

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 organizations matching gift policy. How do you make sure to get all the specific details of the company match policy, ensuring you maximize that donor's gift to your organization?

eTapestry offers MatchFinder from Blackbaud to help you easily identify the matching gift policy details of a donor's 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 does not 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.

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.



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 to 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/year	100,001–500,000	\$1500/year
25,001–50,000	\$750/year	500,001–1,000,000	\$2500/year
50,001–100,000	\$975/year	1,000,001 and up	\$3200/year



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



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