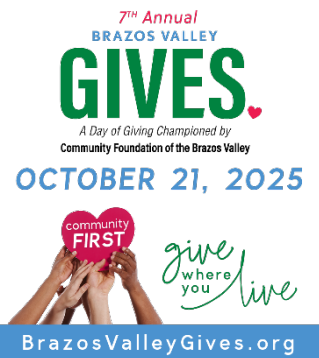


How to Raise your own Matching Funds



What are matching funds?

Matching funds are additional dollars contributed directly to your nonprofit from a donor, your board members, company or community partner (or some combination) to help encourage donations to your nonprofit during Brazos Valley Gives. **Matching funds should be a 1:1 match**, which allows you to say that for every dollar donated, your dollar will be doubled! Once secured, your matching fund will appear on your nonprofit profile and will count down as it is satisfied. **Nonprofits that secure matching funds are more successful on Brazos Valley Gives Day than those who do not secure matching fund donors.**

In 2024, Brazos Valley nonprofits solicited \$556,033 in matching funds, a 27.5% increase over 2023.

Who are potential matching fund donors?

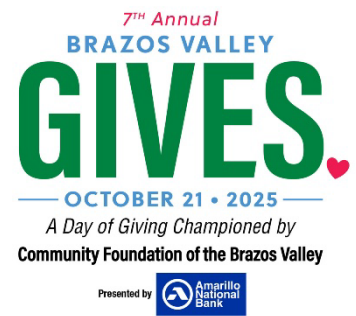
- Board members
- Foundations with whom you have a great relationship
- Individuals who are invested in your programs (*volunteers, previous donors*)
- Vendors with whom you have a longstanding relationship
- Companies who want to give back and who can promote your cause to their customer base

Remember: A matching fund does not have to be from just one source. Perhaps a combination of partners could come together to create a matching fund and work together on behalf of your mission!



2024 Brazos Valley Gives Celebration of Community Philanthropy – Nov. 2024

FREQUENTLY ASKED QUESTIONS ABOUT MATCHING FUNDS



Is a matching fund required to participate in Brazos Valley Gives Day?

No, matching funds are not required to participate in Brazos Valley Gives.

Does the matching fund money get bonused in prizes?

No. Each nonprofit should ask their matching fund donor to make their check[s] or or grant payable directly to your nonprofit, and outside of the Brazos Valley Gives platform.

Are matching funds required to be a dollar-for-dollar match?

Yes, all matching funds received will be matched on a dollar-for-dollar basis. Upon entering your matching fund into the Neon One portal, your matching funds will appear on your giving day profile so that your donors are aware that their donation will be matched on \$1:\$1.

Will my matching funds appear on my nonprofit profile?

Yes, your match amount will be listed on your profile page. As you raise money on BrazosValleyGives.org, your match goal will count down until the match is satisfied. Please remember you can continue to add matching funds throughout the Brazos Valley Gives campaign.

Nonprofits that secure 1:1 matching funds are more successful on Brazos Valley Gives Day!

EXAMPLE ---- LETTER SEEKING MATCHING FUNDS FROM DONORS, BOARD MEMBERS, ETC.

Dear [Donor, Board Member, Business Owner],

This year, on Tuesday, October 21, 2025, [ORGANIZATION NAME] is participating in the Community Foundation of the Brazos Valley's 7th Annual Brazos Valley Gives Day, an online giving extravaganza for the 7-county Brazos Valley region. Our organization provides *[insert your core mission constituency here, e.g., homeless youth, children with cancer, collies and dachshunds, etc.]*, and Brazos Valley Gives helps us amplify our message. With Brazos Valley Gives, we're able to reach more people, engage their passion for our mission, and make an even greater impact.

Last year, 198 nonprofits from across the region came together to celebrate Brazos Valley Gives and raised over \$1.28M. Brazos Valley Gives has made a significant impact on the nonprofit community. Over the past six years, Brazos Valley Gives has inspired individuals who have donated over \$6M+ from across the state, resulting in increased donations and services provided throughout the Brazos Valley. We invite you to come alongside us and join the movement and help us reach our goal of [\$_____] on October 21.

Dollar-for-dollar matching funds are a great way to inspire people to give and to help us reach our goal on Brazos Valley Gives. **Would you be interested in supporting our mission this year by providing a matching fund that we could promote and leverage on Brazos Valley Gives?** By matching gifts, you demonstrate your commitment to our cause and region! Also, your help with a matching fund will encourage donors to rise to the challenge on October 21, Brazos Valley Gives Day.

For more information, visit BrazosValleyGives.org. To discuss being a matching fund donor, please contact [CONTACT INFORMATION].

Thanks,

[NAME]

[Title (Executive Director, Board Chair, Volunteer)]