

CORPORATE MATCHING



Corporate matching is an easy way to increase your organizations total since little effort is required on your part. Here are a few things you should know to maximize your organization's corporate matching donations.

❖ Corporate Donation vs. Corporate Matching Gift

- A corporate donation occurs when a company makes a general donation to a non-profit. It is not tied to a personal donation.
- A corporate matching gift begins when a company's employee makes a personal donation to a non-profit. The employee requests for his or her company to match that gift. The company then makes a separate donation tied to the employee's original gift.

❖ Types of Matches

- Typically companies match gifts 1:1.
 - A \$100 personal gift + \$100 matching gift = \$200 credited to your org!
- But some companies match gifts 2:1 or higher!
 - A \$100 personal gift + \$200 matching gift = \$300 credited to your org!

❖ Companies that Match

- Matching programs are offered at many companies of all different sizes!
- To search companies that have matching programs, visit www.matching.psu.edu.
 - If a company is not found, that does not mean they don't match.
 - Have the employee search the company website or ask the HR department.

Matching Process Overview

1. **The first and most important step** is to encourage donors to ask if their company has a matching gift program! This is easy to do in your thank you email or letter to the donor.
2. The donor will acquire the matching form, which can be online or physical, through their employer.
3. The donor fills out the matching form and makes a note that indicates the donation is for THON and should credit _____ organization.
4. Once the match request is submitted and approved by the company, the donor will:
 - a. *If it is a physical form* → attach the personal donation or a confirmation of the personal donation to the matching form and send the documents to the THON office.
 - b. *If it is an online form* → email a screenshot of the form to corporate.matching@thon.org and indicate what organization should receive credit.

5. Once this information is received (either over email or in the mail) and the personal donation is confirmed, THON Finance Captains will credit the specified organization.
 6. Penn State Donor Services will process the form and send a receipt to both the donor and the donor's company for their records.
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As mentioned above, there are various ways in which corporate matching donations can be made.

1. Personal Online Donation and Physical Matching Form
 - If the personal donation was made on DonorDrive, have the donor print the confirmation and send it with the matching form to the THON office.
 - If the personal donation was made through the employer's online giving platform, email the gift confirmation to corporate.matching@thon.org and have the physical matching form sent to the THON office.
 2. Personal Online Donation and Online Matching Form
 - If the personal donation was made on DonorDrive, have the donor email both the DonorDrive and matching gift confirmations to corporate.matching@thon.org.
 - If the personal donation was made through the employer's online giving platform, email both the gift and matching gift confirmation to corporate.matching@thon.org.
 3. Personal Check Donation and Physical Matching Form
 - Have the donor physically attach the check to the matching form and send both documents together to the THON office.
 4. Personal Check Donation and Online Matching Form
 - Have the donor complete the online matching form. The donor should print this form and physically attach it to the personal check and send it to the THON office.
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Ways to Encourage Corporate Matching

- ❖ Include a note about corporate matching in your THONvelopes.
- ❖ Mention corporate matching when sharing your DonorDrive page.
- ❖ Remind donors they can have their gift matched when thanking them.
 - *Examples of how to solicit corporate matching donations can be found on THINK!*
- ❖ **Just ask!**

Frequently Asked Questions

- ❖ Can a personal donor have their donation matched after they have already donated?
 - The company can still match the personal donation.
 - The person's employer should include a note with the corporate donation, specifying who the employee is and what organization should be credited.

 - ❖ Do THON Volunteers (e.g., org chairs, org members) need to do anything after the donor submits their personal donation and matching form?
 - No - it is illegal for you to write on or fill out the matching form that is from the donor. All you have to do is encourage donors to get their personal donation matched!

 - ❖ Does the donor (employee) need to do anything after completing the donor section of the matching form and submitting it with the personal donation?
 - No - THON Finance Captains and Penn State Donor Services will work with the company to complete the process.

 - ❖ Will my organization be credited for the corporate portion of the matching donation?
 - Yes! Remember physical matching forms must be turned into the THON office. When in doubt, email corporate.matching@thon.org to ensure your organization receives credit.
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Important to note: THON may not show up as an organization to donate to on a company's matching form, but Penn State will. Since Penn State and THON have the same Tax ID (24-6000-376), a donation to Penn State is a donation to THON. Have the employee note that the donation should go to THON. A matching donation that is made to "Penn State University" will go to THON if the original personal donation was made to THON.

Questions? Email: corporate.matching@thon.org.