



2X

Double the Impact

Your ultimate guide to matched
giving on GivingTuesday

What you'll learn

- ✓ Understanding matched giving
- ✓ Psychology behind matched giving
- ✓ Securing matching partners
- ✓ Crafting effective campaign goals
- ✓ Designing impactful visuals and messaging
- ✓ Building your campaign page
- ✓ Engagement tactics



The Power of Matched Giving

(Click to navigate to page)

Introduction

1 Understanding Matched Giving

What is matched giving?

Benefits of matched giving

Types of matched giving

Psychology Behind Matched Giving

2 Preparing for Matched Giving on GivingTuesday

Securing Matching Partners

Partner Proposal Template 1: Corporate Partner

Partner Proposal Template 2: Major Individual Donor

Negotiating terms

Tracking and creating a timeline

3 Building Your Campaign

Crafting Your Message

How to tell a story

Choosing imagery

Building Your Donation Page

4 Engagement Tactics

Pre-Campaign Engagement

Engagement Ideas

Tactics for the Day of the Campaign

Post-Campaign Engagement

Conclusion



Introduction

GivingTuesday isn't just another day—it's a global movement dedicated to generosity.

Created as a positive counterpart to the shopping frenzy of Black Friday, this day offers an incredible opportunity for charities to engage supporters and inspire action. For your organisation, GivingTuesday can be more than a fundraising event; it's a chance to tell your story, connect with supporters, and rally your community around your cause.

The Power of Matched Giving

Imagine one donation and twice the impact. That's the magic of matched giving. When donors know their contributions will be matched, it lights a spark. They feel their gift has more power, and that's a strong motivator. Matched giving not only increases the total amount raised but also encourages more people to give, creating a ripple effect of generosity.

This guide is your roadmap to success. We've packed it with practical tips and strategies to help you harness the power of matched giving on GivingTuesday. Whether you're just getting started or looking to refine your approach, you'll find practical tips and actionable steps to help you make the most of this powerful fundraising tool.

Summary:

1. Understanding Matched Giving
2. Preparing for Matched Giving on GivingTuesday
3. Building Your Campaign
4. Engagement Tactics



1 Understanding Matched Giving

What is Matched Giving?

Matched giving is a fundraising strategy where every donation made by a supporter is matched by another donor, often a corporate partner or a major individual donor. Essentially, it means that for every dollar donated, an equivalent amount is added, usually doubling the impact of each gift. This strategy not only increases the total funds raised but also provides a compelling reason for donors to contribute, as they know their gift will go further.

Benefits of Matched Giving:

- ✓ **Amplified Impact:** Donors are motivated by the knowledge that their contribution has at least twice the power, making them more likely to give.
- ✓ **Increased Participation:** The promise of matching funds can attract new donors who might be hesitant to give otherwise, knowing their donation will have a greater impact.
- ✓ **Stronger Donor Relationships:** Matching opportunities can deepen relationships with donors, as they feel their contributions are valued and impactful.





1 Understanding Matched Giving

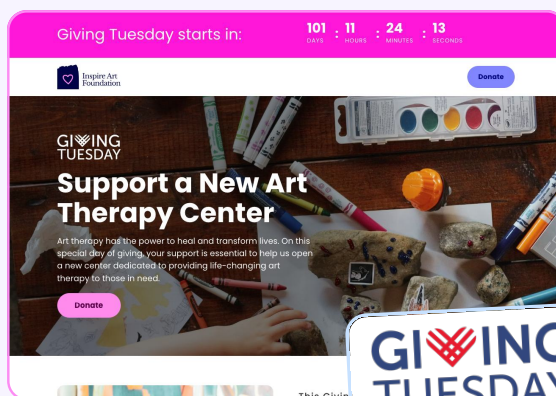
Types of Matches

Types of Match	Description	Best For
Dollar-for-Dollar Match	Every dollar donated is matched with an additional dollar, effectively doubling the donation.	General fundraising, broad appeal campaigns.
Tiered Matching	Different match ratios apply depending on the donation amount (e.g., 1:1 for donations up to \$100, 2:1 for \$100-\$500).	Encouraging higher donations.
New Donor Matching	Matching is offered only for donations from new donors.	Expanding donor base, attracting first-time givers.

When choosing the right match type for your organisation, consider your campaign goals. Are you trying to attract new donors? Encourage larger gifts? Or perhaps build long-term support? Align the type of match with your objectives to maximise impact.

Try our new
GivingTuesday
template for free

Get started





1 Understanding Matched Giving

Psychology Behind Matched Giving

Matched giving is highly effective because it taps into several psychological drivers:

Urgency



The limited availability of matching funds creates a sense of urgency, compelling donors to act quickly. This urgency is particularly effective on days like GivingTuesday, where the time frame for donations is already condensed.

Social Proof



People are more likely to give when they see others doing the same. Knowing that others have already donated, especially when their gifts are being matched, can encourage more people to participate.

Perceived Value



Donors feel their gift has more value when it is matched, which can lead to increased donation amounts. This is because the act of giving is perceived as more impactful, driving greater generosity.

These psychological drivers work together to create a powerful incentive for donors, making matched giving an essential strategy for any successful fundraising campaign.

Did you know?

Studies show that matched giving can increase the likelihood of a donation by up to 22%*, making it one of the most effective strategies for driving contributions during high-impact campaigns like GivingTuesday.

* [Does Price Matter in Charitable Giving? Evidence from a Large-Scale Natural Field Experiment](#)



2

Preparing for Matched Giving on GivingTuesday

Securing Matching Partners

One of the most critical steps in launching a successful matched giving campaign is securing matching partners. Your partners, whether they are **corporate sponsors, major donors, or foundations**, play a vital role in amplifying the impact of your fundraising efforts.

Identifying Potential Partners

Start by identifying potential matching partners who **align with your organisation's mission and values**. Here's how you can find them:

Corporate Partners: Look for companies with strong Corporate Social Responsibility (CSR) or Environmental, social, and governance (ESG) programs. Businesses that have supported similar causes in the past or have an interest in your cause are prime candidates. Utilise LinkedIn, reports, and industry connections to identify potential corporate matches.

Major Donors: Reach out to existing major donors who have a history of significant contributions. These donors are often passionate about your cause and may be interested in furthering their impact through a matching gift.

Foundations: Research foundations that support your area of work. Many foundations offer matching grants as part of their giving strategy. Use databases like [Foundation Directory Online](#) to identify potential foundation partners.

Crafting a Compelling Proposal

Once you've identified potential partners, the next step is to craft a proposal that resonates with them. Below is a template you can use and customise for each partner:



2 Preparing for Matched Giving on GivingTuesday

Partner Proposal Template 1: Corporate Partner

[Your Organisation's Letterhead]

[Date]

[Name of Corporate Contact]

[Title]

[Company Name]

[Address]

Dear [Corporate Contact's Name],

Subject: Partnership Opportunity for GivingTuesday Matched Giving Campaign

We are thrilled to present you with a unique opportunity to partner with [Organisation Name] for this year's GivingTuesday. As a leader in [industry], your company has demonstrated a strong commitment to [relevant CSR focus, e.g., environmental sustainability, community development], and we believe this partnership would align perfectly with your values.

Overview of the Opportunity

GivingTuesday is a global day of generosity that mobilises millions to support causes they care about. By becoming a matching partner, [Company Name] can significantly amplify the impact of each donation, helping us to [briefly describe your mission and the expected outcomes, e.g., "provide 10,000 meals to families in need"].

Proposed Partnership Structure

Match Ratio: [e.g., 1:1, 2:1, etc.]

Match Cap: [e.g., up to \$50,000]

Time Frame: [e.g., GivingTuesday, December 3rd]

Continued next page >



Benefits to [Company Name]

Enhanced Brand Visibility: Your brand will be prominently featured across all campaign communications, including social media, email newsletters, and our website, reaching an engaged audience of [number] supporters.

Strengthened Impact: This partnership offers a tangible way to demonstrate your company's commitment to [specific cause], contributing directly to measurable outcomes.

Employee Engagement: Encourage your employees to get involved, doubling the impact of their donations and fostering a sense of pride and participation in the company's philanthropic efforts.

Next Steps

We would love to discuss this opportunity further and explore how we can work together to make a significant impact this GivingTuesday. I will follow up next week to answer any questions you might have.

Thank you for considering this partnership. Together, we can make a difference.

Sincerely,

[Your Name]

[Your Title]

[Your Contact Information]

Make sure to customise this template for each potential partner, emphasising how the partnership aligns with their specific goals and interests.



2 Preparing for Matched Giving on GivingTuesday

Partner Proposal Template 2: Major Individual Donor

[Your Organisation's Letterhead]

[Date]

[Name of Donor]

[Address]

Dear [Donor's Name],

Subject: Empowering Generosity Through Matched Giving on GivingTuesday

I hope this message finds you well. As a valued supporter of [Organisation Name], your generosity has already made a tremendous difference in [briefly mention a past project or impact]. This year, we invite you to take your impact even further by becoming a matching donor for our GivingTuesday campaign.

Overview of the Opportunity

GivingTuesday is a day dedicated to global generosity, and it presents a unique opportunity for you to double the impact of your giving. By offering a matching gift, you can inspire others to join you in supporting [specific mission, e.g., "providing educational resources to underserved children"].

Proposed Matching Gift Structure

Match Ratio: [e.g., 1:1, 2:1, etc.]

Match Cap: [e.g., up to \$50,000]

Time Frame: [e.g., GivingTuesday, December 3rd]

Continued next page >



The Impact of Your Gift

Your matching gift will serve as a powerful motivator, encouraging other donors to contribute, knowing their gifts will be doubled. This means your support can unlock additional funds and help us reach our goal of [specific outcome, e.g., "funding 100 scholarships"].

Why This Matters

Your leadership in philanthropy has always been a beacon of hope for our cause. This GivingTuesday, you have the chance to inspire even more generosity and make a lasting difference. We would be honoured to partner with you in this effort.

Next Steps

I would be delighted to discuss this opportunity with you in more detail and answer any questions you might have. I will follow up with you next week to schedule a convenient time to talk.

Thank you for considering this impactful opportunity. Together, we can make this GivingTuesday our most successful yet.

Warm regards,

[Your Name]

[Your Title]

[Your Contact Information]

Make sure to customise this template for each potential partner, emphasising how the partnership aligns with their specific goals and interests.



2 Preparing for Matched Giving on GivingTuesday

Negotiating Terms

Negotiating the terms of your matched giving partnership is crucial to ensuring both parties are satisfied. Here are some tips:

- **Match Ratio:** Determine a match ratio that is both attractive to donors and manageable for the partner. Common ratios are 1:1, but depending on the partner's capacity, you might propose 2:1 or even higher.
- **Match Cap:** Establish a clear cap on the total amount that will be matched. This helps the partner manage their financial commitment and sets a clear goal for your campaign.
- **Duration:** Decide on the time frame for the match. While GivingTuesday is a one-day event, you might extend the matching period to include the following week, encouraging more donations.

Planning Your Campaign

Setting Realistic Goals

Setting clear and achievable goals is crucial for the success of your matched giving campaign on GivingTuesday. Here's how to make the process practical and straightforward:

Determine Your Fundraising Target:

- 1 **Start with Your Matching Funds:** Begin by understanding the amount of matching funds you have secured. This will form the foundation of your target. For example, if you have \$50,000 in matching funds with a 1:1 match, aim to raise \$50,000 from donors, bringing the total to \$100,000.
- 2 **Consider Your Donor Base:** Review past campaigns to estimate the number of donors you can realistically engage. Use this data to set a target that stretches your team but remains achievable.



2 Preparing for Matched Giving on GivingTuesday

- 3 **Set Incremental Goals:** Break down your overall target into smaller milestones. For example, "Raise \$20,000 by noon," or "Engage 100 new donors by 3 PM." This keeps momentum high and allows you to adjust tactics throughout the day.
- 4 **Align Goals with Campaign Objectives:**
 - **New Donor Acquisition:** If one of your objectives is to attract new donors, set a specific goal, such as "Acquire 100 new donors on GivingTuesday." Use targeted messaging and incentives to reach this goal.
 - **Increase Average Donation Size:** If your goal is to increase the average donation size, consider setting a target like "Increase average gift size by 20%." Encourage larger donations by highlighting the impact of matched gifts and offering tiered matching opportunities.
- 5 **Incorporate Non-Monetary Goals:**
 - **Donor Engagement:** Set goals for donor engagement metrics, such as social media shares, email open rates, or the number of people who pre-register for the campaign. For example, "Achieve a 25% email open rate" or "Secure 500 social media shares."
 - **Volunteer Involvement:** If your campaign involves volunteers, set goals for volunteer participation, such as "Recruit 50 volunteers to help promote the campaign online."

Tip - SMART Goals

Ensure your goals are Specific, Measurable, Achievable, Relevant, and Time-bound. For example, "Raise \$100,000 in 24 hours with 25% of donations coming from new donors" is a SMART goal that provides clear direction.



2 Preparing for Matched Giving on GivingTuesday

Track and Adjust

Real-Time Monitoring: Use fundraising software to track progress in real-time. If you're falling behind on a goal, consider sending an urgent appeal or highlighting the match to reinvigorate interest.

Post-Campaign Analysis: After GivingTuesday, review your goals to understand what worked and what didn't. Use these insights to refine your strategy for future campaigns.

By setting realistic, well-defined goals, you can keep your team focused and act quickly during GivingTuesday to secure the success of your campaign.

Creating a Timeline

A well-planned timeline is essential for the success of your GivingTuesday campaign. Below is a sample timeline to guide your preparations:

Timeline	Action
3 Months Before	Identify and approach potential matching partners. Secure commitments and begin crafting proposals.
2 Months Before	Finalise match agreements and begin planning campaign messaging.
4 Weeks - 1 Week Before	Launch your matched campaign on social media and begin a weekly email series leading up to GivingTuesday.
GivingTuesday	Execute the campaign, monitor progress, and engage with donors throughout the day.
Day After	Thank donors and matching partners.
1 Week After	Share campaign results and impact stories.



3 Building Your Campaign

Success on GivingTuesday lies on clear messaging, impactful visuals, and audience engagement. In this chapter, we'll walk through these essential steps using a hypothetical charity, which supports educational programs for underprivileged children.

Crafting Your Message

Your message is the backbone of your campaign. It needs to be clear, compelling, and motivating enough to inspire action.

Simplifying Your Message

A confusing message can derail your GivingTuesday campaign by turning potential donors away. Simple, clear messaging is far more powerful. Think of 'Just Do It'—you instantly know who we're talking about. That's why capturing the essence of your campaign in a short message is crucial.

Tips for Simplifying Your Message:

- **Focus on One Key Idea:** Don't overwhelm your audience with multiple messages. Stick to the main point—how their donation will be doubled and its direct impact.
- **Use Simple Language:** Avoid jargon. Use language that's easy to understand and resonates with your audience.
- **Call to Action:** Make it clear what you want your audience to do—donate now to double their impact.

For our hypothetical charity, the core message could be:

“Double your impact this GivingTuesday—every dollar you donate will be matched to provide educational resources to children in need.”



3 Building Your Campaign

Telling a Story

Storytelling **connects emotionally with donors and shows them the tangible impact of their contributions**. Our hypothetical charity could tell the story of a child who benefited from their programs, showing how a matched gift can help more children succeed

Storytelling Tips:

- **Make It Personal:** Use real stories from your beneficiaries.
- **Highlight the Impact:** Show how matched donations can change lives.
- **Keep It Concise:** Focus on a single story that illustrates your impact. Avoid lengthy narratives that might lose the reader's attention.

Example of Simplified Message vs. Storytelling

Simplified Message	Storytelling Example
"Double your impact this GivingTuesday. Every dollar you donate will be matched to provide educational resources to children in need."	"Emma struggled to keep up in school because she lacked basic educational tools like textbooks, notebooks, and a reliable internet connection for her online classes. Last year, thanks to donations like yours, we provided Emma with the resources she needed to succeed. This GivingTuesday, your matched donation can help us equip more children like Emma with the essential tools they need for a brighter future."

Designing Visuals

Visuals play a crucial role in your campaign by catching attention and conveying your message quickly. A picture is worth a thousand words, right?



3 Building Your Campaign

Choosing the Right Imagery

Select visuals that resonate with your audience and align with your message. For our charity, images of the educational materials provided can powerfully illustrate the impact of donations.

Imagery Tips:

- **Show the Impact:** Use images or visuals that directly show the benefits of donations.
- **Consistency:** Ensure that all visuals align with your campaign message and brand identity.
- **Emotionally Engaging:** Choose images that evoke emotion and connection, such as a child smiling with their new school supplies.

Social Media and Email

Integrating visuals into your social media and email campaigns is key to maximising reach and engagement.

Best Practices

- **Social Media:** Use eye-catching images and videos that tell a quick story. Short, impactful videos of your beneficiaries can be especially powerful.
- **Email:** Embed images that support your message and use alt-text to describe them, ensuring accessibility. Include buttons or links to your donation page prominently.
- **Consistency Across Channels:** Ensure that your visuals and messaging are consistent across all platforms to reinforce your campaign's message.

Quick Tip

Include a “Donate Now” button in every email and a direct link in your social media bios to streamline the donation process.





3 Building Your Campaign

Building Your Donation Page

Your donation page is the central hub where donors learn about your cause, engage with your content, and, most importantly, make their contributions.

With Raisely's new, optimised template, building a GivingTuesday fundraising site has never been easier. This template is mobile-friendly, provides an exceptional donor experience, and includes Raisely's high-performing donation form to ensure that no donation is missed.

Pro Tip

Personalise your Raisely template by using your brand colours, logos, and imagery. A consistent visual identity builds trust and makes your campaign instantly recognisable.

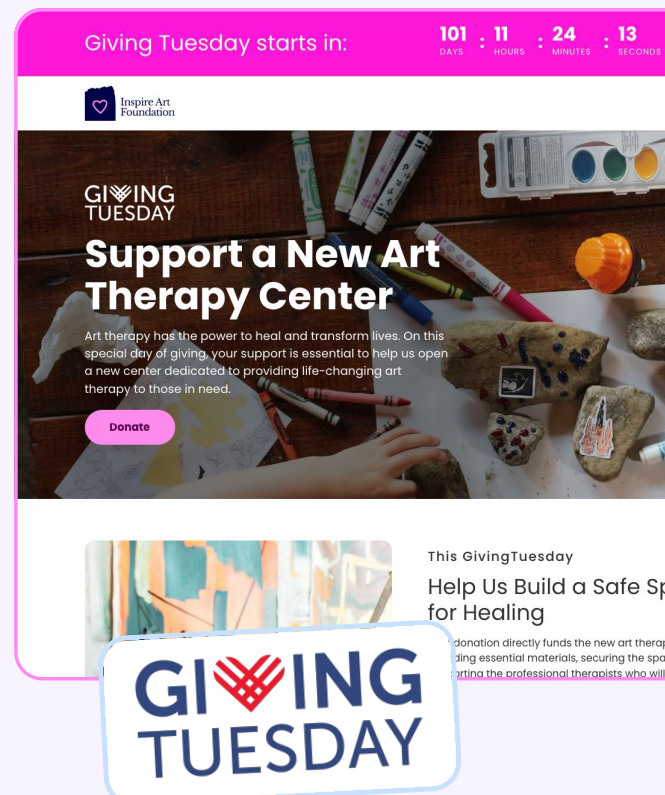
Try our new GivingTuesday template for free

Raisely is designed to **grow your impact**, offering you the tools to customise every aspect of your campaign while ensuring no donation is missed.

With our new GivingTuesday template you'll have a high-performing donation page in minutes!

Inspire generosity and fuel your mission with Raisely.

Get started

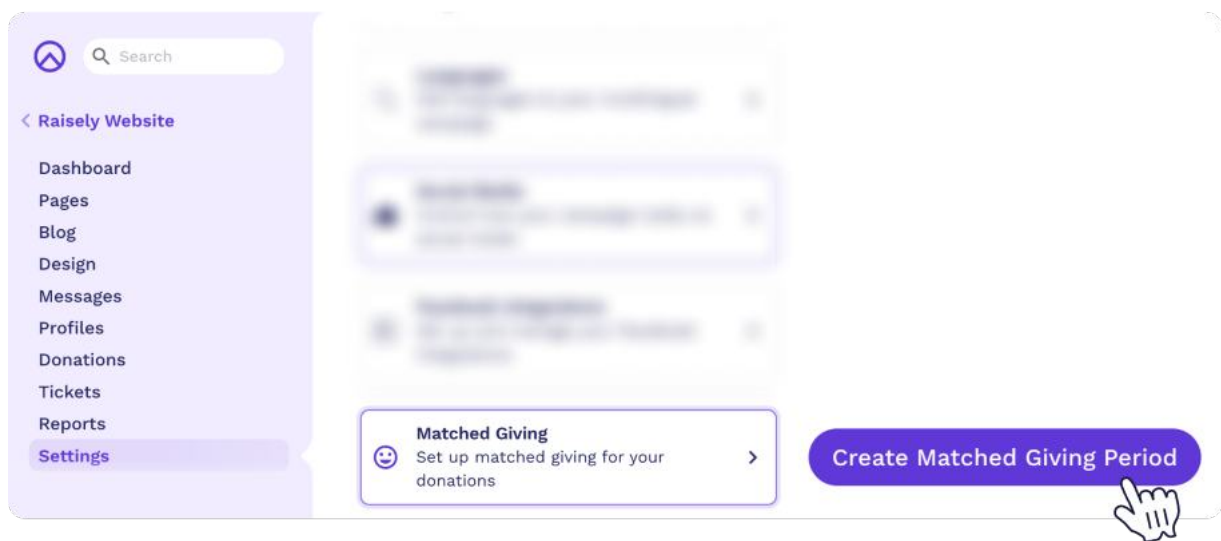




3 Building Your Campaign

Setting Up Matched Giving on Your Raisely Page

With Raisely, setting up matched giving on your GivingTuesday campaign is easy. You can **automatically match donations you receive for a certain time period within a certain pool of funds, customise which donations get matched, and watch your donations fly-in, in real-time!**



- 1 Go to Settings > Matched Giving > Create Matched Giving Period
- 2 Create a new matching period and set your parameters:
 - Matched amount limit
 - Start and end date and time
 - How much should be matched (you can do a classic 2x match or go big with 3 or 4x match donations)
- 3 Set up Match Conditions to customise which donations get matched (for example: \$100+ donations)
- 4 Real-time display: customise how matched donations show in your donation stream
- 5 Monitor and adjust: Once your match period is live, you can monitor the Raisely dashboard to see the progress of your campaign.



4 Engagement Tactics

Your audience is your greatest asset in a GivingTuesday campaign, and how you engage them will determine your success. Here's how to implement effective tactics at every stage, inspired by proven strategies.

Pre-Campaign Engagement

Building anticipation and securing early commitments are key to creating momentum before the big day.

Tactics

Lead Forms

Place lead forms on your website and promote them through emails and social media. Offer an incentive, such as early access to matching funds or a personalised thank you, to encourage sign-ups.

Secure Early Support

Encourage your supporters to pre-register for GivingTuesday by offering them a chance to be part of an exclusive early-bird matching opportunity. This not only locks in early donations but also builds excitement.

Email Drip Campaign

Send a series of countdown emails that build anticipation. Start with a "Save the Date" and gradually ramp up to more urgent messages as the day approaches.

Social Media Teasers

Post teasers on social media that hint at your campaign's impact and the matching opportunity. Use visuals that evoke emotion and curiosity to keep your audience engaged.



4 Engagement Tactics

Engagement Ideas

Platform	Campaign
Email	"Behind the Scenes" Series: Send a series of emails that give your audience an insider look at how their donations are making a difference. Share stories, photos, and short videos of your team preparing for GivingTuesday. Include personal messages from beneficiaries or staff to build a personal connection.
Social Media	"Why I Give" Campaign: Feature short, user-generated videos from donors, volunteers, or staff explaining why they support your cause. Encourage followers to share their own reasons for giving and tag your organisation. Create a branded hashtag for this campaign to boost visibility.
Website	Impact Countdown: personalise your homepage with a countdown timer that highlights the impact of donations.
Direct Mail	Postcard: Send a postcard with a QR code that links to a personalised thank you video or an interactive quiz related to your cause. This encourages engagement and makes your message stand out from typical mailings.
SMS/Text	VIP Insider Alerts: Send exclusive, early-bird SMS messages to your most engaged supporters, offering them first access to limited-time matching opportunities or early donation windows. Include a link to a mobile friendly campaign page.
Video	Storytelling Mini-Series: Release a series of short videos (under 1 minute each) leading up to GivingTuesday. Each video tells a different part of a beneficiary's story, culminating in a call to action on the final day. Share these across all channels, and encourage followers to share them as well.



4 Engagement Tactics

Tactics for the Day of the Campaign

Time flies. On GivingTuesday, you only have 24 hours to maintain momentum and increase engagement.

Real-Time Updates

- **Social Media Posts:** Post regular updates throughout the day on your progress towards your goals. Highlight milestones, announce when matching funds are close to being exhausted, and thank donors in real-time.
- **Live Streaming:** Consider a live-streamed event where you can engage directly with your audience. Showcase stories, interviews, or live updates from the field.

Hourly Challenges and Matches

- **Timed Matching Funds:** Release matching funds at different times throughout the day to maintain excitement and drive donations. For example, announce that from 12 PM to 1 PM, all donations will be matched 2:1.
- **Hourly Milestone Challenges:** Set mini-goals for each hour, such as “Help us raise \$5,000 in the next hour to unlock an additional \$5,000 in matching funds.”

Quick Tip

Use your website homepage to display real-time progress towards your goals. This transparency keeps donors engaged and motivated.

Tactics for Post-Campaign Engagement

Don't let the momentum fade after GivingTuesday. A successful post-campaign strategy not only wraps up the event on a high note but also sets the stage for continued engagement and future support.



4 Engagement Tactics

Tactics

Thank You Campaign

Personalised Thank You Emails: Send personalised emails to every donor, thanking them for their contribution and sharing the impact of their gift. Include a summary of the campaign results and a heartfelt message.

Social Media Gratitude: Post a thank-you video or graphic on social media to publicly acknowledge your supporters. Highlight some of the most impactful moments from the day.

Share the Results

Impact Report: Create a simple, visually appealing impact report that shows how the funds raised will be used. Distribute this via email, social media, and your website.

Follow-Up Stories: In the weeks following GivingTuesday, share stories that demonstrate the real-world impact of the donations. This keeps your audience engaged and primes them for future giving opportunities.

Keep the Conversation Going

Survey Your Donors: Send a short survey to your donors asking for feedback on the campaign. This not only helps you improve future efforts but also shows your donors that their opinions matter.

Invite Further Involvement: Encourage donors to stay connected by joining your newsletter, following you on social media, or attending an upcoming event.





Conclusion

As you prepare for GivingTuesday, remember that this day is more than just a fundraising opportunity—it's a chance to amplify your mission and engage your community in a powerful, collective act of generosity. Matched giving can be the spark that ignites this movement, inspiring more donors to give, for greater impact.

With the tools and strategies outlined in this e-book, you are equipped to create a campaign that not only meets but exceeds your goals. So, as you move forward, stay focused on your mission, leverage the power of matched giving, and connect with your supporters in meaningful ways.

Together, you can inspire generosity, drive change, and make a lasting difference. Let's make this GivingTuesday truly extraordinary—one matched gift at a time.

Try our new GivingTuesday template for free

Raisely is designed to **grow your impact**, offering you the tools to customise every aspect of your campaign while ensuring no donation is missed.

With our new GivingTuesday template you'll have a high-performing donation page in minutes!

Inspire generosity and fuel your mission with Raisely.

[Get started](#)

