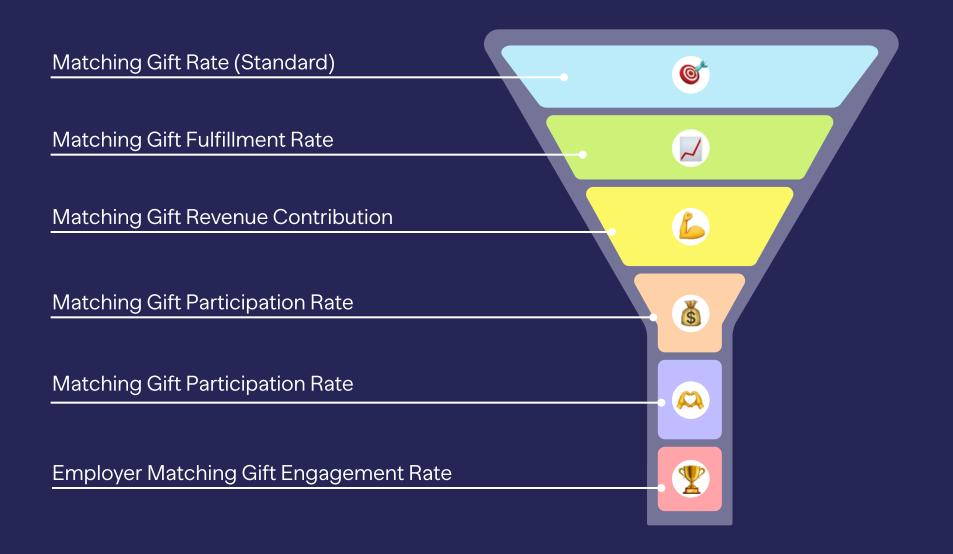
Rally Up Methods to turn MGR data into action



Methods to turn MGR data into action



Matching Gift Rate

Actionable Method: SMART Goal Framework

- Specific: Increase MGR from 20% to 30% in 12 months.
- Measurable: Track monthly MGR using CRM.
- Achievable: Implement automated donor reminders.
- Relevant: Aligns with goal of maximizing fundraising ROI.
- Time-Bound: Achieve by Q4.
- Action: Embed a matching gift search tool (e.g., HEPdata) on your donation page to identify eligible donors instantly.
- © Dopamine Win: Hitting a 5% MGR increase feels like unlocking "free" thousands in revenue.

Submission Rate

Actionable Rule: The Rule of Three (Triad of Outreach)

- Send three automated emails:
- Immediate Thank-You: Include a matching gift prompt within 24 hours (52% open rate).
- Reminder (Day 7): Highlight ease of submission (31% submission boost).
- Final Nudge (Day 14): Emphasize impact (45% more submissions).
- Action: Use CRM automation (e.g., Salesforce) to schedule these emails.
- Dopamine Win: Seeing submission rates climb after each email delivers instant progress

Fulfillment Rate

Actionable Framework: The Bottleneck Buster

- Step 1: Identify delays (e.g., corporate paperwork issues) using CRM tracking.
- Step 2: Simplify submission with pre-filled forms via 360MatchPro.
- Step 3: Follow up with companies quarterly to confirm payouts.
- Action: Create a checklist of top corporate partners' matching policies to streamline approvals.

Lopamine Win: Clearing a single bottleneck (e.g., one company's payout) feels like a mini-victory.

Revenue Contribution

Actionable Method: The 1% Challenge

- Goal: Increase contribution by 1% annually (e.g., 10% to 11%).
- Action: Run a "Double Your Impact" campaign during giving days, promoting matches on social media and emails.

Solution Dopamine Win: A 1% boost translates to tangible dollars, reinforcing campaign success.

Participation Rate

Actionable Framework: The Awareness Amplifier

- Step 1: Add matching gift prompts to donation forms, thank-you emails, and newsletters.
- Step 2: Host a "Match Madness" week, spotlighting matching via social media (e.g., "Check if your employer doubles your gift!").
- Step 3: Recognize matched donors publicly (e.g., annual report shout-outs).
- Action: Use a matching gift widget for instant eligibility checks.

Dopamine Win: A spike in participation rate feels like rallying your donor community.

Employer Engagement

Actionable Method: The Corporate Nudge Strategy

- Tactic 1: Host a "Corporate Match Challenge" inviting companies to match during a campaign.
- Tactic 2: Send personalized thank-yous to CSR teams, highlighting employee impact.
- Tactic 3: Invite top-matching companies to volunteer events to deepen ties.
- Action: Build a database of corporate matching policies using HEPdata.

Topamine Win: Securing a new corporate partner feels like a major fundraising milestone.