

MATCHING CHALLENGE: Because \$2 is better than \$1



A Match Made in Heaven

What happens when a Matching Challenge and a Rescue Mission come together? The result can be... well, heavenly. More donor connections. More responses. More resources to breathe new life into hungry and homeless neighbors.

Your Matching Challenge can draw 2X the revenue – *and then some!*

- ✓ Donors who maybe wouldn't have given to a typical appeal are spurred to action.
- ✓ Those who would have given anyway will often give more, knowing their donation doubles.
- ✓ The end result is commonly more than twice the amount of a standard campaign.

Channeling your Matching Challenge takes everything you've got. But Brewer Direct is here to help.

Pulling out the stops with an omni-channel strategy sets up your Matching Challenge for maximum success.

- Direct Mail
- Digital
- Social Media
- Radio
- Telemarketing
- Acknowledgments
- Media Relations
- Church Relations

Peek inside to see how our team will get the word out... and the donations in!

Multiple Channels = Maximum Return

Brewer Direct can communicate your Matching Challenge message across multiple channels, creating synergy that maximizes your return.



Direct Mail

This proven vehicle provides an anchor for your Matching Challenge campaign. Matching checks are included to aid the donor in selecting their donation amount and returning their gift.



Email

Email communications integrate with your direct mail appeal to deliver the same Matching Challenge message. And they give donors the opportunity to put their gift to work right away.



Lightbox

Visitors to your website will be greeted by a lightbox pop-up announcing the Challenge and urging them to take action. A simple click of the mouse takes them to your donation page.



Home Page Slide

A prominent home page slide presents the Matching Challenge opportunity. The slide carries the same key messaging and is a direct link to your donation page.



Donation Page

In a final push to secure the donor's gift, your customized donation page will restate the Matching Challenge offer and demonstrate the doubling impact of the donor's donation. This page may include a function that allows donors to share on social media.



Social Media

Posting updates will build momentum around your campaign and inform followers about how close you are to reaching the goal. Let these friends help get the word out.



Radio

Radio helps keep your message in front of donors and prospects. Our expert media team will secure paid spots and/or PSAs, and will pursue partnerships with DJs to promote your Matching Challenge.

Multiple Channels = Maximum Return, cont.



Telemarketing

The personal touch of a phone call coupled with your Matching Challenge offer is a strategic way to reactivate lapsed donors – and to solicit special gifts from major donors.



Thank You Acknowledgment

A personal acknowledgment letter or email recognizing the donor's Matching Challenge gift will have them feeling doubly good about supporting your Mission.



Media & Business Relations

A press release announcing your Matching Challenge and including the deadline will be released to your media partners. If a local business is underwriting the Challenge gift, a joint press conference will be held. Also...

- The partnership will be promoted throughout all communications.
- The partner's generous philanthropy will be leveraged to benefit their standing in the community.
- The partner's logo will be featured on your website home page, along with a message of appreciation.
- Social posts will regularly call out your partner's generosity.



Church Relations

Flyers and bulletin inserts announcing the Matching Challenge will be made available to local church partners who are willing to help get the word out. These include a clear call to action and instructions on how to give.

Contact Your Match-Maker Today

To get your Matching Challenge campaign underway, or to learn more about how this strategy will benefit your Mission, please reach out to your Account Strategist today.

This strategy sheet is provided to you by Brewer Direct's Academy and can be located in the Library. If you'd like to discuss the ideas found here or want to know more about the Academy, contact Shellie Speer, Senior VP, Academy at sspeer@brewerdirect.com or (719) 210-6207.

