

eTapestry – MatchFinder

What is it?

Have you ever received a gift from a donor who works for a matching gift company? Or maybe you have donors who are unfamiliar with their company matching gift policy. How do you avoid leaving money on the table and make sure you get all the specific details of the company match policy, insuring you maximize that donor's gift to your organization?

eTapestry offers MatchFinder from Blackbaud to help you easily identify the details of a donors matching gift company.

MatchFinder provides comprehensive information on more than 24,000 companies in North America that match gifts – including company name, address, matching gift program contact person, eligibility requirements, and matching gift guidelines.

Unlike other matching gift data providers, Blackbaud doesn't wait for matching gift companies to contact them with updates. Instead, dedicated professionals proactively contact thousands of companies each year to update information and ensure the matching gift data is the most accurate available.

“Research indicates that donors are more likely to make a gift to an organization if they know their employer will match it.”

How does it work?

From within your eTapestry database you can connect directly to the MatchFinder database. This can be done from the relationship page of a donor's record – where your matching gift company is linked – or from the gift entry page

so you can search the database as the gift is recorded.

Your MatchFinder link takes you to a detailed report on the specifics of the company matching gift program.

Matching Gift Details for Google, Inc. (as of 8/2/2007)	
Min. Gift: 50.00	
Max. per Gift: 3,000.00	Match Ratio: 1:1
Max. per Employee: 3,000.00	Deadline: 1 year from date of gift
Website: Go To...	
Notes: You are eligible if you work at least 20 hours a week. Gifts are matched to religious organizations only if the work is secular and benefits the community (e.g. soup kitchens, homeless shelters, etc.). International Nonprofits: A third-party vendor, JK Group, does our due diligence on international organizations' eligibility for Google matching gifts. Your contribution to a given international organization is eligible for matching if JK Group determines that the organization is the "equivalent" of a U.S. public charity or that your gift will be used for charitable purposes. International private foundations can also be eligible if your contribution will be used for a charitable purpose and helps the foundation meet its annual distribution requirement. Fundraising Event Contributions You may request a Google matching gift for the funds you collect, individually, for a charitable event in which you are the active participant (walks, marathons, bike rides, etc.). Here are a few ground rules for such events: * You can collect funds from other Googlers or any person wishing to assist you in your fundraising effort and submit the total dollar amount of the funds you raise for match. * You must participate in the event in the same fiscal year that you request a matching gift * The funds must be raised through your individual, personal effort * Google's match of your fund	
For more information, please contact:	
Name: JK Group	
Position:	
Phone Number: 866-243-6855	
Fax:	
E-mail: google@easymatch.com	

A detailed report shows you everything you need to know about a matching gift company.

Summary

Now you have a tool to quickly and easily get the matching gift information you need – and make sure you don't let a matching opportunity slip through the cracks!

Pricing for MatchFinder from Blackbaud is an annual fee based on number of database records.

1-25,000	- \$600 USD /year
25,001-50,000	- \$750 USD/year
50,001-100,000	- \$975 USD/year
100,001-500,000	-\$1500 USD/year
500,001-1,000,000	- \$2500 USD/year
1,000,001 and up	- \$3200 USD/year

eTapestry is a Blackbaud Company