



SMARTMATCH PROGRAM

PROGRAM OVERVIEW
Matching Nonprofits with Trusted,
Vetted Members

SmartMatch Program Summary

SmartMatch is a matching program that connects nonprofit organizations with our trusted, vetted members who support nonprofit organizations. Using a few key details, organization size, location, and category, SmartMatch introduces nonprofits to the right Cooperative Members and Small Business Members for their needs.

The goal is to reduce the time and friction nonprofits face when trying to find qualified support, while increasing aligned engagement for members.

**EVERYTHING WE DO IS
FREE FOR NONPROFITS.**



Purpose

SMARTMATCH IS DESIGNED TO:

- **Help nonprofits** quickly identify the right support partners based on practical fit (size, location, category).
- **Increase the quality** of introductions by aligning needs, expertise, and capacity.
- **Strengthen community collaboration** by encouraging long-term, trust-based relationships.
- **Support member visibility** and lead flow in a way that is helpful, ethical, and mission-aligned.



WHO IT'S FOR

NONPROFIT ASSOCIATES (NONPROFITS)

Nonprofit Associates of all sizes seeking capacity-building support across common nonprofit disciplines.

MEMBER PROVIDERS (FOR-PROFITS SERVING NONPROFITS)

SmartMatch connects nonprofits to vetted member providers, including:

- Cooperative Members (CM): for-profits selected to support nonprofits on a national or multi-state basis.
- Small Business Members (SBM): for-profits with annual revenues under \$300,000 that support nonprofits on a national or multi-state basis.



Members span many disciplines (e.g., fundraising and development support, technology and CRM, strategic planning, branding and marketing, financial and accounting services, HR and operational support, and more).

Matching Criteria



The right partner isn't just about the service; it's about the fit.

Our matching criteria filters for scale, geography, and expertise to deliver high-value introductions that respect your time and meet the nonprofit's specific needs.

SmartMatch matches nonprofits and members using three primary criterias:

- **Size:** Align the nonprofit's scale and complexity with member experience and service capacity.
- **Location:** Consider geography, time zones, and local/regional context when relevant.
- **Category:** Match the nonprofit's mission focus and/or functional needs to member disciplines.

How It Works

1. Profile Creation: Users (Nonprofits and Members) access the SmartMatch program and fill out their specific details, including organization size, location, and service categories.
2. Preference Selection: Users specify exactly who they want to match with (e.g., a nonprofit selecting a "Fundraising Consultant" or a member selecting "Small Local Nonprofits").
3. Automatic Matching: Once the details and preferences are submitted, the program automatically identifies the best-fit partners using the core criteria of Size, Location, and Category.

4. Instant Introduction: The system triggers an automated introduction, providing both parties with the necessary contact information and profile summaries to begin their collaboration.



5. Engagement: With the match confirmed, the nonprofit and member can move directly into discovery calls or project planning.

THE SMARTMATCH PROGRAM REMOVES MANUAL BOTTLENECKS BY USING AN AUTOMATED SYSTEM TO FACILITATE CONNECTIONS.

Ongoing Matching: Monthly + On-Demand

- **Automatic monthly matches:** Each month, SmartMatch will generate new best-fit matches based on your saved profile details and matching preferences.
- **Manual matching anytime:** Users can also log in to the platform at any time to update preferences and create matches on demand, whenever they want to explore new connections.

The SmartMatch application is secure. Access is permission-based, and user information is handled with care to support safe, trusted introductions within The Nonprofit Cooperative community.



SMARTMATCH IS DESIGNED TO KEEP CONNECTIONS FRESH AND RELEVANT. IN ADDITION TO ON-DEMAND MATCHING, THE PLATFORM WILL GENERATE AUTOMATIC MATCHES ON A MONTHLY BASIS.

Great impact is never achieved in isolation. SmartMatch brings together the heart of the nonprofit sector and the expertise of our vetted members, creating a powerful ecosystem where every match is a step toward a stronger community.