

# Matching Funds Worksheet

Steps, tips, and decision points to help you make the most of match funds.

## What Are Match Funds?

- Extra dollars from a donor, business, or partner that “match” gifts made during BDOG.
- They create urgency, inspire more gifts, and motivate larger donations.
- In BDOG 2025, organizations with match funds raised 6 times more than those without

## Are Match Funds Right for You?

If you check the boxes below, match funds may be a good fit for your organization’s BDOG campaign!

- We have a strong lead for a match sponsor (full board or individual members, major donor, business partner).
- We have staff/volunteer capacity to manage and promote the match.
- We are comfortable with the match sponsor’s expectations (recognition, fulfillment rules).
- We have the capacity to thank and celebrate the match sponsor afterward.

## Build Your Match on GivingEdge

Build the match that inspires your supporters to giving using the options below:

	Description	Example
<b>1:1 Match (Default)</b>	Every dollar donated is doubled.	“A generous donor is DOUBLING your contribution!”
<b>Threshold Match</b>	Funds unlock after a goal is met.	“Once \$5,000 is raised, \$2,000 more is unlocked.”
<b>Timed Match</b>	Available only during a set period.	“All gifts before noon will be tripled by our match!”

## Timeline for Success

- **ASAP:** Approach potential match sponsors, confirm amounts and expectations with sponsor(s).
- **Early giving + BDOG:** Schedule the match in GivingEdge and promote it with urgency and creativity!
- **After BDOG:** Thank match sponsors, share results, and document lessons learned.

## Metrics + Goal-Setting

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- Raise \$**                      **total during BDOG.**

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  - Outreach to**                      **potential match sponsors, inviting them to contribute a match.**

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  - Secure \$**                      **in match funds from**                      **match sponsor(s).**
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## Who to Involve

Match funds are most successful when they come from people or partners who already believe in your work. Use this section to identify individuals, businesses, or groups who are connected to your organization and may be excited to motivate others by matching gifts during Big Day of Giving.

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### Circle of Influence: Who in our network could make a great match sponsor?

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#### Current/Past Board Members

*Tip: Many nonprofits ask their Board members to pool gifts into a match fund for BDOG.*

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#### Major donors

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#### Sponsors from previous events

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#### Companies and business leaders in our network

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Wondering how to start the conversation? Connect over shared values. When reaching out, make the case that their gift will inspire others to give and thereby multiply their impact, and matches can offer promotional benefits, too. Be authentic to your organization and its mission. If you stay true to your work, you'll find people whose visions align.

### Do

- Ask early and connect around shared values

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  - Clarify terms and expectations in writing

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  - Promote the availability of your match widely across your channels. Using graphics from the Marketing Toolkit in [GivingEdge's Nonprofit Resources](#) can make it easy!

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  - Thank your donor and share results
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### Do Not

- ✗ Wait until the last minute to secure a match

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  - ✗ Overstretch your team if bandwidth is limited

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  - ✗ Have match sponsors fulfill their matches via GivingEdge, which can lead to double-counting their gift. (Most match sponsors fulfill their matches by sending your nonprofit a check.)
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## Match Sponsor Expectations

Clear expectations help match funds run smoothly and build strong relationships with sponsors. Use this section to think through and confirm key details with your match sponsor so everyone feels aligned and confident going into Big Day of Giving.

### Recognition

- Match sponsor wants to
- be named publicly. *Plan how/where.*

#### OR

- Prefers to stay private. *Use generic language.*

### Promotion

- Match sponsor will promote the
- match with their network. *Provide language to make it easy.*

#### OR

- Will leave it to us.

### Fulfillment

- Match sponsor will give full
- amount even if match goal isn't met.

#### OR

- Will contribute only up to what's raised.

## Promoting Your Match

Highlight your match in all of your BDOG promotion. Based on the shape of your match and your match sponsor's wishes, consider weaving sentences like these into your marketing:

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- "Double your donation now!"**

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  - "Matched until midnight! Your gift goes twice as far thanks to [Sponsor]!"**

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  - "Give \$25, see \$50 in action!"**

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  - "All gifts made today will be matched, dollar for dollar, up to \$[amount]."**

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  - "Help us reach our match and maximize every dollar."**

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## Recognition & Stewardship

Strong stewardship turns one-time gifts into lasting relationships. Plan how you'll thank your match sponsors for their support. Thoughtful, timely follow-up shows appreciation, builds trust, and lays the groundwork for continued engagement.

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**How will we update and thank our match sponsors?**

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**What results and impact can we share?**

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## Reflection + Notes

Capturing what worked and what you'd do differently helps you build on success each year. This section turns your 2026 efforts into a roadmap for the future.

### Reflections

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**What worked well about our match?**

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**What would we change for next year?**

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**Which donors might commit again?**

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## Common Questions

- **Do we keep the full match if it's not met?** Depends on your agreement with your match sponsor. Clarify early.
- **Can a sponsor pay their match via GivingEdge?** We highly recommend collect funds directly from your match sponsor via a check. Paying the match via GivingEdge can result in double-counting the match funds and create confusion for your donors.
- **Does the Foundation handle match dollars?** No. You coordinate directly with your match sponsor; the Foundation does not collect or handle your match funds.
- **Can we have multiple matches?** Yes! You can run them simultaneously or schedule them to run one after another.
- **Do matches appear in leaderboard totals?** Yes, fulfilled match funds are reflected in BDOG leaderboard totals.
- **What if we forgot to enter our match?** You can back-date it in GivingEdge.



As the capital area's philanthropic hub, the Sacramento Region Community Foundation believes a thriving community requires a strong nonprofit sector. That's why we created GivingEdge and Big Day of Giving to grow philanthropy locally and strengthen organizations like yours. Learn more at [sacregcf.org](https://sacregcf.org).