

# SAMPLE BLOG ARTICLES

— Provided by —



**Double *the* Donation**  
matching gifts made easy



# Purpose:

Blog articles are an effective advertising medium for promoting matching gifts and volunteer grants to your donors and volunteers. These articles provide a platform for more in-depth explanations of these corporate philanthropy programs.

**Commitment to this creative way of boosting revenue shows donors that your organization is focused on maximizing fundraising from every source.**

We recommend publishing these articles (or something similar) on your organization's website or blog. From there, you can send a link to these articles in your newsletters and campaigns to ensure that your donors know about this opportunity to increase their impact.



## Your organization's articles should:

- ▶ Provide an overview of employee matching gift and/or volunteer grant programs
- ▶ Share a few examples of companies that offer employee giving programs
- ▶ Explain the positive impact these additional funds will have on your organization's work
- ▶ Request that donors and volunteers search for their employer's matching gift information

We anticipate that your organization will want to modify these posts to meet the standard structure of your articles and blog posts. Your organization is free to leverage and modify this content.

**Note:** These articles mention the matching gift search tool offered by Double the Donation. If you are interested in learning more about Double the Donation's product offerings, click [here](#).

# Sample Articles:

**Corporate Employee Matching Gift Programs: .....04**

**The Secret to Boosting Revenue**

**Corporate Employee Volunteer Grant Programs: .....08**

**The Added Bonus to Volunteering**

**Employee Giving Programs: .....11**

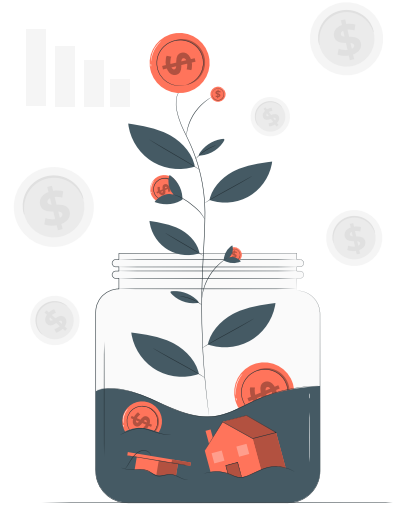
**The Key to Unlocking Extra Revenue**

# Corporate Employee Matching Gift Programs:

## The Secret to Boosting Revenue

For nonprofit organizations, every dollar counts. Corporate employee matching gifts offer the opportunity to turn one dollar donated by a match-eligible employee into two, three, four, or even five dollars!

In this article, we're going to explore exactly what to expect when working with matching gifts and how to make the most of this incredible fundraising opportunity.



## What are corporate matching gift programs?

Employee matching gift programs are a type of corporate philanthropy set up to encourage employees to give back to their communities. These companies encourage community outreach by matching employee donations to nonprofits.

These programs have become quite widespread, but many donors have not heard of them or aren't aware of their own match-eligibility. **\$4-7 billion in matching gift revenue is left on the table each year, and we want to work with our donors to claim some of it.**

The specifics of these programs vary from company to company, but the elements that shape these guidelines are always the same:


?	Offered?	Yes
\$	Maximum matchin amount	\$10,000
<a href="#">GO TO REQUEST FORM</a>		

- ▶ **Match ratio:** This defines what kind of donation the company will make in relation to the employee's initial contribution. A 1:1 ratio indicates that the company will donate the exact same amount, doubling the contribution to the employee's chosen nonprofit.
- ▶ **Minimum and maximum:** The minimum refers to the amount an employee must donate to qualify for a matching gift. The maximum is the total amount that a company will donate in matching contributions per employee annually.
- ▶ **Employee status:** Sometimes, the employee's role at the company can affect the match that they qualify for. For example, Gap Inc. offers a \$1,000 maximum to part-time employees and a \$10,000 maximum to Senior VP's.
- ▶ **Nonprofit eligibility:** Some programs offer different matches based on the nonprofit being donated to. ExxonMobil offers a higher match for donations made to educational institutions than for donations made to cultural organizations.
- ▶ **Deadline:** Every program identifies a deadline when the matching gift request must be submitted by the employee. This deadline can be either a firm date (December 31st is common) or a threshold based on the date of the initial donation (90 days after donation is made).

**Thousands of companies offer matching gift programs. A few examples include:**

**Johnson & Johnson —**  
 Triples donations with a 2:1 match for current employees while also doubling donations (a 1:1 match) for retirees.

🔍 Johnson & Johnson



💰 **Match Amounts**


Minimum <b>\$25</b>	Maximum <b>\$20,000</b>	Match Ratio <b>Up to 2:1</b>
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👤 **Employee Eligibility**

Full-Time Employees <b>Yes ✓</b>	Part-Time Employees <b>Yes ✓</b>	Retired Employees <b>Yes ✓</b>
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**Bank of America —**  
Matches donations 1:1  
up to \$5,000 annually  
per employee.

🔍 Bank of America

**BANK OF AMERICA** 

 **Match Amounts**


Minimum <b>\$24</b>	Maximum <b>\$5,000</b>	Match Ratio <b>1:1</b>
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 **Employee Eligibility**

Full-Time Employees <b>Yes ✓</b>	Part-Time Employees <b>Yes ✓</b>	Retired Employees <b>No ✗</b>
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**Home Depot —**  
Matches donations 1:1  
up to \$3,000 annually  
per employee.

🔍 Home Depot



 **Match Amounts**

Minimum <b>\$25</b>	Maximum <b>\$3,000</b>	Match Ratio <b>1:1</b>
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 **Employee Eligibility**

Full-Time Employees <b>Yes ✓</b>	Part-Time Employees <b>Yes ✓</b>	Retired Employees <b>No ✗</b>
----------------------------------------	----------------------------------------	-------------------------------------

The impact of these programs can be substantial! Microsoft has been known to match over \$48 million worth of employee donations to schools and 501(c)(3) nonprofits in a single year. Did you know that more than 18 million employees work for companies with matching gift programs? You might be one of them.

# Want to help [your organization's name]?

Increasing revenue with matching gifts isn't too tricky, but we need our donors' help. Last year we received [insert number] matching gifts, which helped us raise [insert dollar amount]. We've set a goal of raising [insert dollar amount] from these programs. If we meet our goal, we'll be able to better [insert organization's mission and how the organization would use the additional funding].

You can help us reach these goals by searching for your own match-eligibility. Immediately assess your eligibility and gain access to detailed information about your employer's corporate giving program by searching our database of companies with matching gift programs [\[link to your dedicated matching gifts page or Double the Donation hosted URL\]](#).

**We'll provide you with as much of the following as possible:**

- ▶ Up-to-date, company-specific program guidelines
- ▶ Links to the online matching gift request forms or downloadable PDFs offered by your employer
- ▶ Our contact information (Tax ID, address, fundraising contact), which you may need for your matching gift request

If your company isn't listed, make sure to check with your company's HR department. It's possible that your employer offers matching gifts.

We wish we could submit the required form for you, but unfortunately the employee must submit the matching gift request to their employer directly. We appreciate you taking a few minutes to double your donation!

# Corporate Employee Volunteer Grant Programs:

## The Added Bonus to Volunteering

What do **Verizon**, **CarMax**, and **State Farm** all have in common? They all offer volunteer grant programs.

Volunteer grant programs, also known as “Dollars for Doers” programs, are charitable giving programs set up by companies to reward employees for giving back to their communities.

Companies provide monetary donations to eligible nonprofits like ours as a way to recognize employees who volunteer. These grants enable corporations to give back to their communities and support organizations that employees are already passionate about.

Although volunteer grants are a relatively new form of corporate giving, they're widely offered among Fortune 500 companies and are catching on at smaller companies, too. For instance:

- ▶ **Verizon's** Volunteer Program provides \$750 grants for 50 volunteer hours.
- ▶ **State Farm's** Good Neighbor Grant Program recognizes employees with a \$500 grant for 40 volunteer hours.
- ▶ **CarMax's** volunteer grant program awards \$10 for every hour volunteered up to \$10,000.

In fact, hundreds of companies offer volunteer grant programs with donations generally ranging from \$10-15 per hour volunteered. Basically, this means that our organization will not only receive the help provided by our amazing volunteers, but we'll be given monetary support from their employers as well!





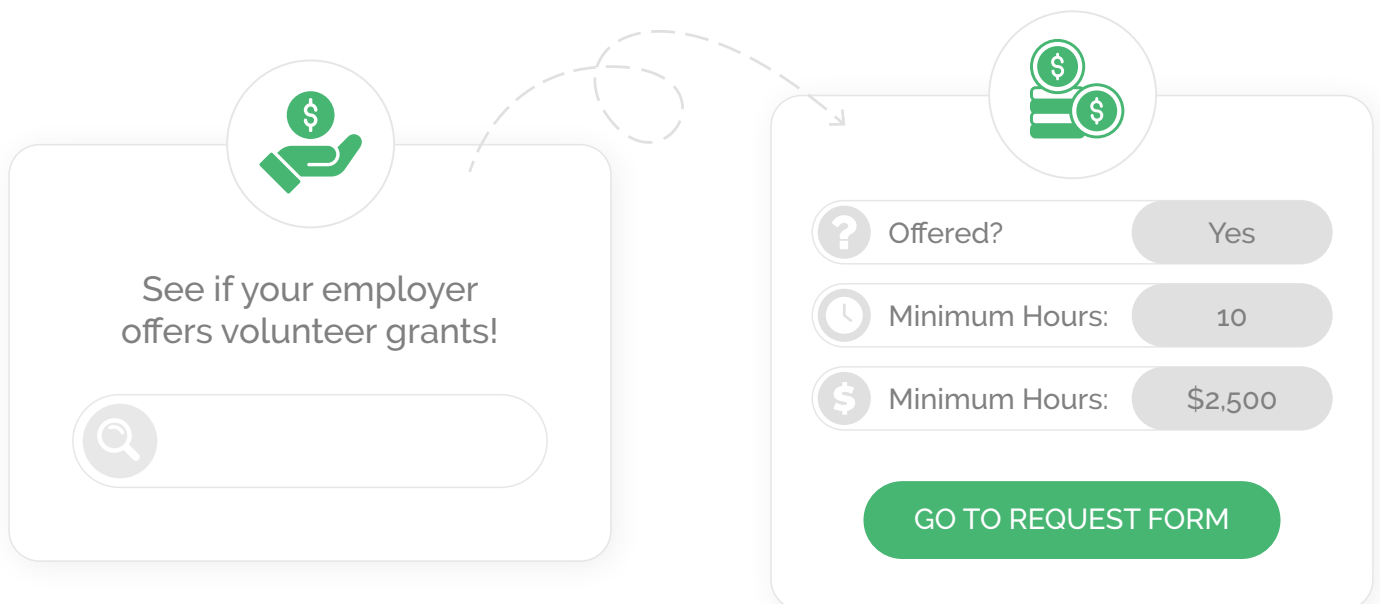
## How do volunteer grant programs work?

Volunteer grant programs are an easy way for volunteers to secure an additional monetary contribution for our organization without having to take out their checkbooks.

Volunteer grant programs consist of five steps:

1. Employee volunteers with nonprofit organization
2. Employee volunteer determines if their company offers volunteer grants — you can search for your employer's volunteer grant guidelines at [link to your Double the Donation URL] to find company-specific program guidelines, requirements, and forms.
3. Employee volunteer submits the grant request, either electronically or using a paper form.
4. Nonprofit validates the grant request — we confirm for the individual's employer that the individual is in fact a volunteer with our organization.
5. Company cuts a check!

If you're already volunteering with us, please take a few minutes to check if your employer (or your spouse's employer) offers volunteer grants [link to your organization's Double the Donation hosted matching gifts page] — grants that could equal hundreds, or even thousands, of dollars for us to put toward furthering our mission.



## Want to help?

Last year, we received [\[insert number\]](#) volunteer grants which helped us raise [\[insert dollar amount\]](#). We've set a goal of raising [\[insert dollar amount\]](#) from these programs. If we meet our goal, we'll be able to better [\[insert organization's mission and how the organization would use the additional funding\]](#).

You can immediately gain access to detailed program guidelines offered by your employer and assess your eligibility by searching our database of companies that offer volunteer grant programs [\[link to your Double the Donation URL\]](#).

**We'll provide you with as much of the following as possible:**

- ▶ Up-to-date, company-specific program guidelines
- ▶ Minimum volunteer hours required to qualify for a matching donation
- ▶ Links to the online matching gift request forms or downloadable PDFs offered by your employer
- ▶ Our contact information (Tax ID, address, fundraising contact), which you may need for your matching gift request

If your company isn't listed, make sure to check with HR as there are many additional companies out there who offer volunteer grant programs.

We wish we could submit the required form for you, but unfortunately the employee must submit the volunteer grant request to their employer directly. We appreciate you taking a few minutes to double your impact!

# Employee Giving Programs:

## The Key to Unlocking Extra Revenue

Employee giving programs offer an exciting opportunity to nonprofit organizations and educational institutions. Each donation could be doubled, tripled, or more, and every hour volunteered could come with a monetary contribution as well.

In this article, we're going to explore two of the most popular forms of corporate philanthropy:

- ▶ **Employee matching gifts:** Donations offered by companies to nonprofits that their employees have already supported.
- ▶ **Volunteer grants:** Monetary contributions made by a company to a nonprofit that their employees have volunteered for.

Let's dive in!



# What are corporate matching gift and employee volunteer grant programs?

Corporate matching gift programs are charitable giving programs created by corporations in which the company matches donations made by employees to nonprofit organizations or educational institutions. Donors can double their impact by utilizing the matching gift programs that are in place at thousands of companies.

Employee giving programs have been around since 1954, when the GE Foundation created the Corporate Alumni Program, the first corporate matching gift program. Today, the GE Foundation matches over \$35 million annually to 501(c)(3) organizations and accredited educational institutions (including K-12). Since then, thousands of companies have created similar employee giving programs.

The most common match ratio is 1:1, meaning that the company will donate the exact same amount as the employee did. Each company will set a dollar amount that they will contribute in matching gifts per employee each year. Employees can then make as many matching gift requests as they like until they hit that maximum dollar amount.

Volunteer grant programs, also known as "Dollars for Doers" programs, are charitable giving programs setup by companies to provide a monetary donation to eligible nonprofits where their employees volunteer as a way to encourage community engagement.

If you volunteer for a nonprofit organization like ours and work for a company with a volunteer grant program, you can request a volunteer grant from your employer to increase your impact on our organization.

These volunteer grants can be set amounts (\$750 for 50 hours volunteered) or hourly amounts (\$10 per hour volunteered).

Last year we received **[insert number]** matching gifts and volunteer grants, which helped us raise **[insert dollar amount]**. This year we set a goal of raising **[insert dollar amount]** from these programs. If we meet our goal, we'll be able to better **[insert organization's mission and how the organization would use the additional funding]**.

You can help us reach these goals by searching for your own match-eligibility. Immediately gain access to detailed information about your employer's corporate giving programs and assess your eligibility by searching our database of companies that offer employee matching **[link to your dedicated matching gifts page or Double the Donation hosted URL]**.

**We'll provide you with as much of the following as possible:**

- ▶ Up-to-date, company-specific program guidelines
- ▶ Minimum volunteer hours required to qualify for a matching donation

- ▶ Links to the online matching gift request forms or downloadable PDFs offered by your employer
- ▶ Our contact information (Tax ID, address, fundraising contact), which you may need for your matching gift request



Team Volunteer  
Grant Programs

### Top Volunteer Grant Companies

Disney

BANK OF AMERICA

ExxonMobil

verizon

Allstate



Send email to eligible  
volunteers



Volunteer Grant  
Funds to Date:

**\$25,398**

## How prevalent are corporate giving programs?

Corporate giving programs have gotten more popular with time. More than 65% of Fortune 500 companies offer matching gift or volunteer grant programs, and countless smaller companies have followed suit.

Some companies have gotten creative with their corporate giving, offering higher matches to organizations in a specific sector (educational, cultural, environmental, etc.) or even matching funds raised by employees in peer-to-peer campaigns.

### A few examples of these programs include:

- ▶ Verizon provides \$750 grants for 50 volunteer hours and matches up to \$5,000 annually
- ▶ IBM provides \$1,000 grants to nonprofits where an employee has volunteered for 40 hours. They also match up to \$5,000 annually for current employees or retirees.
- ▶ BP, in addition to similarly generous matching gift and volunteer grant programs, matches funds raised for nonprofit walks, runs, etc. and offers every employee an annual \$300 grant to donate to any nonprofit organization, no initial donation or volunteering required!

Thousands of companies, representing more than 18 million people, offer matching gift or volunteer grant programs.

We hope you'll take a few extra minutes to see if your company offers employee giving grants [\[link to your Double the Donation URL\]](#) — grants that could equal hundreds, or even thousands, of dollars for the nonprofit organizations and educational institutions you care about.