support@NorthTexasGivingDay.org)

