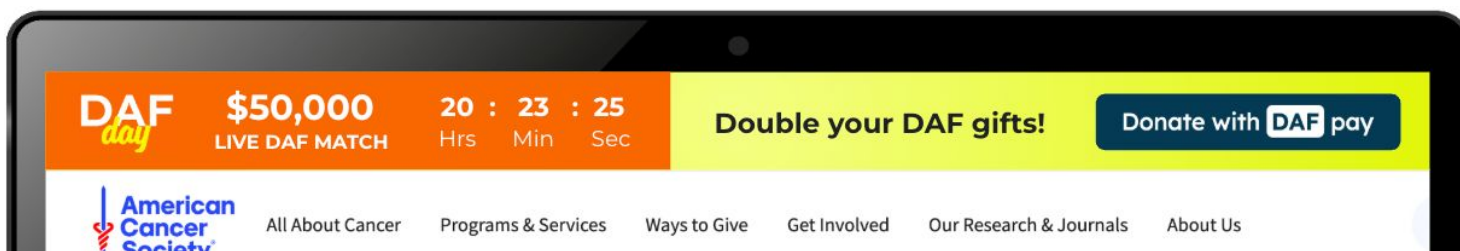


♥ DAF Day Matching is Here!

We think your nonprofit could be a great fit for the first **DAF Day matching pilot**. This overview explains how it will work, and how we can help double the impact of DAF gifts.



Simple plug in activates DAF Day matching with a banner on your website

1

Nonprofits

Add the DAF Day matching banner

2

DAF Matchers

Use DAFpay to create matches for DAF gifts

3

DAF Donors

Get their DAFpay gifts matched

What do I need to make it work?

Nonprofit accounts with Chariot and MatchNice



Enables DAFpay for matching



MatchNice

Activates the banner and tracks matches

What's the cost, and what's included?

10% fee (\$1K match = \$2K raised, \$100 fee)

10%

Service Fee on DAF matches

1. Dedicated onboarding
2. DAF matching activation
3. DAF Day impact summary

What are the terms for matching?

Matches go live and are displayed on the banner October 9-23, 2025, with two matching options for DAF holders:

A

Donate the Rest

You get the full match amount no matter what

B

Return Funds

Unmet funds are returned to DAF holder's account



What do I need for this to be successful?

MatchNice will help you set everything up, all you need is to source a DAF match and promote it.



How will the DAF matches be tracked?

We track how much of the match was met after DAF Day and pay out the following week given matching terms.



How will matches made be paid out?

Matches will be paid out by paper check, mailed the week of October 20, or we can set you up to receive it via ACH.



How will we understand the impact?

Nonprofits and matchers will both receive an email summary with matches made and the total impact.

[CLICK HERE](#) to see the DAF Day matching user experience we're building.