**Nonprofit Jewish Day Camp Fundraising** Resources you can use NOW

**Top 5 things to change on your website to maximize a matching gift, now.**

***About this document:***

*These are recommended changes to your website and online giving tool to optimize them for your* ***matching gift*** *campaign. Think about the online giving process from your donors’ perspective - make it easy for them to give and remember to use this opportunity to continue building a long-term relationship with them.*

1. **Test your online giving process.** Can donors find the online giving page with one click? Does the form have any unnecessary fields that can be removed? Is the confirmation page warm and sincere, not transactional? What about the automated thank you email?
2. **Add a pop-up on your homepage for the match.** If your CMS allows it, a pop-up can explain the urgent need for giving at camp right NOW, mention the X% extra their gift will provide through the match, and direct them right to the online giving page.
3. **Create a special landing page just for the current campaign.** Create a special online giving page for the matching gift campaign – direct mail, emails, social media, pop-up on homepage, etc.
4. **Be sure you have a consistent message/story through ALL communications.** Every communication to donors will direct them to the special landing page for this campaign. Be sure all of your communications have continuity from the communications through the online giving page and confirmation page, and all the way to your thank you notes.
5. **Provide prompt, warm thank you notes.** Every online donor should receive a thank you note in addition to any automated email that is sent out. This is a good time to enlist the support of board members and other volunteers who are stuck at home and want to help – this is a good way to engage them AND provide great stewardship for your donors.

\*\*Don’t forget to **track your donations in your donor database**! Be sure you are tracking everyone who gave during this time and be consistent so you can easily pull lists of everyone who contributed to this campaign and steward them now and in the future appropriately. Remember that they were there when you needed them most!

**Need some inspiration to help with the above?**

*Improve your automated confirmation for online gifts:*

**Before**: "Your payment has been received"

**After**: "Thank you. Your gift to (Camp Name) is needed and appreciated now more than ever. Your generosity reminds us again that we are encircled by good friends like you who value *tikkun olam* and love (CAMP NAME). We’ll make it through this together!“

*Questions? Need help with your campaign? Feel free to contact us at JCamp 180:* [*kevin@hgf.org*](mailto:kevin@hgf.org)