
A Nonprofit Guide to
Matching
Grants



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.

Motivating donors to give before the opportunity expires helps create a sense of urgency.

Boosts fundraising.

Matching funds can significantly increase the total amount raised.

Demonstrates commitment.

Matching donors show visible support and encourage others to follow.

Boosts visibility.

Matches make your profile more searchable on ColoradoGives.org during Colorado Gives Day and year-round through the "Matches Available" filter.

Did You Know?

Did you know **84% of donors*** are more likely to give if a match is offered?

Setting up a matching grant on ColoradoGives.org only takes a few clicks and is totally free to do.

* Source: Double the Donation, "Corporate Giving and Matching Gift Statistics"

Key Steps

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 Colorado Gives Day campaign in the past?
- Are there any potential benefits for the prospect? (i.e. brand recognition)

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 the weeks leading up to November 1 to connect with prospects, learn about their interests, and show how they align with your mission.

Ask some qualifying questions to help you 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 this match is available on your page, in email and social media.

- **Organization Page** - Display your match on ColoradoGives.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 record a short video to announce the match. Their voice can help inspire giving and extend your reach.

Request Template

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 Colorado Gives Day!

SUBJECT: Your Generosity Can Maximize Impact on Colorado Gives Day

Dear **[Donor, Business, Ambassador Name]**,

Every year, Coloradans come together for Colorado Gives Day – a statewide celebration of generosity that lifts up nonprofits like **[Nonprofit Name]**. It's a moment when our community rallies, and with your help, we can make it even more powerful.

As we prepare for this exciting event starting on Nov. 1 through Dec. 9, 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 your mission; who/what you serve]**.

[Nonprofit 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]

[Nonprofit Name]

Set Up a Matching Fund on ColoradoGives.org

How to Set Up a Matching Fund

1. Log in to ColoradoGives.org and select your organization from the dropdown under your name.
2. On the **Overview** page, go to **Fundraising Tools > Matching Grants** in the menu on the left.
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

ColoradoGives.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 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 toward 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) is reached.

Setting Your Match Conditions (optional)

The following optional conditions can be set up when you enter your match. Keep in mind: the more conditions you add, the more you'll need to explain to donors – so we recommend keeping it as simple as possible.

- **Set a minimum donation amount** – Require a minimum gift (e.g., \$50) before a donation qualifies for the match.
- **Include offline donations** – Enabled by default, this allows any offline gifts entered in ColoradoGives.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.
- **Limit to one match per donor** – This option ensures the match applies only to a donor's first gift.

Add Notification Details

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

Matching donors can pay directly through ColoradoGives.org using the fulfillment link they'll receive, or they can pay your organization offline. If the donor has already paid or you're handling payment separately, enter a staff member's email instead.

Once the Match is Fulfilled

Matches are marked complete when online donations meet the conditions you set. A match will also close automatically when its end date and time pass. An admin can manually close a match, but once closed this action cannot be undone. Only the ColoradoGives.org Support Team can delete a match if needed. After a match closes, you'll be able to access a match report in your admin dashboard to see which donations counted toward it.

Questions? Reach out to support@ColoradoGives.org.