

1. Secure the pledged funds that will serve as your “match” or challenge amount.

FROM AN INDIVIDUAL:

A lead supporter (or a small group of lead supporters) is a great individual to have a conversation with about pledging a matching gift. Meet with them and find out the answers to the following:

- Are you willing to make a sizeable donation to our cause?
- Are you willing for your pledge to be used as a matching donation to create incentive among other donors? (what an honor!)
- Would you consider pledging \$X?

FROM AN INSTITUTION:

If you've found an institution through your research that provides matching gift support or challenge grants, follow the instructions to apply. Focus on making a strong case for why and how the grant will create incentive in your pool of individual donors. Note the overall impact the support from both the grant and the donations raised to match it will have on your efforts.

2. Use your match as an incentive to fundraise.

There are two powerful angles at play here. First, you are challenge others to participate and help you meet the goal set by your

match. Second, a match means each donor's gift will be matching (most typically a 1:1 match), so their generosity has an even bigger impact on your effort at no extra cost to them!

THERE ARE MANY WAYS TO DO THIS:

- In person meetings
- On your website
- Direct mail appeals
- Digital appeals
- Social media campaigns
- And more!

3. Set a time limit.

This creates a sense of urgency and gives you and your donors a timeline to meet your goal.

4. Celebrate and thank!

Whether or not you meet the match, there is cause for celebration. Very often the individual or institution who pledged the matched funds will be happy to match the lesser amount raised if the goal was not met. Those that did contribute deserve your thanks, as does the individual or institution that made your matching gift campaign possible!