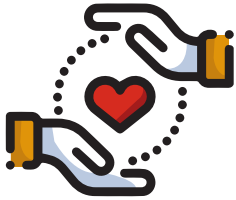


MATCHED GIVING GET YOUR WORKPLACE TO DOUBLE YOUR IMPACT!



What is matched giving?

Matched giving is when you ask your workplace to match every dollar you raise. When you raise a dollar, your workplace matches it, so \$1 becomes \$2!

How do I ask for matched giving?

Don't worry, we've got you covered! We know reaching out to your workplace can be challenging, but all you need to do is ask! Here are some tips to get you started:



Send our **'Matched giving' email template** to the decision makers in your workplace. We recommend sending this as soon as possible and personalising it as much as you can.



Jump on the phone, book in a quick meeting and send our **'Follow up' email template** if you haven't heard back in a week.

What do I do once I confirm the matched giving?

Great job on confirming your matched giving and **making double the impact** – you should be so proud! Now, it's time to spread the word with friends and family. Follow these simple steps to let everyone know their donations are being matched!

1. Update your page blog by:

- **Logging into your dashboard**
- Clicking 'Edit My Page'
- Scrolling down to 'Update Your Story'
- Clicking 'Edit' and adding the following to your blog:

My donations are being matched by my generous workplace! Please support my challenge and make double the difference for people with MS.

TIP: Don't forget to remove this from your blog once the matched giving runs out if you've agreed to a limit.

2. **Share this resource** on social media so everyone knows their donations will be matched.



3. Send an email to friends and family by:

- **Logging into your dashboard**
- Clicking 'Ask for Support'
- Under 'Choose a pre-written email' select '5. Dollar matching'
- Personalise your email with anything extra and send to your contacts to ask for their support

Need help?



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#KissGoodbyeToMS

