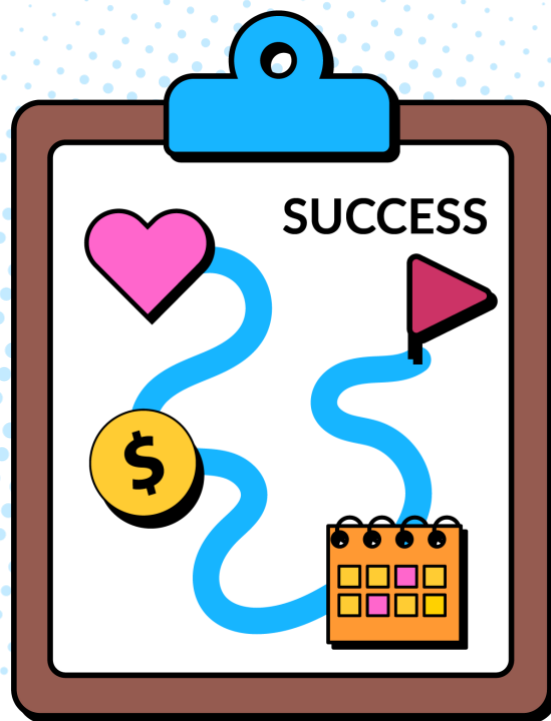




OCTOBER 2025

Monthly action plan



October 2025

Matched Giving Magic

Unlocking the Power
Of Matched Giving

Introduction

Matched giving isn't just another fundraising tactic – it's your secret weapon for raising more money, building donor excitement, and making your campaigns work harder without extra cost or stress.

This Monthly Action Plan (MAP) is grounded in the *Matched Giving Magic* workshop and Growth Giver resources. It's designed to walk you through, step-by-step, how to set up, launch, and elevate a matched giving campaign – no matter your size or experience level.

Instead of scrambling for last-minute miracles or chasing big gifts you're not sure how to ask for, you'll discover proven ways to secure your match and craft irresistible appeals. A little focus now means a lot less stress – and a lot more income – when it counts.

Here's how we'll do it:

- **Week 1:** Discover why matched giving works and how it can transform your fundraising.
- **Week 2:** Secure your match – either from one donor or by building a Growth Giver group. With extra help from the Supporter Connection Survey and May MAP resources.
- **Week 3:** Build a compelling campaign and spread your message across mail and digital – without the overwhelm.
- **Week 4:** Launch, thank, and reflect – so you finish strong and make next time even better.
- **Week 5:** Advance your skills – learn how testing can help you improve your campaigns.

Feeling nervous or unsure? You're exactly where you need to be. This plan gives you the structure, tools, and support to move from "what if?" to "we did it!" – with less stress, more confidence, and better results.

1. Discover Why Matched Giving Works

Unlock More Support, Motivation, and Confidence

Matched giving isn't just a fundraising gimmick – it's a powerful way to inspire bigger gifts, build donor excitement, and get better results with less effort. This week, you'll see how matched giving changes donor psychology and makes every campaign more effective.

Learn:

- Why matched giving consistently outperforms standard appeals
- How to make your offer truly irresistible to donors
- The core elements every successful match campaign shares: urgency, multiplier, and clear donor benefit

Workshop & Tools:

- [Matched Giving Magic Workshop](#) – Dive into the strategy, see real-life examples, and learn what makes matched offers so powerful
- [Matched Giving Appeal Template](#) – Download and review the template to see how to position your offer for maximum response

Extra Reading:

- Check out a real example from [Macular Degeneration New Zealand](#)

Try This:

- Watch the *Matched Giving Magic* workshop and jot down the “why” behind matched giving
- Download the appeal template and highlight the language that stands out to you
- List the three biggest reasons your donors will love participating in a matched campaign

2. Secure Your Match – One Donor or a Group

Two Proven Paths to Building Your Match Fund

The heart of every matched giving campaign is the match itself. This week, you'll learn two reliable ways to secure a match – whether you have a single major supporter in mind or want to inspire a group of donors to create a Matching Fund.

Learn:

- The two main ways to secure your match: approach one donor or build a match fund from several supporters
- How the Supporter Connection Survey (SCS) helps you identify hidden match prospects
- How one of our members, Julia Cameron, used the Growth Giver strategy to unlock more gifts

Workshops & Tools:

- [Growth Giver Workshop](#) – Learn how to build a group-funded match that engages mid-level and loyal donors
- [Supporter Connection Survey Course](#) – See how to use your survey responses to spot match-ready supporters
- [May 2025 Monthly Action Plan](#) – Look at Week 3 on “How to Ask for Big Gifts” for guidance, scripts, and confidence to ask one donor for a special gift

Extra Reading:

- [Julia Cameron's Member Share: Accelerating Donors' Giving with Surveys and Growth Giver](#) – A practical case study on using the Supporter Connection Survey and Growth Giver to run a successful matched giving campaign and launch a mid-value donor program

Try This:

- Identify one or more donors you could approach for a match
- Review your latest Supporter Connection Survey responses for potential matchers
- Draft your invitation for a Growth Giver group (use sample language from Julia's Member Share and the Growth Giver workshop)
- Decide which approach (one donor or a group) best fits your situation – and take the first step!

3. Write Your Matched Giving Appeal

Create a Clear, Compelling Offer That Inspires Action

This week, you'll roll up your sleeves and draft your matched giving appeal – using proven templates, real-world examples, and practical copy tips. Your focus: clarity, urgency, and donor impact.

Learn:

- How to structure your letter or email so the match offer is clear from the start
- Which words and phrases make donors *want* to give now
- The power of strong “donor math” (“Your \$50 becomes \$100!”) and emotional storytelling

Workshops & Tools:

- [Matched Giving Magic Workshop](#) – See real appeal examples and tips for keeping your offer front-and-center
- [Matched Giving Appeal Template](#) – Download and adapt this to fit your organization and match fund
- **What Makes a Great Match Offer?** – Find this checklist at the end of this MAP
- [How to Write Your Best Ever Donation Thank-You Letter...Every Time!](#) Make your post-campaign thank-you as warm and memorable as your appeal—boosting donor loyalty and future match results

Try This:

- Start your appeal draft with the match offer in the first few lines
- Use clear, bold math – show exactly how a donor's gift will multiply
- Add a strong call-to-action and clear deadline (“Give by [date] to unlock your match!”)
- Review your draft using the “Great Match Offer” checklist
- Ask a colleague (or your coach) to read it and underline what feels most urgent and motivating

4. Make It Multichannel

Multiply Your Results by Sharing Your Match Across Mail and Digital

Don't stop at just one channel! Multichannel campaigns reach more donors, reinforce your message, and raise more money. This week, you'll adapt your appeal for email and your website – so your match offer is everywhere donors are.

Learn:

- Why multichannel fundraising boosts response and how to do it without getting overwhelmed
- How to adapt your main appeal for email and your giving page – using repetition, not reinvention
- Tips for timing reminders and follow-ups for maximum urgency

Workshops & Tools:

- [Matched Giving Appeal Template](#) – Use core copy for all your messages
- [September MAP – Week 3: How to Multichannel Your Appeal](#) – Step-by-step instructions and checklists for running an integrated campaign
- [Good, Better, Best: Transform Your Best Appeal into a High-Powered Integrated Campaign](#) – Dive deeper into advanced multichannel strategy

Extra Reading/Resource:

- [Easy Peasy Email Campaign Blueprint](#) – A ready-to-use email sequence that takes care of the “what” and “when,” so you can focus on the game-changing work that drives BIG donations

Try This:

- Adapt your letter or main appeal for at least two more channels (e.g., email and website)
- Plan a series of emails – at least a launch, a reminder, and a “last chance”
- Update your online giving page to highlight the match and deadline
- Post short, match-focused messages on your social channels (don't forget a strong call-to-action)
- Schedule a final reminder email or call as the deadline approaches

Pro Tip:

You don't have to be everywhere – pick the channels your donors use most, and keep your message consistent. Repetition works. Multichannel is about focus, not frenzy!

5. Test and Improve Your Matched Giving Campaigns

Simple Steps to Make Every Campaign Better

Testing is one of the most powerful ways to raise more money, build your confidence, and take the guesswork out of fundraising. This week, you'll learn how to plan, run, and learn from simple A/B tests – no jargon, no overwhelm, just practical ways to make each campaign stronger than the last.

Learn:

- Why testing matters – and how even small experiments can help you improve
- How to set up a basic A/B test for your next match campaign
- What to do with your results (even if they surprise you)

Modules & Resources:

- [You Should Test It! Workshop](#) – Honest, practical tips for testing what matters
- [Moceanic Plain Language Testing Guide](#) – Simple, step-by-step instructions for planning and measuring your test
- [Testing Spreadsheet](#) – A ready-made tool for tracking what you tried and what you learned (this will download as soon as you click the link)
- [Mal Warwick's statistical validity calculator](#) – find out if your file is large enough to get statistically valid results

Try This:

- Pick ONE thing to test: For example – your subject line, envelope teaser, match deadline, or how you explain the match “Your \$50 becomes \$100” vs. “Your gift is doubled”
- Decide on your hypothesis: For example: “I think a red envelope will get more responses than a plain one”
- Split your mailing or email list and run the test – keeping everything else the same
- Track your results using the Testing Spreadsheet

What Makes a Great Match Offer?

1. Be Clear and Bold

- State the match up front and in simple terms:
“Your gift will be doubled!” or “Every \$1 you give unlocks another \$1 from our match fund.”

2. Show the Math

- Spell out the impact for the donor:
“Your \$50 becomes \$100.”
“Your \$100 provides food for two families, not just one.”

3. Set a Real Deadline

- Use a specific, urgent deadline to drive action:
“Give by 30 October to unlock the match!”

4. Name (or Frame) the Matcher

- If possible, say who is providing the match (with their permission), or use a phrase like:
“A group of generous supporters have created this fund.”

5. Focus on Donor Impact

- Always connect the match to real outcomes:
“Together, you and the match fund will provide clean water for 100 families.”

6. Make it Emotional

- Link the match to a story, a real need, or a personal connection.
Use language that invites the donor into the story:
“Your kindness today goes twice as far to help...”

7. Avoid Vague or Complicated Language

- Keep it simple—no “matching ratios” or “up to \$X.”
Don’t make donors do the math.

8. Repeat the Offer Everywhere

- Put the match front-and-center in your letter, envelope, email subject line, reply form, and online giving page.

9. Focus on What the Match Achieves

- Don't just say "double your donation"—say what's possible:
"Your \$100 becomes \$200 for cancer research breakthroughs."

10. Thank and Celebrate Your Match Funders

- Recognize your matchers and let all donors know they're part of something special.

Quick Reference: Your Complete Table of Time Saving Tools

Modules	Matched Giving Magic Workshop
	Growth Giver Workshop
	Supporter Connection Survey Course
	Good, Better, Best: Transform Your Best Appeal into a High-Powered Integrated Campaign
	How to Write Your Best Ever Donation Thank-You Letter...Every Time!
	You Should Test It! Workshop
Tools	Matched Giving Appeal Template
	What Makes a Great Match Offer?
	May 2025 Monthly Action Plan
	September MAP – Week 3: How to Multichannel Your Appeal
	Easy Peasy Email Campaign Blueprint
	Moceanic Plain Language Testing Guide
	Testing Spreadsheet
	Mal Warwick's statistical validity calculator
Extra Reading	Julia Cameron's Member Share: Accelerating Donors' Giving with Surveys and Growth Giver
	Macular Degeneration New Zealand Matched Giving Appeal
	Moceanic Blogs – All of October's blogs are on Matched Giving!