





















Comparing Double the Donation's Legacy Plan and 360MatchPro

+ How to Upgrade to Maximize Matching Gifts

Interested in driving more matching gifts for your organization? It might be time to graduate from Double the Donation's Legacy Plan to 360MatchPro.

Browse this resource to discover the key differences between the tools, why your team should upgrade, and how to initiate the process. Plus, get inspired by examples of real nonprofits that have made the switch.

Feature	Legacy Plan (previously "Premium Plan")	360MatchPro
Hosted Matching Gift Page		
Embeddable Matching Gift Plugin		
High-Level Summary Statistics		
Fundraising Platform Integrations		
Automated Matching Gift Email Streams		
Detailed Individual Analytics		
CSV Data Import		
Company Exclusions		
Advanced Customization Settings		
Matching Gift Auto-Submission		

Legacy Plan vs. 360MatchPro: An Overview

Previously known as the "Premium Plan," Double the Donation's Legacy Plan was discontinued in October 2021. Though no new subscriptions were sold after this date, organizations already using the tool are still able to leverage the plugin in their fundraising efforts for the time being.

A lot went into the decision to sunset the Legacy Plan offering. Key reasonings included a widening gap between the results produced by the Legacy Plan and 360MatchPro, as well as a desire to shift our focus to innovative automation through the latter platform.

Double the Donation's 360MatchPro — a complete matching gift automation solution — incorporates the matching gift plugin tool commonly associated with the Legacy Plan. But it also goes several steps further to identify and pursue matching gifts, using...

- ▶ A multi-faceted approach to uncovering match-eligible donors;
- ▶ Timely and personalized follow-up email cadences;
- ▶ Complete branding and personalization options;
- ▶ Innovative new [matching gift auto-submission](#) capabilities;
- ▶ Optimized data reporting and synchronization.

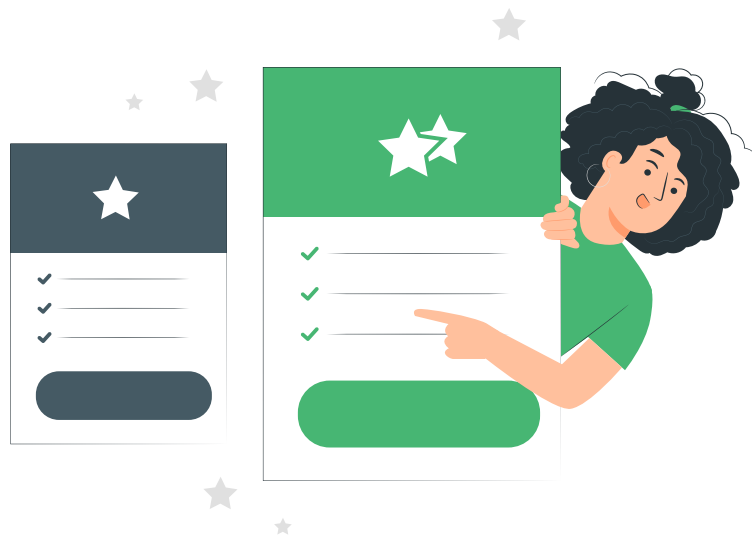
In summary, 360MatchPro includes everything offered by the Legacy Plan, plus innovative new features that bring nonprofit and educational fundraising to new heights.



5 Reasons to Upgrade Your Legacy Plan to 360MatchPro

With 360MatchPro, more matching gifts are driven to completion, resulting in substantial corporate and overall fundraising revenue growth for its users. And the entire process is automated for nonprofits and their donors, producing an optimized matching gift experience for everyone involved.

Not convinced? Here are five reasons why you should upgrade your plan today.



01.

Increased matching gift revenue

According to a recent analysis of matching gift programs and organizations using our software, over **26 million individuals** work for companies with matching gift programs, with **5-15% of individual contributions** being match-eligible.

Yet without automation, more than **78% of donors are unaware** if their company offers a matching gift program — while an additional **16% know their company has a program** but lack knowledge regarding eligibility criteria and submission processes.

Our findings indicate that moving from the Legacy Plan to 360MatchPro allows users to proactively promote matching gifts, resulting in nearly **10% of an organization's gifts being matched** annually. That's approximately 7.6x more than organizations not employing 360MatchPro.

Not to mention, upgrading to 360MatchPro from the Legacy Plan results in an average of 35-50% growth in match revenue — and **4-5x more match-eligible donors identified** — by streamlining matching gifts into the donation flow.

Just imagine what *your* organization could do with all that extra funding!

02.

Improved donor experiences

360MatchPro brings matching gifts to your donors rather than waiting for donors to seek out matching gifts on their own. All in all, our targeted and personalized donor outreach offers multiple opportunities for supporters to further their involvement with your cause, retaining your organization at the top of supporters' minds for longer. And our new auto-submission technology ecosystem makes it easier for select eligible donors to request their matches than ever before.

Donors love matching gifts. When 360MatchPro simplifies and guides them through the process of participating, they're more likely to do so. And in the end, they receive the benefit of knowing their gifts have made twice the impact on a mission they care about.

03.

Elevated matching gift submission rates

More corporate matches are submitted and received by donors and organizations utilizing 360MatchPro than any other matching gift solution — including Double the Donation's Legacy Plan.

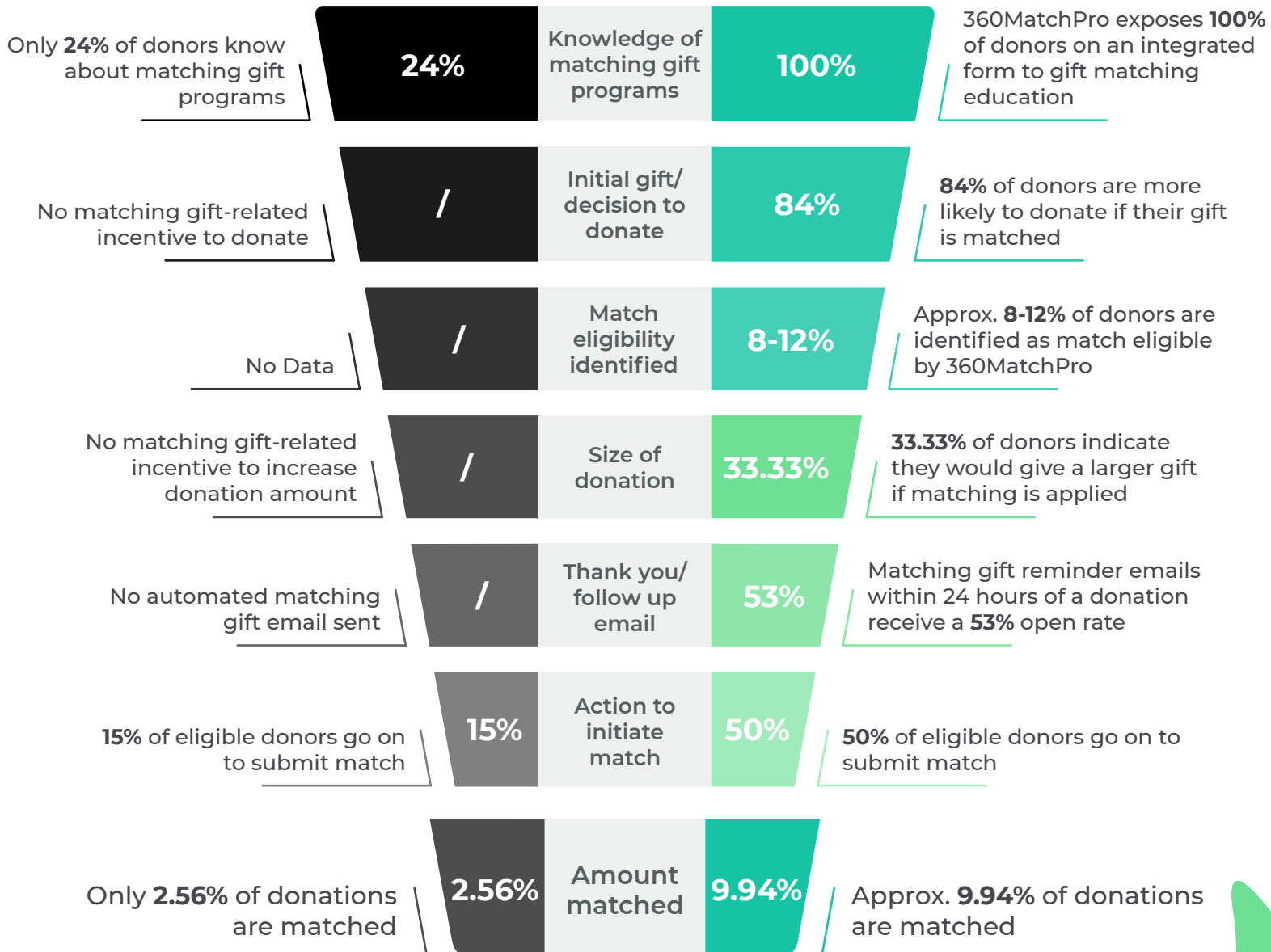
As supporters walk through the initial donation and subsequent matching gift processes, 360MatchPro is known for driving individuals further down the respective funnels. All in all, users see more individual donation revenue in addition to elevated matching gift success.

Check out the detailed findings below in a visual depiction of Double the Donation's Legacy Plan vs. 360MatchPro:

Matching Gifts Conversion Funnel: The 360MatchPro Difference



With Legacy Plan Donation stage With 360MatchPro



04.

Minimized staff time

Automating matching gift fundraising through 360MatchPro allows your team to produce outstanding results with just a few clicks of a button. This enables you to reallocate staff time to more pressing and mission-critical matters, such as strengthening donor relationships, developing targeted matching campaigns, and improving your overall fundraising strategy.

05.

More top opportunities identified

360MatchPro identifies and automatically follows up with donors who likely work for companies with matching gift programs. Doing so saves your team time and effort, which allows you to dedicate more resources to your most lucrative opportunities — enabling you to take a more personalized approach without worrying about potential matches slipping through the cracks.



Success Stories From Orgs That Upgraded to 360MatchPro

Wondering what 360MatchPro can do for your team? Check out a few examples of organizations that went from Double the Donation's Legacy Plan to 360MatchPro—and are happy they did.

Keep in mind that these organizations are joining more than **70% of the sector's largest nonprofits** that are already using the 360MatchPro platform.

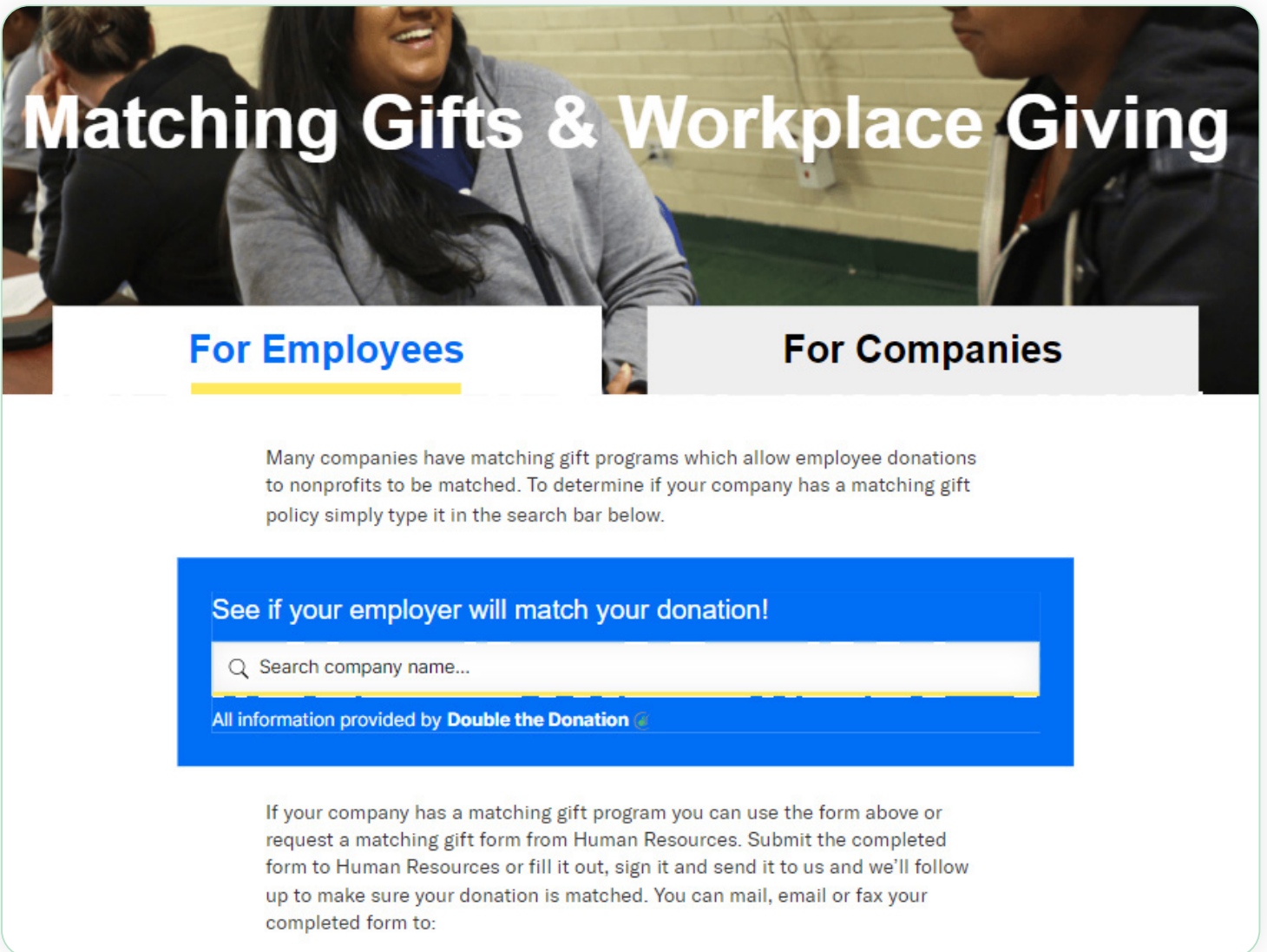
[Check out even more case studies here!](#)



Covenant House International

Covenant House International is one of the most prominent peer-to-peer-based organizations, even gracing the [P2P Top 30](#) list several years in a row for their flagship fundraising event, Sleep Out. Not to mention, Covenant House boasts one of the highest scores on an [analysis of leading nonprofits' matching gift strategies](#)—much of which is a direct result of their investment into 360MatchPro.

Previously a Legacy Plan user, Covenant House International had access to Double the Donation's searchable matching gift database tool, which the organization embedded on its matching gift web page:



Matching Gifts & Workplace Giving

For Employees

For Companies

Many companies have matching gift programs which allow employee donations to nonprofits to be matched. To determine if your company has a matching gift policy simply type it in the search bar below.

See if your employer will match your donation!

All information provided by **Double the Donation**

If your company has a matching gift program you can use the form above or request a matching gift form from Human Resources. Submit the completed form to Human Resources or fill it out, sign it and send it to us and we'll follow up to make sure your donation is matched. You can mail, email or fax your completed form to:

Since amplifying its matching gift efforts with 360MatchPro, Covenant House has also incorporated donation-matching elements into the donation process. This includes their easily accessible search tool as well as actionable next steps on the donation thank-you page following a gift submission.

Confirmation Screen

Thank you for your donation.

Your generosity protects the homeless kids we serve from the many dangers they face, providing them with options, education, and a path to a better future.

Many companies have matching gift programs which allow employee donations to nonprofits to be matched. To determine if your company has a matching gift policy simply click below.

See if your employer will match your donation!



Click here to double your donation

If your company has a matching gift program you can use the form above or request a matching gift form from Human Resources. Submit the completed form to Human Resources or fill it out, sign it and send it to us and we'll follow up to make sure your donation is matched.

Upgraded from the Legacy Plan - A Case Study on Covenant House International's Use of Double the Donation's 360MatchPro Automated Matching Gift Marketing Platform



ABOUT DOUBLE THE DONATION

- World's largest matching gift database with 24,000+ total records representing 26 million eligible donors and 99.6% coverage of those donors' companies
- 10+ years of matching gift services and over \$200 million in match-eligible dollars identified
- 5,000+ nonprofit clients and 60+ platform partners
- 75% of the largest peer-to-peer-based nonprofits partner with DTD for matching gift needs

OVERVIEW

Initially, Covenant House International used Double the Donation's Legacy Plan (formerly known as the Premium Plan) to give donors access to a searchable matching gift database. Once groundbreaking technology, having the search tool embedded directly into web pages and marketing initiatives enabled many donors to access their matching gift forms. Now, however, with the growth and changes in the matching gift world, an estimated 78% of donors remain unaware of their match eligibility. Covenant House International decided to upgrade to 360MatchPro for a more proactive approach to fundraise matching gift revenue.

KEY ACTIVITY METRICS



Over \$950,000+

In match-eligible dollars identified in less than 12 months



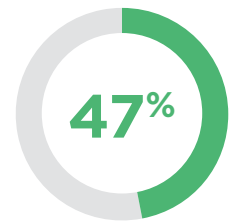
40,000+

Donors using 360MatchPro



3,000+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

OUR SERVICES

360MatchPro, an automated matching gift marketing platform, deeply integrates donation experiences and CRMs. This allows nonprofits to uncover donor and matching gift company data and automate communications and follow-ups with the right information that they need to drive matches.

By integrating directly into the donation process and following up with donors based on the information 360MatchPro identifies about their matching gift eligibility, nonprofits end up with elevated matching gift usage, increased donor submission rates, and detailed matching gift data at the donor level.



Identify Match Eligibility with Email Screening and Streamlined Matching Gift Search on Donation Forms



Drive Match to Completion with Automated Donor Outreach



Analyze Data & Get Actionable Insights

Erika's Lighthouse

Interested in making the most of our new auto-submission functionality, Erika's Lighthouse recently made the switch to 360MatchPro from their previous solution—our Legacy Plan.

Initially, their matching gift page with the embedded company search tool was the primary component of this organization's matching gift strategy.

Matching Gifts

At Erika's Lighthouse, we're dedicated to providing mental health education resources to school communities around the country. An easy way to double your contribution is through employee giving programs.


Many corporations match employee donations to our organization, which makes your donation go even further in supporting students' mental health.

Thanks for checking to see if your company offers these programs!

Easily double your donation! See if your employer will match it...

Let's Check

All information provided by
Double the Donation



Today, Erika's Lighthouse promotes matching gifts to donors along every step of the giving process—from their donation page and subsequent confirmation screen to the automated email communications after the fact.

Donation Page

Additional Details

Just a few more questions!

This is a memorial or tribute donation

Your gift could be worth more!

Find out if you're eligible for a matching gift from your employer:

Employer Optional
Apple

Please enter your work email associated with Apple Inc. in order to confirm eligibility.

Work Email

[Check if I'm Eligible](#)



You Are Awesome! Thank you

Your gift of \$10 makes you a mental health champion - and enables us to put your gift to work immediately!

Your Receipt
A copy will be emailed shortly.

[Print](#)

Confirmation Screen

[New Search](#)

Apple Inc.

Yes! 🙌

Your company has a matching gift program.

[GO TO MATCHING GIFT FORM](#)

[SEE GUIDELINES](#)

Matching Gifts



You

+



Company Match

=



Double the Impact!

Hi

We're so thankful for your recent donation!

Did you know that thousands of companies match donations made by their employees to organizations like ours? We believe your donation of \$10 is eligible for a matching gift from Apple Inc..

Follow the instructions below to submit your matching gift request.

Step 1: Start the matching gift submission process!

[Click here](#)

New Life Community Development Corporation

New Life Community Development Corporation (or NLCDC) is a New York-based nonprofit dedicated to relief, restoration, and reinvestment into marginalized communities in the area. Previously on Double the Donation's Legacy Plan, NLCDC opted to upgrade to 360MatchPro in order to scale up their fundraising efforts with a more proactive matching gift approach.

Take a look at their current efforts and how the organization seamlessly integrates matching gifts throughout the donor journey below.

Matching Gifts Multiply the Impact of Your Donation



OUR INFORMATION

93% of all donors submit matches electronically.

When submitting a matching gift through your company's electronic portal or if your company still uses a paper form you may need the following information:

Our EIN:
11-3204890

Our Mailing Address:
New Life CDC
82-10 Queens Boulevard
Elmhurst, NY 11373

Did you know that thousands of companies match donations by employees to our organization? Please use the below search tool to see if your company will match your donation and to access forms, guidelines, and instructions that you need to submit a matching gift.

See if your employer will match your donation!

LET'S CHECK

All information provided by



Double the Donation
matching gifts made easy

Your generosity matters

Our work together depends on your generosity. Your giving impacts people, programs, and local place.



CHOOSE A DONATION AMOUNT

\$25 **\$50** **\$100** **\$250**

\$ **10** /One time donation USD

FREQUENCY

One time donation Monthly recurring donation

PLEASE INDICATE A DESIRED AREA OF SUPPORT. FUNDS WILL BE ALLOCATED IF POSSIBLE OR PURPOSED TO AREA OF GREATEST NEED.

Where Needed Most

DOUBLE YOUR DONATION WITH EMPLOYER MATCHING

Company selected: **Apple Inc.** [Select a different company](#)

Next

Donation Page

Confirmation Screen

< New Search

🔍 Apple Inc.

Yes! 🙌

Your company has a matching gift program.

GO TO MATCHING GIFT FORM

SEE GUIDELINES



Match Amounts

Minimum
\$1

Maximum
\$10,000

Match Ratio
1:1

Follow-Up Email



We're so thankful for your recent donation!

Did you know that thousands of companies match donations made by their employees to organizations like ours? We believe your donation of \$10 is eligible for a matching gift from Apple Inc..

Follow the instructions below to submit your matching gift request.

Step 1: Start the matching gift submission process!

[Click here](#)

We want to know when you've submitted your matching gift request! Once you've submitted, click the link below to let us know.

Step 2: I've submitted my matching gift request!

[Click here](#)

KQED is a public media organization providing television, radio, digital media, and educational services to audiences in Northern California. The nonprofit media company previously employed Double the Donation's Legacy Plan but knew it was time to upgrade to a more comprehensive solution to amplify matching gifts.

Currently, KQED has integrated matching gift promotions from the detailed matching gift page through the donation process and beyond the initial gift with post-transaction outreach—all of which encourage donors to get involved to stretch their impact further. And it's all powered by a complete matching gift automation system, 360MatchPro.

KQED [Support KQED](#) [Membership](#) [Gift Planning](#) [Car Donation](#) [Donor Portal](#)


Matching Gifts

Employee matching gift programs are corporate giving programs in which the company matches donations made by employees to eligible nonprofit organizations. It's an easy way to double your contribution to us!

See if your employer will match your donation!

LET'S CHECK

All information provided by



Please [search for your company using our company lookup tool](#)

Matching Gift FAQs

My employer participates in a matching-gift program, but requires verification of my contribution. Where can I get the forms and where do I send them?

Companies will match only the amount paid to KQED, therefore, if you paid your pledge by installments, KQED cannot verify your matching gift request until the pledge has been paid in full. Sustaining members should submit one request annually after they have made their final payment in the current calendar year. Further, some companies will also only match the tax deductible amount of your contribution. KQED will verify the tax deductible portion of your contribution. If you have any questions, please email matchgifts@kqed.org

You may use our [company lookup tool](#) to submit your matching gift request online. Please use the following address if you prefer to mail matching gift forms:

Matching Gifts
KQED Membership Department
50 Beale Street, Fifth Floor
San Francisco, CA 94105.

Confirmation Screen

Thanks for your \$10.00 one-time donation

The kind of reporting we do is essential to democracy, but it is not easy, cheap, or profitable. We thank you for your support so we can keep delivering quality journalism that's open and independent. Go to KQED.org to see the latest in Bay Area news.

Before you go...

[Go to KQED](#)

See if your employer will match your donation!

[LET'S CHECK](#)

All information provided by



Matching Gift



Thanks so much for your support of KQED allowing us to spark fresh insights and empathy through innovative, original storytelling on radio, television and digital. Did you know your donation of \$10 is eligible for a matching gift from your employer, Apple Inc.!

With your help, we can reach our calendar year end goal to start the year with the funding necessary to invest in independent, quality journalism and meaningful, inspirational storytelling. Make an even bigger impact by submitting a matching gift request.

Step 1: Start the matching gift submission process!

[Click here](#)

Upgraded from the Legacy Plan - A Case Study on KQED's Use of Double the Donation's 360MatchPro Automated Matching Gift Marketing Platform



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OVERVIEW

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KEY ACTIVITY METRICS



Over \$800,000+

In match-eligible dollars identified in less than 12 months



90,000+

Donors using 360MatchPro



14,900+

Emails sent with a 60% open rate



Of donors accessed matching gift forms or guidelines or opened multiple emails

OUR SERVICES

360MatchPro, an automated matching gift marketing platform, deeply integrates donation experiences and CRMs. This allows nonprofits to uncover donor and matching gift company data and automate communications and follow-ups with the right information that they need to drive matches.

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Identify Match Eligibility with Email Screening and Streamlined Matching Gift Search on Donation Forms



Drive Match to Completion with Automated Donor Outreach



Analyze Data & Get Actionable Insights

How Your Team Can Get Started with 360MatchPro [It's Easy!]

To upgrade your subscription from the Legacy Plan to 360MatchPro, [please submit a support ticket](#).

You'll want to include the following information to streamline the process:

- The username or primary email address on file (if you don't have this information, please provide the name of your organization so we can locate your account);
- A request stating, "Please upgrade my account from the Legacy Plan to 360MatchPro;"
- An indication that you understand there will be a prorated charge to upgrade.

From there, we'll process the request, following up via email and connecting you with an Account Executive. Our team will fit your organization with the right plan for your needs and get you up and running with 360MatchPro as soon as possible.

You'll be matching more gifts than ever in no time. And you can sit back and watch it happen — *while attending to more pressing mission matters* — thanks to the magic of automation.

Raise more for your cause with matching gift automation.

Upgrade to 360MatchPro today!

