

STEP ONE:

Determine if a matching-gift strategy is useful for your project/program/event. A matching-gift strategy relies on an existing supporter, leader, or key advocate of your effort that is willing to create an incentive for other gifts.

STEP TWO:

Determine what kind of incentive the key supporter will offer. Perhaps they want to match every dollar raised in a specific time frame. Or they might want to give a predetermined gift amount that will become available to the organization after other fund-raising benchmarks are met. Some individuals will make their gift upfront, giving permission for it to be framed as a matching gift to create a new incentive.

STEP THREE:

Leverage this donor's generosity in your solicitation materials. This fund-raising approach creates credibility and a sense of urgency for supporting your program/project/event. Use digital and traditional tools to get the word out that your program/project/event has a matching-gift opportunity.

STEP FOUR:

Follow up with all donors with appropriate thank-you letters and outcome reporting.