



# BOOST YOUR GIVE!GUIDE CAMPAIGN

Grow Support Through Matches & Business Partnerships

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## DONATION MATCHES

Inspire Giving • Build Momentum • Increase Donations

Donation matches are one of the most effective ways to encourage community giving during a year-end fundraising campaign. A matching gift helps create excitement, urgency, and donor confidence because supporters know their donation will go even farther.

The good news? Matches do not need to be large or complicated to make a meaningful impact.

### WHY MATCHES WORK

- ✓ Encourage donors to give sooner
- ✓ Motivate larger gifts
- ✓ Create excitement and urgency
- ✓ Help attract new donors
- ✓ Increase campaign visibility and sharing

### TOP 5 MOST SUCCESSFUL MATCH IDEAS

#### 1. Giving Tuesday Match

"All donations made on Giving Tuesday will be matched up to \$5,000."

#### 2. Dollar-for-Dollar Match

"Every donation will be doubled until we reach our goal."

#### 3. Match Gift from Key Supporters

"The Board of Directors will match all gifts this week up to \$10,000"

#### 4. Milestone Challenge Match

"When we reach 100 donors, an additional \$2,000 will be unlocked."

#### 5. Business Sponsored Match Day

"Thanks to ABC Coffee, all donations today will be matched up to \$1,000."

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### QUICK START CHECKLIST

- Identify 3–5 potential match sponsors. Stagger promotion throughout your campaign
- Start with board members, loyal donors, volunteers, and local businesses
- Choose a simple and easy-to-understand match idea
- Set a realistic fundraising goal
- Create simple donor-friendly messaging
- Promote your match often through email and social media
- Thank match sponsors publicly during the Give!Guide campaign

## SIMPLE PROMOTION PHRASES

- “Your gift will be doubled.”
- “Help us unlock matching funds.”
- “Every donation goes twice as far today - double your impact.
- “Together we can meet the match.”

## REMEMBER

*Even small matching gifts can create momentum and inspire generosity. Many successful campaigns build excitement through several smaller matches shared throughout the giving season through the community wide visibility of the Give!Guide.*

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## BUSINESS PARTNERSHIPS

### Expand Awareness • Build Community Connections • Inspire Giving

Business partners play an important role in a successful Give!Guide campaign. Their support not only helps boost fundraising efforts — it also helps expand awareness of your mission and demonstrates meaningful community endorsement.

Partnerships can be simple, creative, and beneficial for both your nonprofit and the business.

## WHY BUSINESS PARTNERSHIPS WORK

- ✓ Expand awareness of your organization
- ✓ Introduce your mission to new audiences
- ✓ Build community credibility and trust
- ✓ Increase donor engagement
- ✓ Encourage businesses to support local causes
- ✓ Create shared community excitement during the giving season

## EASY BUSINESS PARTNERSHIP IDEAS

### Restaurant or Coffee Shop

- Round-up at checkout
- Percentage of sales donation day
- Featured Give!Guide menu item
- Donation jar or QR code at the register

### Retail Store Partnership

- Sponsor a matching gift day
- Promote your nonprofit in-store or online
- Invite customers to donate during checkout

### Winery, Brewery, or Hospitality Partner

- Host a Give!Guide event
- Donate proceeds from a featured tasting or event
- Share your campaign through newsletters or social media

## Employer or Team Challenge

- Encourage employee giving
- Create a company fundraising challenge
- Offer a workplace donation match

## WHO TO ASK

Start with people and businesses already connected to your organization:

- Board members
- Current donors
- Volunteers
- Local businesses you already support
- Business owners connected to your mission
- Event sponsors and community partners
- Service clubs and community groups

## KEEP THE ASK SIMPLE

### Sample Match Request

“Would you consider sponsoring a donation match during our Give!Guide campaign? Matching gifts help inspire donors and create excitement around community giving.”

### Sample Business Partnership Request

“Would your business be interested in partnering with our organization during Give!Guide to help expand community awareness and inspire local giving?”

## MAKE IT EASY FOR PARTNERS TO HELP

Provide:

- ✓ Ready-to-use social media posts
- ✓ Simple graphics and logos
- ✓ QR codes and donation links
- ✓ Clear campaign dates and timelines
- ✓ Easy ways to share your mission

The easier participation feels, the more likely businesses are to say yes.

## HAVE FUN DEVELOPING YOUR PARTNERSHIPS!

Community partnerships do not need to be large or complicated to make a meaningful impact. Small businesses, loyal supporters, and enthusiastic community members can all help inspire generosity and strengthen your Give!Guide campaign.

*Together, we build stronger community connections and greater support for local nonprofits.*