



#iGIVECATHOLIC
ON GIVING TUESDAY

Weekly Email
Series 2026

This Week: Matches

This week we are going to be focused on **matches!** In 2025, organizations with matching funds raised on average **10x more** than organizations without. **122 organizations featured a match or challenge last year, raising \$2.4m!**

Begin by soliciting your existing donors. Think of donors who have given in the past or give at the end of the year. Reach out to them and invite them to consider offering a match for your campaign. It's no secret that matches are incredibly powerful in supercharging your campaign!

In Mightycause, there are two different types of matches- percentage matches which are your classic 1:1 or 1:2 matches, and cumulative threshold matches. Cumulative Threshold Matches are challenges- once a certain threshold or amount has been met, the match will be released. Both are powerful tools for your fundraising efforts!

Quick tip: make sure to add an end date and time for your match to close! If you don't add the end date and time, the match will autoclose oftentimes prior to the match being met.

What opportunities could matches unlock for your organizations this year?

To Do:

- Check out [this video](#) or [this article](#) from Mightycause for directions on setting up a match!
- [CANVA TEMPLATE](#) to create a custom Match flyer with a form for donors to complete.
- **Review your donor database** and begin reaching out to those who have given in the past. Ask them to partner with you for a match for this year's campaign!
- **Get creative:** use challenges to further power up your match!

Thank you for your continued support of this years **#iGiveCatholic** campaign! Please don't hesitate to reach out with any questions!

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