2025 GUIDE to MATCHING

HOW TO SECURE A MATCHING FUND

Looking to secure a matching fund? This guide includes best practices for determining your prospects, making the request, plus how to enter and promote your match once you've secured one.

What is a Matching Fund?

Matching funds are additional dollars from a donor, company, or partner that help motivate giving to your nonprofit. Typically offered as a 1:1 match, they allow you to say, "Your gift will be doubled!"

Once secured, your match can be added to your nonprofit profile and will count toward your total as it's fulfilled by donations.

Why are matching funds important?

- **Motivates donors:** People are more likely to give when they know their gift will be doubled.

- **Creates urgency:** By motivating donors to give before the opportunity expires.

- **Boosts fundraising:** Matching funds can significantly increase the amount raised.

- **Demonstrates commitment:** Matching donors show visible support and encourage others to follow.

Did You Know?

In 2024, 588 organizations raised an additional $9 million for their organization through matching dollars.

Matching funds continue to be one of the most effective tools to accelerate fundraising.

Step 1: Determine your prospects

Create a list of individuals or groups who may be willing to contribute a matching fund for your organization. Before adding someone to your list, consider these questions:

- How is this person connected to your nonprofit?
- Do they have a history of supporting your organization financially?
- Does this prospect seem like someone who could give at a higher level?
- Has this person supported your North Texas Giving Day™ campaign in the past?

Step 2: Cultivate your prospects

The goal of cultivation is to build meaningful engagement. Even with existing contacts, avoid reaching out only for donations—make them feel part of your community. Use this time to learn about their interests and alignment with your mission.

Ask some qualifying questions to help determine if they would be open to providing a match.

Step 3: Make your ask

Once you've identified a receptive prospect, use what you've learned to make a tailored, informed ask.

- Customize your approach
- Highlight the benefits
- Use the provided template for messaging
- Stay flexible and open to different amounts

Step 4: Promote your matching fund

Highlighting your match creates urgency and boosts campaign momentum. Let your audience know about your match on your organization page, in emails, and on social.

- **Organization Page** – Enter your matching fund(s) on NorthTexasGivingDay.org.
- **Email** – Include your match in campaign emails and communicate any details, like time limits or dollar caps, so donors know when and how to give.
- **Social Media** – Create excitement! Share your match across platforms and, if your matching donor agrees, have them film a short video to announce the match. Their voice can help inspire giving and extend your reach.

Not sure how to request a matching fund? Use this ask template to help you confidently communicate the value of a match and secure one for North Texas Giving Day™!

SUBJECT: Help Us Maximize Impact on North Texas Giving Day

Dear [Donor, Business, Ambassador Name],

Communities Foundation of Texas' annual North Texas Giving Day is happening this September. This event is a powerful, region-wide giving movement that helps organizations like **[Organization Name]** expand our reach, amplify our message, and raise critical funds to support our mission.

As we prepare for this exciting event, we're reaching out to a few of our most trusted supporters to invite you into a special kind of partnership as a matching fund donor.

Matching funds are a proven way to inspire giving by doubling impact, increasing urgency, and signaling your leadership in advancing causes that matter. Your support would not only help us reach our fundraising goal of **[$XX,XXX]**, but also encourage others to give boldly in support of **[brief description of who/what you serve]**.

Last year, matching fund donors helped participating nonprofits raise nearly 9 million in additional dollars. **[Organization Name]** would be honored to have you join us in this meaningful way – we know we can achieve even more with your help.

If you're interested in joining us as a matching fund donor, I'd love to schedule a quick call. You can also reach me directly at [phone/email].

With gratitude,

[Your Name]
[Title]
[Organization Name]

How to Enter a Matching Fund

1. **Log in on NorthTexasGivingDay.org** and select your organization from the dropdown under your name.
2. On the **Overview** page, go to **Fundraising Tools > Matching Grants** in the left-hand menu.
3. Click the **Matching Grants tile** to open your Match Manager dashboard.
4. On the dashboard, click **+Create** in the right corner to start a new match.
5. Fill in your match details, including sponsor name, logo or image, title of match, and time parameters.
6. Set your match information type and conditions (see below).

Selecting Your Match Type

NorthTexasGivingDay.org offers several different match types. These include:

Match percentage for each donation
This option defaults to a 100% (1:1) match, but you can customize it to fit your goals – match a portion of each gift (e.g., 50%) to extend your funds or offer a 2:1 match (200%) to boost donor impact. You may also match up to a maximum dollar amount per donation. This limits the amount matched per gift to avoid using the full match on just a few large donations.

Cumulative threshold match
Allows you to create different styles of matches if you are looking for something other than a standard 1:1 match, including:

- **Apply total match when total dollars raised equals the match value** – The match is only applied if your total raised meets or exceeds the full match amount.

- **Apply total match when a certain quantity of donations is received** – The match activates only after receiving a set number of donations. *Please note, this is not based on unique donors. So, if a donor donates twice, that is considered two donations towards your match.*

- **Apply total match when a certain number of unique donors is reached** – The match activates when a set number of unique donors (based on email or name) is reached.

Setting Your Match Conditions (optional)

The following optional conditions can be set up when you enter your match.

- **Set a minimum donation amount** – Require a minimum gift (e.g., $50) before a donation qualifies for the match. This can help encourage larger contributions.

- **Include offline donations** – Enabled by default, this allows any offline gifts entered in NorthTexasGivingDay.org to count toward your match.

- **Include organization fundraisers** – Also enabled by default, this includes all peer-to-peer fundraising pages created for your organization in the match. Uncheck this option if you want only your main profile page to count.

- **Limit to one match per donor** – This option ensures the match applies only to a donor's first gift, helping you attract new donors or meet a unique donor goal.

Add Notification Details

After selecting your match type and setting your match conditions, enter the email address that should receive a notification once the match is fulfilled.

Note:
If your matching donor has already paid your organization or you want to handle payment offline, enter a staff member's email. If the donor plans to pay after the match is complete, the email address entered will receive a notification from NorthTexasGivingDay.org with instructions for submitting payment.
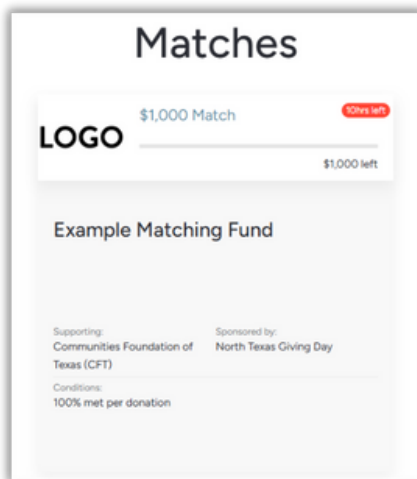
Have More than One Match?

After creating your initial matching fund, you will want to add additional matching funds to the queue. To do this, make sure that you complete steps 1 – 5 and then select the option to queue this grant to begin immediately after another grant is completed.

On Your Organization Page

Match section

Donate button