

Data Enrichment Services™

MatchFinder®



How much free money could you be missing out on each month?

Thousands of companies offer matching gift programs that are under-utilized because employees, or your organization, don't know about them. Unfortunately, when these employees become your donors, you're unknowingly leaving money on the table by neglecting available matching gifts. Target Analytics can help with MatchFinder!

MatchFinder allows you to easily identify donors whose companies offer matching gifts. It also provides comprehensive information on more than 20,000 companies in North America that match gifts – including company name, address, matching gift program contact person, eligibility requirements, and matching gift guidelines. In addition, MatchFinder offers you the ability to verify matching gift information and add or update that information to your constituent records on your database.

Plus, MatchFinder takes the solution a step further by empowering your donors to find out if their employers will match their gifts via an online lookup tool on your own website. Research indicates that donors are more likely to make a gift to an organization if they know their employer will match it. And when donors are proactive in identifying their matching gift companies to you, collection of those gifts is more likely and, oftentimes, faster.

Our process doesn't wait for matching gift companies to contact us. Instead, we proactively contact thousands of companies each year and make updates to the MatchFinder database, helping to ensure that the matching gift data we deliver is the most current.

Matchfinder will help you

- Identify donors employed by matching gift companies
- Boost overall gifts by increasing corporate donations
- Save staff time and effort because we do the research for you

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

► To learn more about Data Enrichment Services, visit <http://des.blackbaud.com> or contact your account representative.