



This Week: September 29

This week we are going to be focused on **matches!** In 2024, organizations with matching funds raised on average **8x's** more than organizations without. **268 organizations featured a match or challenge last year, raising \$2.5m!**

Begin by soliciting your existing donors. Think of donors who have given in the past or give at the end of the year. Reach out to them and invite them to consider offering a match for your campaign. It's no secret that matches are incredibly powerful in supercharging your campaign!

What opportunities could matches unlock for your organizations this year?

To Do

- Check out [this video](#) or [this article](#) from Mightycause for directions on setting up a match!
- [CANVA TEMPLATE](#) to create a custom Match flyer with form for donor to complete.
- **Review your donor database** and begin reaching out to those who have given in the past. Ask them to partner with you for a match for this year's campaign!
- **Get creative:** use challenges to further power up your match!

Best Practices

Saint James Parish supercharged their 2024 campaign by stacking matches!

Donate Fundraise

Share this organization

\$73,385 raised by 221 donors

100% complete \$80,000 goal

About Matching Gifts

MATCHING GIFT: LET'S "RAISE THE ROOF" TOGETHER! \$25,000

Your gift will be doubled, thanks to a generous matching gift challenge from an anonymous donor. The donor has offered to match 1:1 each and every donation--up to a total of \$25,000. So your gift will count twice! This match can be the spark that inspires all of our St. James family and friends to give generously. Can you help us meet the challenge for St. James? God bless you for your generosity.

1) MATCHING CUMULATIVE THRESHOLD GIFT: "MOST GIVERS EVER!"

The Sante and Lina Simms family are offering a matching gift to incentivize the greatest number of unique donors ever to give to St. James #WeGiveCatholic campaigns: "When the number of unique donors reach 100, we will give \$1,000 to this campaign! It doesn't matter how much you give -- just that you do! Rally your friends and family to do the same to max out this gift based on the number of unique donors!"

"A unique donor means: Either the first name or last name must be distinct--and--the email address must be distinct. If a donor gives multiple times, they will be counted as a unique donor only for the first donation transaction. See: [Rules and Prizes](#)"

2) MATCHING CUMULATIVE THRESHOLD GIFT: "MOST GIVERS EVER, AND MORE!"

The Simms family are continuing to incentivize the greatest number of unique donors ever: "When the number of unique donors reaches 125, we will give an additional \$250 to this campaign."

Donate