

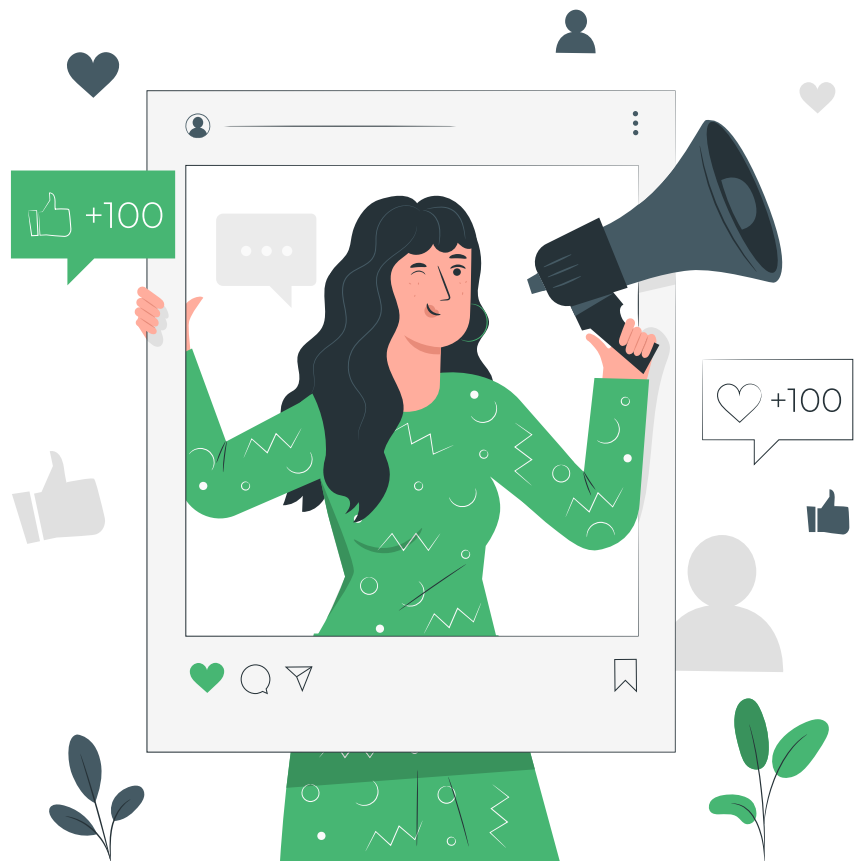
Drive Matching Gifts

With Impactful Social Media Copy

[8 FREE SAMPLES THAT YOUR TEAM CAN USE]

Launching an awareness campaign on social media can go a long way. When it comes to matching gifts, you can provide much-needed knowledge surrounding the program opportunities, leading more supporters to understand what's at stake.

All it takes to get started is a few simple social media posts! And we've provided a number of free, copy-and-pasteable examples—[following Double the Donation's top tips for impactful verbiage](#)—that your nonprofit can use to dive in.



A brief matching gift overview

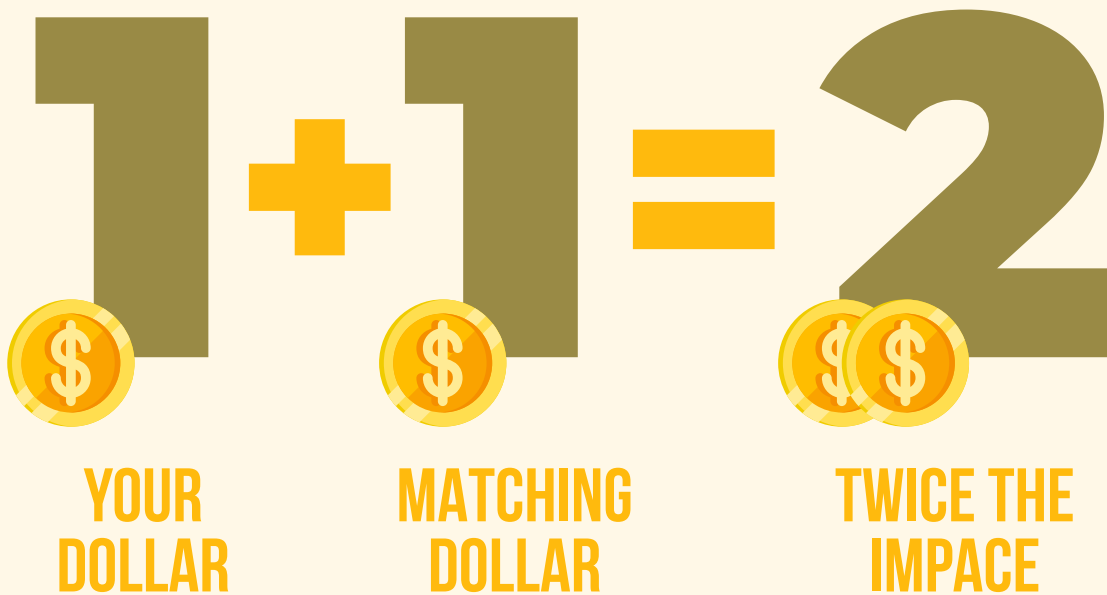


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6 minutes ago

Corporate matching gifts are a popular type of philanthropy in which companies agree to financially match the donations their employees make to qualifying nonprofit causes like ours. This allows organizations like ours to do twice as much for our mission—and donors like you can make twice the impact.

If you're interested in determining whether your company offers matching gifts, click the link to explore the matching gift page on our website! Or, reach out to your company manager or HR department to learn more about the opportunity.



Like Comment Share

Do you work for these companies?



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Do you work for Apple, Google, or Microsoft? Or perhaps you're employed by Verizon, Home Depot, Disney, Bank of America, Coca-Cola, or General Electric.

What about one of the other 65% of Fortune 500 companies that offer matching gift programs? Or one of tens of thousands of smaller and mid-sized businesses that do so as well?

Matching gifts are a widespread offering, but many corporate employees remain unaware that their employers offer the programs.

Find out if your company matches! Click the link to search for your employer on our Corporate Matching Gift page.



A look at match-eligible employees



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Did you know that over 26 million people work for companies that match employee donations to stretch individual giving impact further? That might include YOU.

All sorts of companies—from Fortune 500 businesses to the local pizza joint down the street—match donations made by their employees to qualifying charitable causes (like ours!). These program offerings span company sizes and just about every industry and sector.

You can find out if YOUR employer matches gifts by clicking the link to our matching gift page and entering the company name in our easy-to-use matching gift search tool.



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The unclaimed match opportunity



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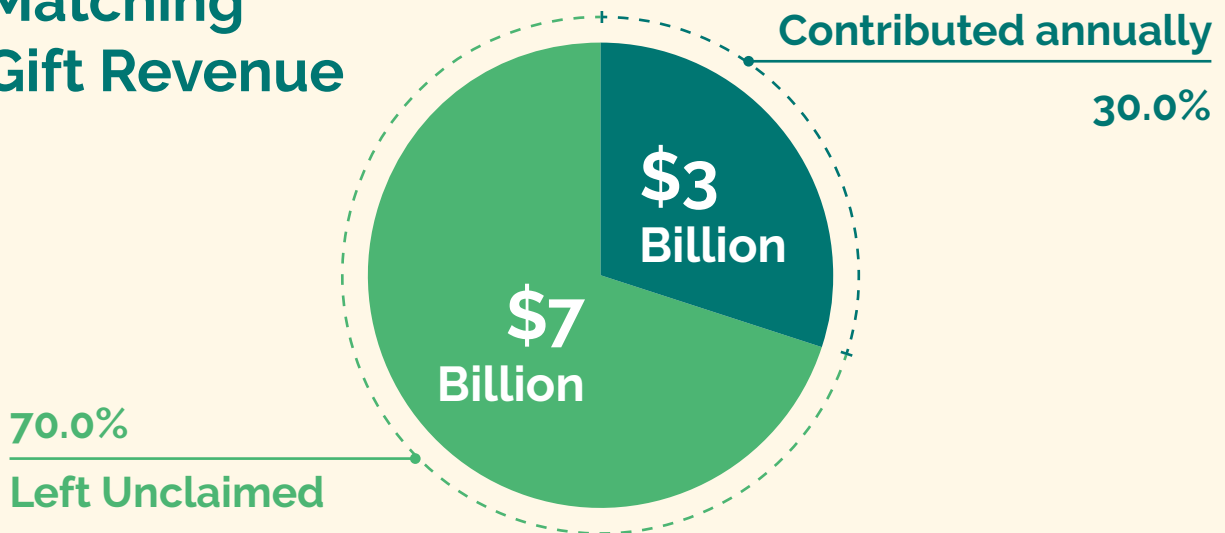


On average, corporations contribute \$2-3 billion through employee matching programs each year. But an additional \$4-7 billion in available funding goes unclaimed on an annual basis.

Why the funding gap? It's largely due to a lack of awareness on the part of the match-eligible donor. In fact, nearly 8 in 10 employees who work for a company that matches gifts have never been informed of the programs.

That's why we're encouraging our followers to uncover their matching gift status. All you have to do is enter your company name in a search tool on our website and identify program guidelines and how to get involved. Click the link to find out!

Matching Gift Revenue



Matching gifts: a BOGO sale!



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Everybody loves a Buy One, Get One Free sale. After all, you get twice what you pay for without your wallet enduring double the cost.

Interested in making the most of a BOGO opportunity of sorts? Check out corporate matching gifts!

Click the link to find out if your employer matches gifts to organizations like ours—to make your giving impact go further than you ever thought possible.



 Like  Comment  Share

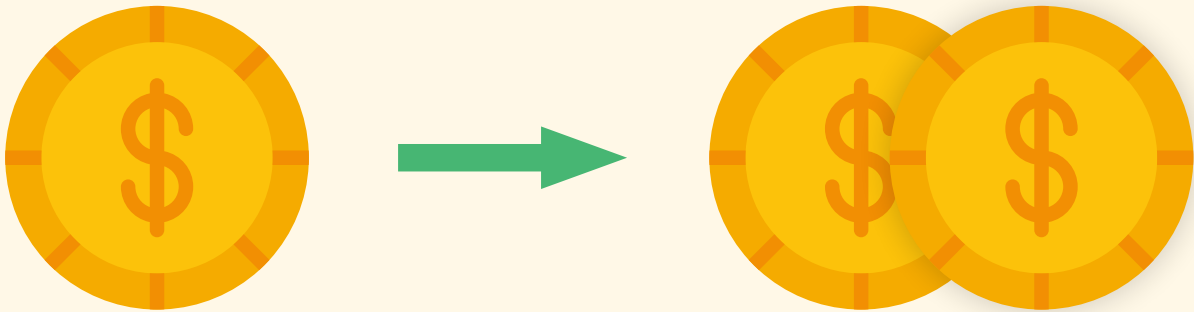
Better than a single donation



CAT RESCUE CLUB

What's better than one donation? Two!

Double your gift's charitable impact on the cause by requesting a corporate match from your employer. Learn more at our match page here.



A call for prior donors



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Did you make a gift to our organization in the last twelve months? If so, you may still qualify for a corporate matching gift!

But you'll want to act now... Most employers establish deadlines by which match requests should be submitted. Find out if your company matches donations by clicking the link here—and get your gift matched today.

**See if your company will
match your donation!**

🔍 Coke - The Coca-Cola Company

Coke - The Coca-Cola Company

LET'S CHECK

👍 Like 💬 Comment ➦ Share

Employers who *don't* match gifts



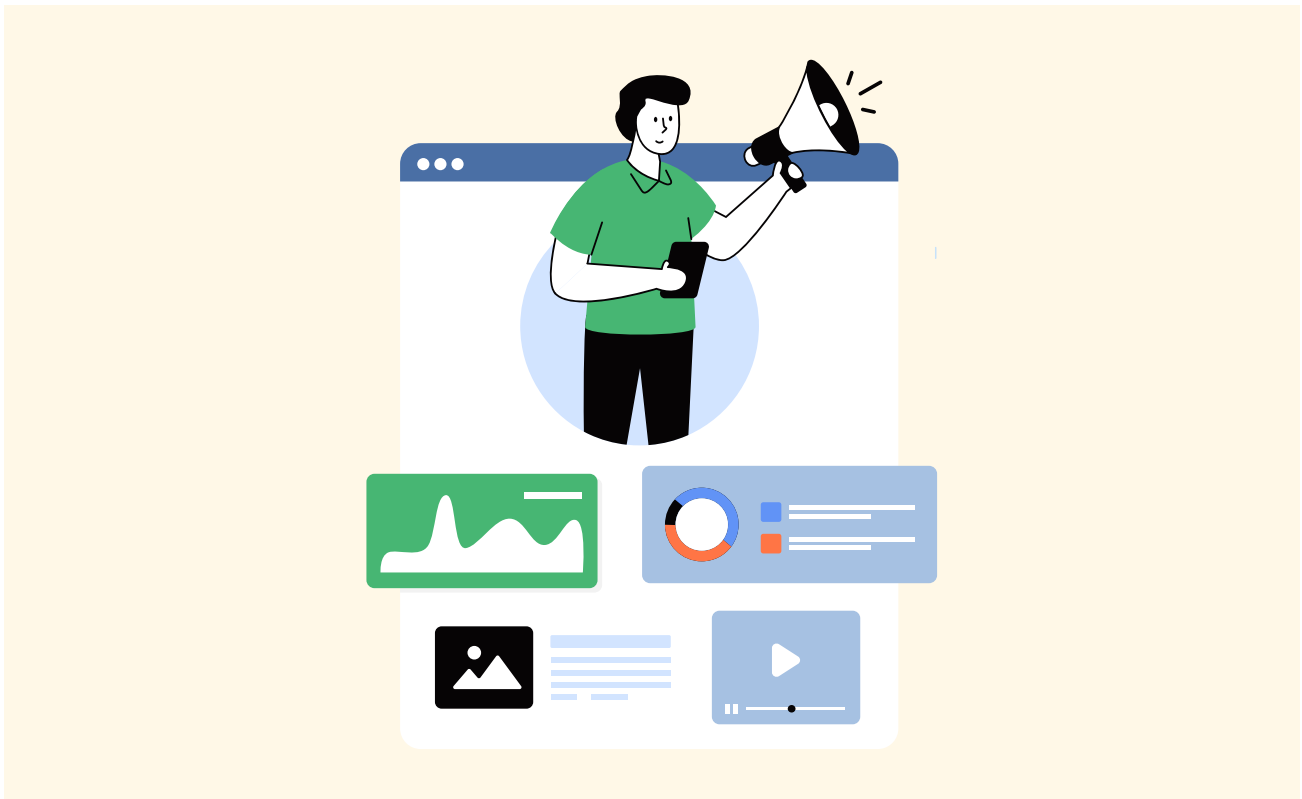
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Tons of businesses match team member donations to charitable causes. But if yours doesn't, you might be able to change that!

Check out this guide to see how individual employees can advocate for a matching gift program to their companies: doublethedonation.com/how-to-advocate-for-a-matching-gift-program/.

If your employer launches a matching initiative, see how you can stretch your donation impact on behalf of our organization. Click here to view our matching gift web page and learn more!



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Don't stop there—learn more about matching gift strategies and tools from Double the Donation at <https://doublethedonation.com/>. They even offer a seamless integration with your Humanitru fundraising tools to help organizations like yours drive amplified impact with ease.

Good luck!