

Fundraise like a pro



3 DAYS.
200 MILES.
1 PURPOSE.

New Feature for Matching Donations

A cool new feature is now in our donation forms! You will see a **new question on all YSC and Tour de Pink donation forms** which asks donors if they would like their employer to match their gift.

This new feature allows you to search for your employer to see if your company has provided matching gift information. Remind your donors to submit their own employer matches, it can make a big difference towards your fundraising goal!

After the donor chooses their employer from the menu, it will pre-fill their matching gift form with the information from their donation, and automatically send all necessary documentation to the matching employer and YSC. This makes the entire process quick and easy for donors.

This new feature allows for an easy, paperless matching gift process:



Don't forget to remind your donors to inquire if their company matches when they write you offline **check donations** as well!

Did you know?

- **65% of Fortune 500 companies** offer matching gift programs ([source](#))
- Over **18 million** individuals work for companies with matching gift programs
- "At least \$10 billion in workplace matching funds go **unclaimed** each year." - Nonprofit Fundraising Journal
- Some of Tour de Pink's top matching gift donors are General Electric, American International Group, Starbucks, and The Hershey Company.

 /TdPSouth

 /TdPEastCoast

 /TdPWestCoast

 ysctdp

 @YSCTdP

