NORTH TEXAS GIVING DAY
9.23.21
powered by
COMMUNITIES FOUNDATION of TEXAS
MATCHING FUNDS TRAINING
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, 572 nonprofits raised $7.9 million 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.
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!
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
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!
Does a matching fund need to be of a certain amount?
Who takes the lead on securing a matching fund?

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
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
Spreading the Word - Nonprofit Profile Page

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

https://youtu.be/QCuQfC5hQhl

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

DONATE NOW
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.

Can you believe it? North Texas Giving Day is TOMORROW 9/19/19!

Visit NORTHTEXASGIVINGDAY.ORG/HEART-HOUSE and schedule your gift TODAY.

Please help us double our match of $23,500 this year!
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 Support@NorthTexasGivingDay.org