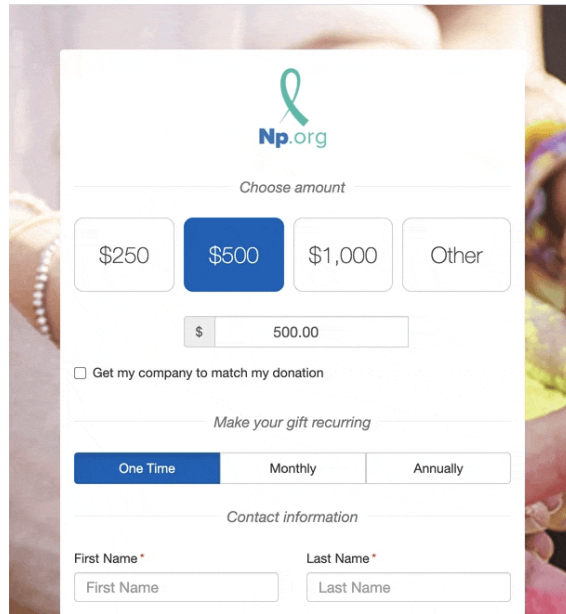



# Corporate Donation Matching

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Matching programs make donors feel great about the value they're offering nonprofits. These programs also enable organizations to donate funds in a meaningful way and provide excellent funding. GiveSmart Fundraise and Amply make the process to find and activate that corporate matching very easy for both the organization and the donor.



 Amply helps nonprofits double the impact of contributions by streamlining the gift match process, saving valuable time for you and your donors. While thousands of companies have a matching gifts program, many of employees' gifts go unmatched because the employee is unfamiliar with the policy. With Amply, Nonprofits can increase donation revenues by upward of 20%.

There is no fee to create and tie your Amply account to GiveSmart Fundraise and the wizard described below makes the process very simple. Amply is still a third-party integration with your GiveSmart Fundraise account, so, to see and discuss their pricing structures and a full list of features, you will have to contact Amply directly.

For more information about Amply, visit their FAQ page at <https://giveamply.com/faq>

## Initializing Corporate Donation Matching

This feature is currently an optional function and may not be enabled on your account. If you would like to have it added, contact your account manager or GiveSmart Fundraise Support and ask to have the "Donation Matching" feature enabled.

To enable Corporate Donation Matching, you need to connect your GiveSmart Fundraise account to your Amply account. If you do not have an Amply account, this process will also take you through creating the free account.

1. As an Administrator of your GiveSmart Fundraise account, go into your account **Settings**.

## Adding Matching Gifts to Donation Forms

Once you've connected your GiveSmart Fundraise account to Amply and completed your Amply onboarding profile, you are ready to start taking matching donations. The function is automatically added to your Donation forms immediately after Suggested Amounts.

There is really nothing else that needs to be done to start taking advantage of this feature. The information below is included only if you want to reword the messages, etc.

The screenshot shows a settings panel with three sections: 'Logo and Branding', 'Suggested Amounts', and 'Matching Donations'. The 'Matching Donations' section is active and contains two elements:

- Match Donation**: Includes a 'Checkbox' control with a 'Dynamic' label, a 'Show' toggle (turned on), and a 'Required' checkbox (unchecked). It also has edit, add, and delete icons.
- Matching Company**: Includes a 'Company Lookup' control with a 'Dynamic' label, a 'Show' toggle (turned on), and a 'Required' checkbox (checked). It also has edit and add icons.

At the bottom right of the panel is a blue button labeled '+ Add Form Element'.

## Changing Matching Gift Settings

If you decide *not* to use Matching Donations on one specific form, you can just turn the Show/Hide switch on the Match Donation Checkbox to Hide.

If you wish to change the wording of the Checkbox, you can click on the edit icon and change the Display Label, which is what will appear on the form itself.

By default, the status is left Unchecked.

One of the few reasons you may wish to switch the status to Checked is if this form is marketed *specifically* as a Corporate Matching Donation form, so your supporters are explicitly looking for the feature. Otherwise, the best practice is to leave it Unchecked, so they have the option, but it doesn't appear as if it is required for them to donate.

## Edit Element - Checkbox ×

Display Label ?

Reporting Label: Match Donation [edit](#) ?

Default Status

Cancel

Save

When your donor checks the box to get their company to match their donation, you can change what appears on the line asking them to type in their company name.

We recommend leaving this line "As Is" since it includes the actual instructions on what they need to do.

## Edit Element - Company Lookup ×

Display Label ?

Reporting Label: Matching Company ?

Cancel

Save

The entry for the Company Name is hidden by default using a Dynamic Action. For more on Dynamic actions, [click here](#). Maybe you would like to include more when they check the Match Donation box, such as a picture or video or something else. If so, add that item or items using [Add Form Elements](#), then include them in the Dynamic Actions for the Match Donation checkbox.

In case you make a mistake, here is the default setting for this dynamic action:

## Setup Dynamic Action - Checkbox



Make your online forms dynamic by showing elements based on user responses.

### When Match Donation

..... is  Checked  show 1 Element Selected

Search elements

Clear All

**Matching Donations**

Matching Company

**Contact Information**

First Name

Last Name

Reset Action

Cancel

Save

**Note:** One of the needs of the Matching Donations is to have an email address. Therefore, when you are using the Matching Donations feature, the Email Address will be required and you will not be able to change that option in the [Contact Information](#) section.

Contact Information	
<b>Section Heading</b>	<input type="text" value="Contact information"/>
First Name	Show <input checked="" type="checkbox"/> Required <input type="checkbox"/>
Last Name	Show <input checked="" type="checkbox"/> Required <input type="checkbox"/>
Phone	Show <input checked="" type="checkbox"/> Required <input type="checkbox"/>
Email	Show <input checked="" type="checkbox"/> Required <input type="checkbox"/> <small>Required because Matching Company field is enabled</small>

And now your ability to get companies to match your donors' donations is ready to go!



Choose amount

\$250

\$500

\$1,000

Other

\$ 500.00

Get my company to match my donation

Start typing to find your company (3 characters minimum) \*

Cube|

CubeSmart

Make your gift recurring

One Time

Monthly

Annually

Contact information