

Matching Gift Calls to Action:

Persuasive Asks to
Double Revenue

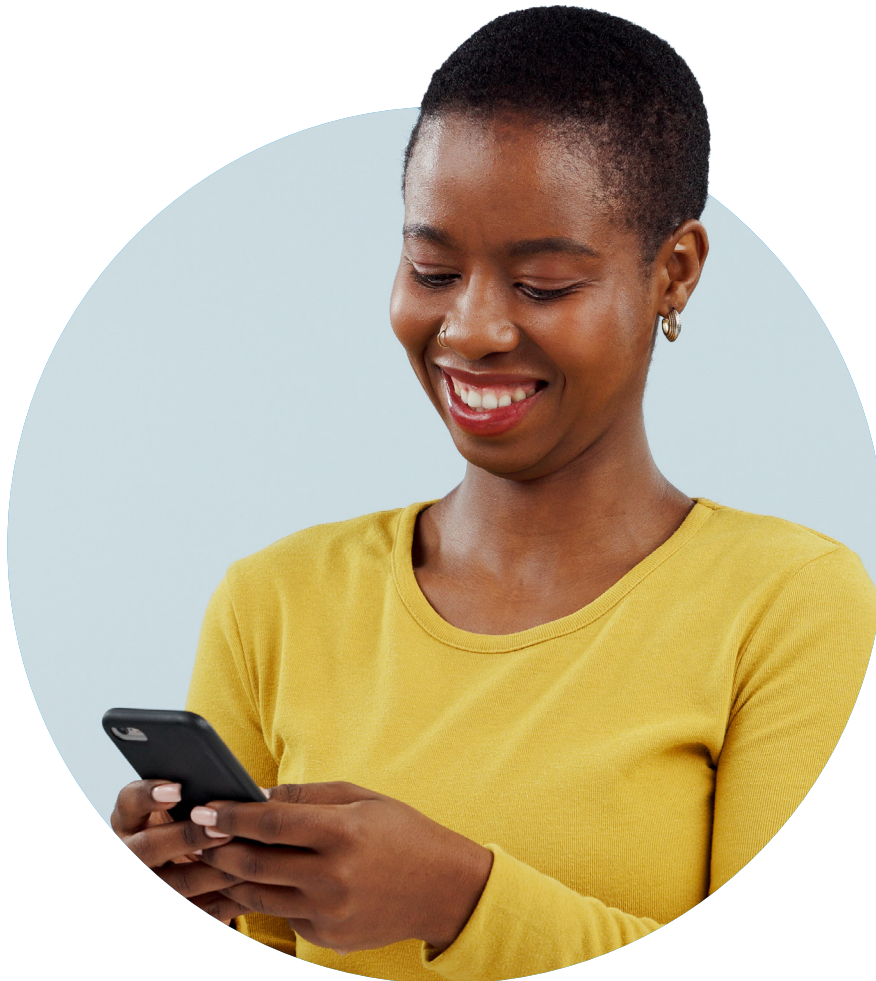


[Matching gifts](#) offer a powerful way to boost your fundraising efforts by doubling—or even tripling—the impact of individual contributions. However, simply [informing donors about matching gifts](#) often isn't enough. Instead, you need to actively guide them toward taking the necessary steps to complete the match.

And that's where strong calls to action come in.

A well-crafted, persuasive call to action can be the deciding factor in whether a donor ultimately takes advantage of their employer's matching gift program.

In this guide, we'll explore proven techniques to create effective matching gift CTAs that captivate donors, inspire action, and ultimately maximize revenue for your organization. Plus, we'll provide you with some sample copy your team can use to kickstart its efforts.





What are matching gift calls to action?

A **call to action** (also known as a CTA) is a prompt or instruction that encourages an audience to take a specific action. Commonly used in marketing, advertising, and fundraising, CTAs aim to guide users toward the next steps in their journeys.

Effective CTAs are usually concise, action-oriented, and designed to create a sense of urgency or excitement—helping increase engagement and drive desired outcomes.

By extension, **matching gift calls to action** are specific prompts designed to encourage donors to take steps to pursue corporate matching gift opportunities—whether checking their eligibility for a program or submitting a matching gift request. While they can take many forms, these CTAs typically appear in fundraising materials, guiding donors to maximize their contributions through their employer’s matching program.



Tips for impactful matching gift CTAs

1. Use clear and actionable language.

Keep your CTAs straightforward and direct. Use words that inspire immediate action, like “Double Your Impact Today” or “Submit Your Match Now.” Avoid vague language, and make it clear that donors can take specific steps to make their initial gifts go further.

2. Highlight a sense of urgency.

Emphasize that matching gifts are time-sensitive. If donors understand there’s a limited window to act, they’re more likely to submit their match sooner.

A sense of urgency in your messaging can go a long way!

3. Specify the benefit for the cause.

Describe the real-life impact that a doubled gift will have on your mission. Let donors know exactly what their contribution will achieve, helping them understand why taking action on the match matters.

4. Ensure CTAs are prominent and easy to spot.

Place your CTAs in prominent locations, like near the donation button, in email footers, and on thank-you pages. Use bold fonts, buttons, or colors that align with your brand to draw attention.

Remember: clear visibility makes it easy for donors to take the next steps.

5. Cater your CTAs for different channels.

Each platform has its own style and user expectations, so tailor your calls to action for each one. For example, you might use punchy, shorter CTAs for social media or text messages while providing more detailed explanations in emails or other longer-form content.

6. Direct traffic to your best matching gift resources.

When crafting your matching gift CTAs, it's essential to define the specific action or outcome you want supporters to complete. For the best results, you'll want to send traffic to your most optimized matching gift resources—such as your dedicated Match Page or other workplace giving materials (ideally one equipped with a matching gift database tool).

By funneling CTA clicks to a single, well-organized resource, you provide clarity and support, making it easier for donors to complete the matching gift process.





Sample calls to action: 5 matching gift marketing templates



Ready to start driving action with matching gifts but not sure where to begin? We're providing you with the following customizable templates to help as you craft your own matching gift CTAs.

Email Template

Subject Line:

“Double Your Impact: See if Your Gift Qualifies for a Match!”

Body:

Hi [**Donor’s First Name**],

Thank you for your incredible support! Did you know your donation may be eligible to be doubled or even tripled through your employer’s matching gift program? It only takes a few minutes to increase your impact and help us achieve even more.

Check Your Eligibility — [**Matching Gift Button**]

With a matching gift, your contribution can go twice as far in supporting [**Organization’s Cause**]. Don’t leave match dollars on the table—submit your request today!

Warm regards,

[**Your Name**]

[**Your Organization**]

Text Message Template

Hi [**First Name**]! Did you know you can double your donation to [**Organization**] through a matching gift?

Take a moment to check if your employer offers a match here: [**Link to Matching Gift Tool**]. Together, we can make an even greater impact.

Fundraising Appeal Template

Header:

Make Your Gift Count Twice: See if Your Donation Qualifies for a Match

Body:

Your support is already making a difference, but what if we told you it could go even further? Many employers offer matching gift programs, which can double or even triple your contribution to [Organization's Cause].

Here's how to make your donation go further:

1. Make a donation to [Organization] using our online donation form.
2. Click the link here to check if your employer offers a matching gift program: **[URL]**
3. Follow the easy steps provided to submit your match request and double your impact on our cause!

Website Copy Template

Headline:

Double Your Donation

Body:

Maximize the power of your donation.

Use the search tool below to see if your employer matches donations—and find out how to submit a match request. It's quick, easy, and amplifies the difference you're making at no extra cost to you!

[Embedded database search tool]

Giving Tuesday Messaging Template

This #GivingTuesday, make your impact go even further! Double your gift and double your impact in just a few clicks! You can find out if your company matches gifts with a quick search of our corporate database tool.

[Link to Matching Gift Tool]

Let's make today twice as powerful—it's time to make the most of matching gifts!

Mastering the art of persuasive calls to action can be a game-changer for your nonprofit's matching gift strategy. By crafting compelling and actionable matching gift CTAs and strategically placing them across your marketing channels, you can tap into greater matching gift potential and inspire more donors to make a bigger impact on your cause.

Ready to get started? Find out more about matching gift strategies and tools from Double the Donation at <https://doublethedonation.com/get-a-demo/>.