

MATCHING GRANT

Ideas for Project Planning

OBJECTIVE

Create a marketing and communication plan for your matching grant.

TARGET AUDIENCE

- New donors?
- New prospects?
- Lapsed donors?
- Current donor increase?
- Board members?

MARKETING & COMMUNICATION STRATEGIES

- Funder logo?
- Small events?
- Large event?
- Web page?
- Facebook page?
- Instagram?
- Personalized message?
- One to one meet?
- Create urgency?
- How much \$ to match?
- By when?
- Call them to action?

OVERVIEW

The Richard M. Schulze Family Foundation defines a matching grant as “a dollar-to-dollar matching gift, up to the maximum amount awarded by the funder.” Our assumption is that other funding organizations define a matching grant in the same way – but you should check. An award check for a successful matching grant is issued at the end of a campaign for the amount raised up to the maximum amount awarded and following agreed upon requirements. Donation amounts raised over the award amount will not be matched. Further clarification and questions should be directed to your program officer.

This document is a guide for nonprofits awarded a conditional (matching) grant from a funder that defines a matching grant in the same way as the Richard M. Schulze Family Foundation. Not all below may apply.

CAMPAIGN PLAN (OUTLINE YOUR UNIQUE CAMPAIGN)

- **Goal:** To use recognition of the [funding foundation name] and their offer of a dollar to dollar match up to [\$Amount] to leverage donations & achieve the match.
- **Timing:** When will the announcement(s) begin and end?
- **Tools:** What communication tools will you use to announce? [social media, targeted emails, direct mail, etc.].
- **Audience:** Which tools for which audience? (Target Audience left)

KEY MESSAGE EXAMPLE (MAKE IT UNIQUELY YOURS)

[Funder name] has offered [your org name] a dollar-to-dollar match. Whatever we can raise from [dates of your campaign], they will match dollar-to-dollar up to [\$Amount of award]. Help us unlock this matching gift and make a difference to those we serve [or specifically name them]! Give what you can today so that; we don't to leave any money on the table.