



The Big Payback 1:1 Matching Funds

What are matching funds?

Matching funds are additional funds contributed directly to a nonprofit from a donor (or donors) to help encourage donations to your nonprofit. This year matching funds should be 1:1 matches. This will allow each donor to know their donation will be DOUBLED! Your matching funds will be counted down on your nonprofit donation page.

Who are potential matching fund donors?

START WITH YOUR INNER CIRCLE:

- Board Members
- Major donors to previous Giving Days
- Donors who give large donations annually
- A group of donors or anyone who loves your nonprofit

REACH OUT TO BUSINESSES IN YOUR COMMUNITY:

- That you have partnered with before
- That can really SHARE THE NEWS about your organization with their customers
- That broaden the nonprofit's giving base
- That make a large impact with one gift

IS MATCHING FUND MONEY ELIGIBLE FOR PRIZES?

Yes and no. Matching fund money could be eligible for prizes if the donor processes the match by credit card once the dollars for that match have been raised on the day of the event. Some nonprofits and donors may decide that it is in the best interest of their organization to receive this donation by check directly from the donor, as this allows for the money to be distributed to the nonprofit without fees and immediately instead of at The Big Payback's ACH distribution date of **June 30, 2019**.

ARE MATCHING FUNDS A DOLLAR FOR DOLLAR MATCH?

Yes, matching funds must be dollar for dollar.

WILL MY MATCHING FUNDS APPEAR ON MY NONPROFIT PROFILE?

Yes, your match amount will be listed on your profile page. As you raise money on #BigPayback, your match amount will count down until your match is met.



THE FRIST FOUNDATION

TheBigPayback.org

#BigPayback



Presented by *The Community Foundation of Middle Tennessee*

Matching Fund Worksheet

Brainstorm how to acquire Matching Funds

WHO ARE THE BOARD MEMBERS YOU COULD REACH OUT TO?

WHO ARE THE DONORS YOU COULD REACH OUT TO?

WHO ARE THE COMPANIES OR NEIGHBORHOOD BUSINESSES THAT YOU COULD PARTNER WITH?



Matching Funds Template

Can be used for email or direct mail

The following example offers ideas and language you can use as part of your outreach for possible The Big Payback matching funds donors.

Feel free to copy, paste, and adjust as you see fit for your organization.

Dear **[Donor Name]**,

On Thursday, May 2, 2019, **[ORGANIZATION NAME]** is participating in The Big Payback, a 24-hour, online giving event created to increase philanthropy in the 40 counties of Middle Tennessee. Our organization provides **[core mission constituency, e.g. homeless youth, children with cancer, collies and dachshunds]**, and The Big Payback helps us to provide even more services to Middle Tennesseans.

The Community Foundation of Middle Tennessee has brought together more than 1,000 organizations raising over \$12.5 million in the past five years. Since 2014, The Big Payback has inspired giving from around the world, resulting in increased donations and services provided in Middle Tennessee. We invite you to join the movement and help us reach our goal of **[\$XX,XXX]** on May 2.

We're currently looking for sponsors who would be willing to help us reach this goal. Can we count on your help in sponsoring a 1 to 1 matching fund? Your sponsorship of a matching fund will help encourage donors to donate to our organization on May 2.

For more information on The Big Payback, visit **TheBigPayback.org**. To discuss being a matching fund sponsor, please contact **[contact information]**!

Thanks,

[NAME]

[Title (Executive Director, Board Chair, Volunteer)]