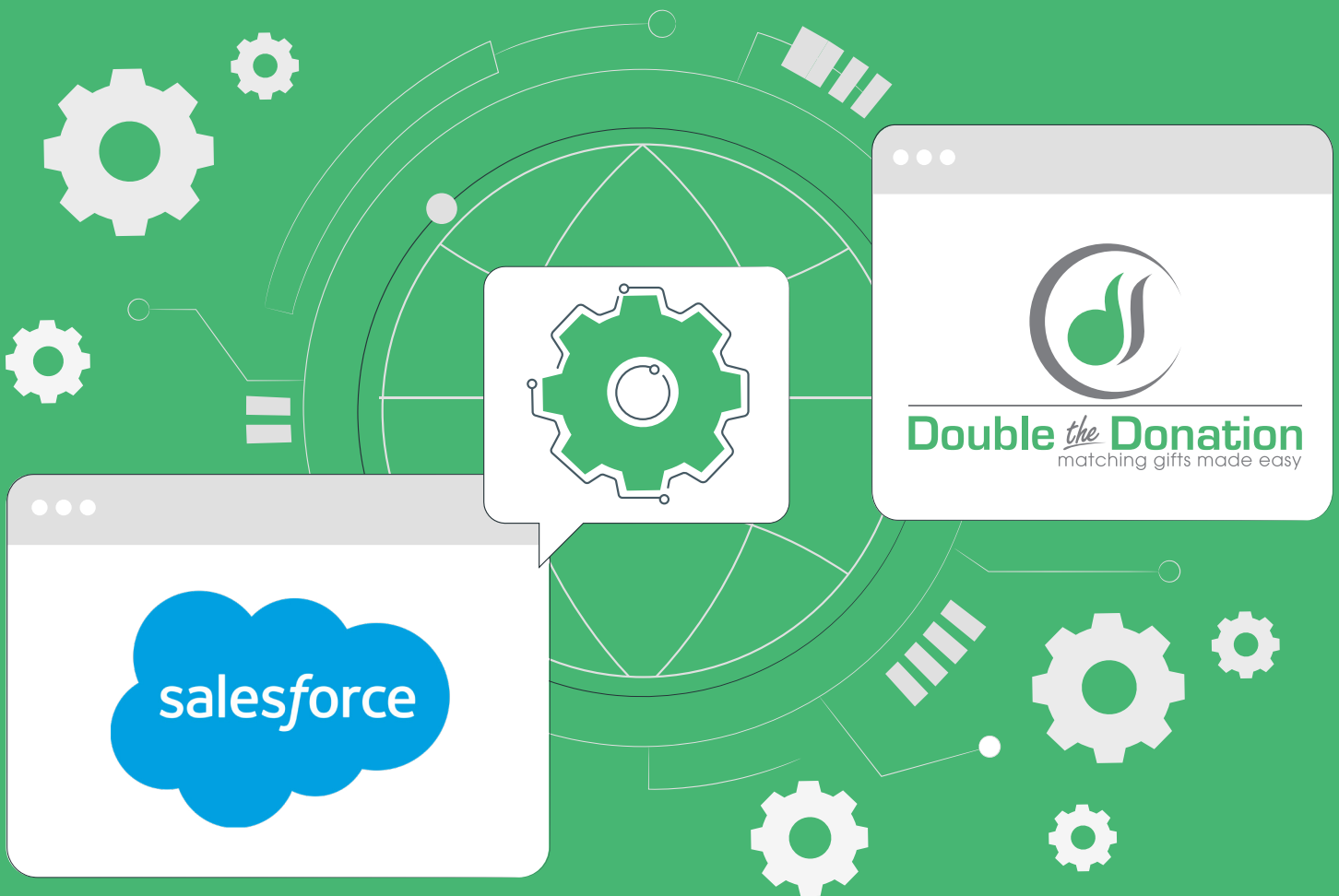


Double the Donation  
and Salesforce:

# INTEGRATION RESOURCES



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# Integration Overview



# Raise More in Matching Gifts with 360MatchPro

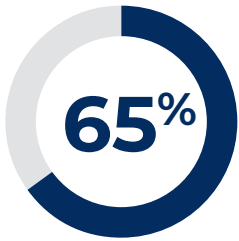
by Double the Donation and Salesforce

salesforce



**MatchPro**  
BY DOUBLE THE DONATION

## Why Matching Gifts



of Fortune 500 companies and many others have matching gift programs

# 26+ MILLION

individuals work for companies with matching gift programs

Lack of employee awareness and know-how results in

# \$4-7 BILLION

In matching gift funds going unclaimed annually.

## How it works:

Drive your match process from start to finish with the seamless integration of Salesforce and 360MatchPro by Double the Donation! The integration allows you to automatically pass all the donation records from Salesforce into 360MatchPro. 360MatchPro's matching gift marketing automation then goes to work providing the right matching gift forms, guidelines, instructions, and next steps to your donors to help you raise more money.

With this integration, you are able to:



Identify match opportunities so you know which donations are eligible to be matched



Send the right matching gift information to the right donors at the right time based on what you know about them



Provide your team with actionable insights so you can focus on your top matching gift revenue opportunities



Learn more about the Salesforce integration by scanning the QR code or clicking [here](#).



Find out what 360MatchPro can do for your organization by scanning the QR code or clicking [here](#).

# Case Study



# 360MatchPro and Salesforce:

**Automate matching gift requests with less fundraising lift from your team**



Double the Donation  
matching gifts made easy

pennyappeal usa

salesforce

## About Penny Appeal USA

Year Founded: 2016

Annual Fundraising: \$7.4 Million

Penny Appeal USA is on a mission to bring about an equitable world by tackling the root causes of poverty helping over one million people in over 30 crisis-hit countries worldwide through a number of initiatives..

## Matching Gifts: Roadblocks and Solutions at Penny Appeal USA

Penny Appeal USA needed an efficient way to convey matching opportunities to donors, without dedicating large amounts of team bandwidth. Without their current technology, Penny Appeal USA missed out on matching gift revenue and knew they could see a larger share of revenue from matching gifts.

With the 360MatchPro and Salesforce integration, Penny Appeal USA seamlessly connected their CRM with 360MatchPro to identify match eligible donors and pass that information back into Salesforce. The integration allows Penny Appeal USA to send automated emails to all donors about matching, and directs them to a customized matching gift page on their website with a company search. With a simple setup process, this fundraising technology helped Penny Appeal USA to identify more matching opportunities, educate donors on the submission process, and increase matching gift revenue without increasing team workloads.

## Integration at a Glance



Streamlined search field on donation form to determine donor match eligibility



Confirmation page plugin provides donors matching gift next steps



Automated matching gift emails sent to all donors



Matching gift dashboard that outlines success metrics



**Over \$122,000** matches identified in 2021 alone



**51%** matching gift email open rate, compared to industry average of 20-30%



**44%** of donors using search tools, accessing matching gift forms or guidelines, or opening multiple emails

“

**With the use of 360MatchPro and its Salesforce integration, we've been able to streamline our communication to our constituents & educate them more about matching. This has helped us massively and we've seen a dramatic matching gift revenue growth, year over year.**

—Amir Hussain, IT Architect & Systems Manager

”

**Want to see what 360MatchPro + Salesforce can do for your organization?  
Connect with our team today.**