



Inspire More Giving

Real-time donation matching made easy

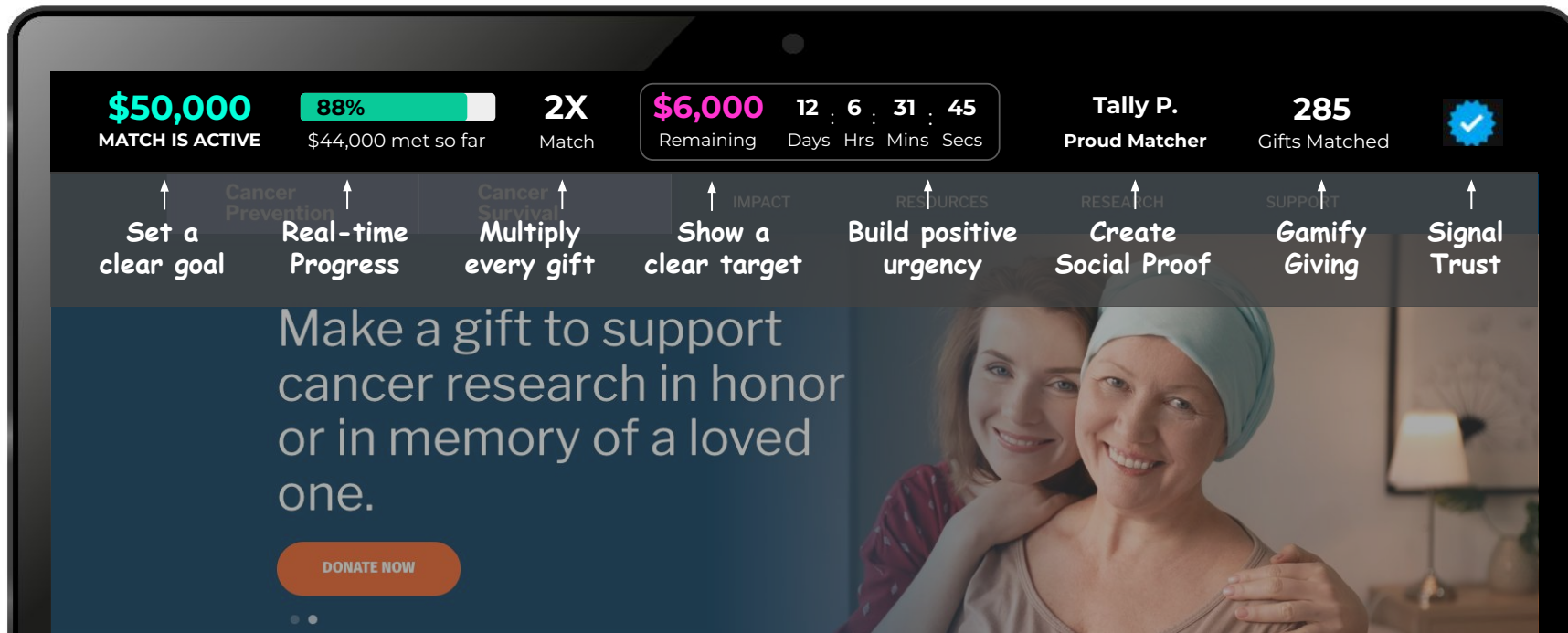
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Start With Why

Raise more for your mission with real-time donation matching

Success Metrics: ▲ Conversions ▲ Average gift size ▲ New Donors ▲ Retention ▲ Revenue



The screenshot displays the MatchNice mobile app interface. At the top, a dark header bar contains several key metrics: a green '\$50,000' with 'MATCH IS ACTIVE' below it; an '88%' progress bar with '\$44,000 met so far' below it; a '2X Match' indicator; a pink '\$6,000 Remaining' with a countdown timer '12 : 6 : 31 : 45' (Days Hrs Mins Secs); 'Tally P. Proud Matcher'; '285 Gifts Matched'; and a blue checkmark icon. Below this header is a row of seven interactive buttons, each with an upward arrow and a category label above it: 'Set a clear goal' (Cancer Prevention), 'Real-time Progress' (Cancer Survival), 'Multiply every gift' (IMPACT), 'Show a clear target' (RESOURCES), 'Build positive urgency' (RESEARCH), 'Create Social Proof' (SUPPORT), and 'Signal Trust'. The main content area features a large text overlay: 'Make a gift to support cancer research in honor or in memory of a loved one.' Below this text is an orange 'DONATE NOW' button. The background of the app shows a woman in a blue headscarf being embraced by another woman.

The ABCs

Simple way to align, build, and communicate a matching campaign

A

Align

**Define the
campaign**

MORE CLARITY

B

Build

**Secure and
activate the match**

MORE DOLLARS

C

Communicate

**Share
the impact**

MORE TRUST

Align

Get clear on the goal, need, and who can fund the match



Set a goal

- ✓ Match amount
- ✓ Matching period



Create a case

- ✓ Desired impact
- ✓ Specific outcome



Identify matchers

- ✓ Capacity to give
- ✓ and Consistency

Build

Secure and activate matching funds for your campaign



Make appeals

- ✓ Identify potential matchers
- ✓ Share your case statement



Secure a match

- ✓ Pre-secured/Offline
- ✓ Crowdfunded/Online



Turn it on

- ✓ Confirm the goals
- ✓ Turn the match on

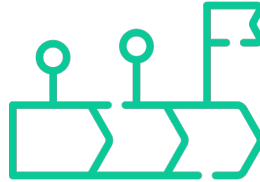
Communicate

Promote and share progress to build trust with supporters



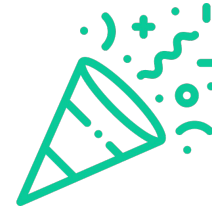
Promote it

- ✓ Use email and
- ✓ Social media



Share Progress

- ✓ Milestone updates
- ✓ Leverage storytelling



Celebrate Impact

- ✓ Thank supporters
- ✓ Share outcomes

Easy as 1-2-3

One phase at a time (timelines can be adjusted to fit your team)

Week 1

Align

Define the campaign

1. Set a goal
2. Create a case
3. Identify matchers

Week 2

Build

Secure and activate

1. Make appeals
2. Secure a match
3. Turn it on

Week 3

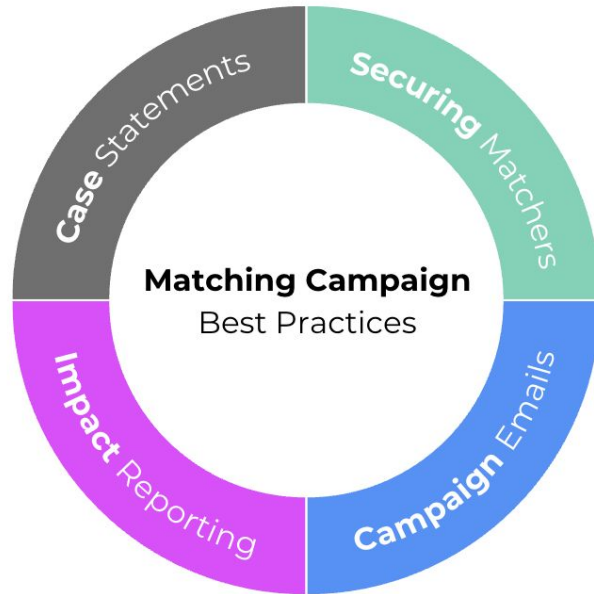
Communicate

Share the impact

1. Promote it
2. Share progress
3. Celebrate impact

In It Together

We'll work alongside you to support your success



We're ready to roll up our sleeves with you.



Pooya Pourak
Co-Founder & CEO

I don't even have sleeves, let's match!



Dickson Nuesse
Head of Growth

Ready Tools

Draft case statement + appeal



Support the Next Generation of Cancer Prevention Leaders.

Multiply your care for the American Institute for Cancer Research with a [matching donation](#)

Support one AICR Research Fellowship

Breakthroughs in cancer prevention don't begin with money alone—they begin when community leaders unlock collective action. Right now, you can help us activate a **\$40,000 matching challenge** that funds one year of an AICR Research Fellowship and doubles every dollar raised for cancer prevention science.

The Opportunity

AICR's Research Fellowship at the **University of North Carolina at Chapel Hill** supports early-career scientists advancing evidence-based cancer prevention through nutrition, physical activity, and lifestyle research. This is a three-year fellowship program. For this fundraising campaign, AICR is focused on a **clear and achievable goal: funding one fellow for one year.**

The research is ready. Candidates exist. What's needed is a **lead matching partner** to unlock one year.

The Impact You Unlock, and the Match That Makes It Possible

Matching challenges change donor behavior. When a match is in place, donors give more, give faster, and new supporters step forward. Momentum builds through urgency, trust, and visible progress.

We invite you to serve as the lead matching partner for our \$40,000 match, helping unlock:

- One full year of fellowship support for an early-career cancer prevention researcher
- Prevention science that informs national guidelines and public health practice
- Long-term multiplier impact, as fellows go on to lead labs, influence policy, and train future scientists

Your \$40,000 commitment will be used **exclusively to match the next \$40,000 raised**, instantly doubling every gift and rallying the community around a shared goal.

When the match is met, one researcher stays in prevention science, one year of research moves forward, and dozens of donors know their impact mattered, because **you made it count.**

This is not just funding a fellowship for a year.
It is activating momentum, and keeping a future breakthrough alive.



To serve as the lead matching partner for this fellowship year, please contact [First and Last name] at email@aicr.org or call us at XXX-XXX-XXXX to learn more.

Communication templates

Document tabs +

Communicate

Matching Campaign Tool...

CAMPAIGN ANNOUN...

20% PROGRESS UPD...

40% PROGRESS UPD...

60% PROGRESS UPD...

80% PROGRESS UPD...

90% PROGRESS UPD...

CLOSING IMPACT SU...

Toolkit Disclaimer

Matching Campaign Toolkit — Quick Start

These emails are templates. Please customize before sending.

- Make It Sound Like You**
 - Edit language so it feels natural for your organization
 - Don't worry about perfection — authenticity converts
- Update the Numbers Every Time**

Replace all [brackets] before sending:

 - Total raised
 - Match unlocked (out of \$15,000)
 - Number of donors or donations

Always double-check your fundraising dashboard first
- Remember the Match Window**
 - Gifts are matched 1:1 through December 31, 2025
 - Or until the \$15,000 match is fully used
 - If the match fills early, celebrate and update the messaging
- Use a Button (Not Just Text)**
 - Add a **Donate** button in your email platform (Mailchimp, etc.)
 - Link it to: <https://www.satisfed.org/donate>
 - Place at least one button near the top and one near the bottom
- Include a Simple Visual (If You Can)**
 - Photo of food rescue, truck, or volunteers
 - Progress bar or thermometer helps a lot
 - Authentic > polished
- Don't Overthink It**
 - Send updates when progress is real
 - Keep the tone warm and human
 - Donors want to help — make it easy

CASE STUDIES

Unlock larger gifts



Hannah Lowe
President & Co-Founder
L-CMD Research Foundation

“We raised more with the match than we had in the previous 6 months.

The match helped reinvigorate our donor base and added excitement and reminded people that we are here and we’re doing meaningful work.”

185% increase in average gift size as a result of the match

Grow donors at scale



Roy Whitley
President & CEO
Rx Outreach

“Our donor base doubled as a result of this, which was astounding for us... the match played a very significant part... It added credibility to who we are and who we serve in our fundraising efforts.”

200% increase in donor base in less than 30 days

Activate donor advised funds



Serendipity
Center
TEACH NURTURE EMPOWER



Rachel Gitner
Director of Advancement
Serendipity Center

This campaign helped us start strong and proved that early giving can work for us... We were overjoyed."

\$1,000 Donor-advised
fund (DAF) match

\$12,000+ DAFs
Raised

▲ 600% Above initial
matching goal

Convert donors in real-time

JEWISH **STORY** PARTNERS



Joey Jovanovich

Development Coordinator
Jewish Story Partners

“Watching the progress in real time was addictive and exciting. We created \$18,500 of impact from 34 donors, last year it was about \$3,000 from 18.”

▲ **366%** individual online
giving revenue

▲ **194%** average
gift size

▲ **189%** total number of
donations made

Reactivate and re-engage



Connecting to Cure
Crohn's and Colitis



Stacy Dylan

Co-founder & Executive Director
Connecting to Cure Crohn's and Colitis

"The match attracted and re-engaged donors..." we were able to get 7 new donors, and there were five people who had not donated in 4 or 5 years..."

29% of donors were first time givers

21% of donors hadn't given in the past 3-4 years

\$7,500 Matching Goal

\$15,300 Total Raised

▲ 600% Year over Year Revenue

Boost results and confidence



Tim Turner
Founder & CEO
Satisfeed

"I knew I didn't have the time, talent, or resources to put together a campaign like this on my own. Having MatchNice step in and handle the heavy lifting made it feel manageable."

29% of donors were first time givers

29% of donors hadn't given in the past 1.5-4 years

▲ 12X Increase in
average gift size
From \$68 to \$821

▲ 12X Total
Raised Online
From \$478 to \$6,000

▲ 33X Increase in Year
over Year Revenue
From \$478 to \$16,000