Blackbaud® NetCommunity™ Matching Gift Integration with Double the Donation

Guide provided by Double the Donation

https://doublethedonation.com

Double the Donation's Relationship with Blackbaud®:

Blackbaud® is the leading supplier of software and services specifically designed for nonprofit organizations. Its products focus on fundraising, website management, CRM, analytics, financial management, ticketing, and education administration.

Double the Donation is a leading provider of employee matching gift data and services to nonprofits.

Purpose of this guide: This guide is designed to help organizations who use Blackbaud® NetCommunity™ software incorporate Double the Donation's employee matching gift plugin into the fundraising process.

Blackbaud® and Double the Donation are two separate and unrelated companies.

There are three ways nonprofits using Blackbaud® NetCommunity™ should integrate Double the Donation's matching gift plugin into their fundraising strategy

On the Donation Confirmation Screen	Across Your Other Fundraising Channels	In Donation Confirmation Emails
(Use Blackbaud® NetCommunity™)	*(Use your other systems)*	*(Use Blackbaud® NetCommunity™)*

Double *the* **Donation**
matching gifts made easy

Follow the next six steps to allow your donors to access company specific matching gift information on your Blackbaud® NetCommunity™ donation confirmation screen

Step #1: Log in to your Blackbaud® NetCommunity™ account

Step #2: Click on the "View site" button
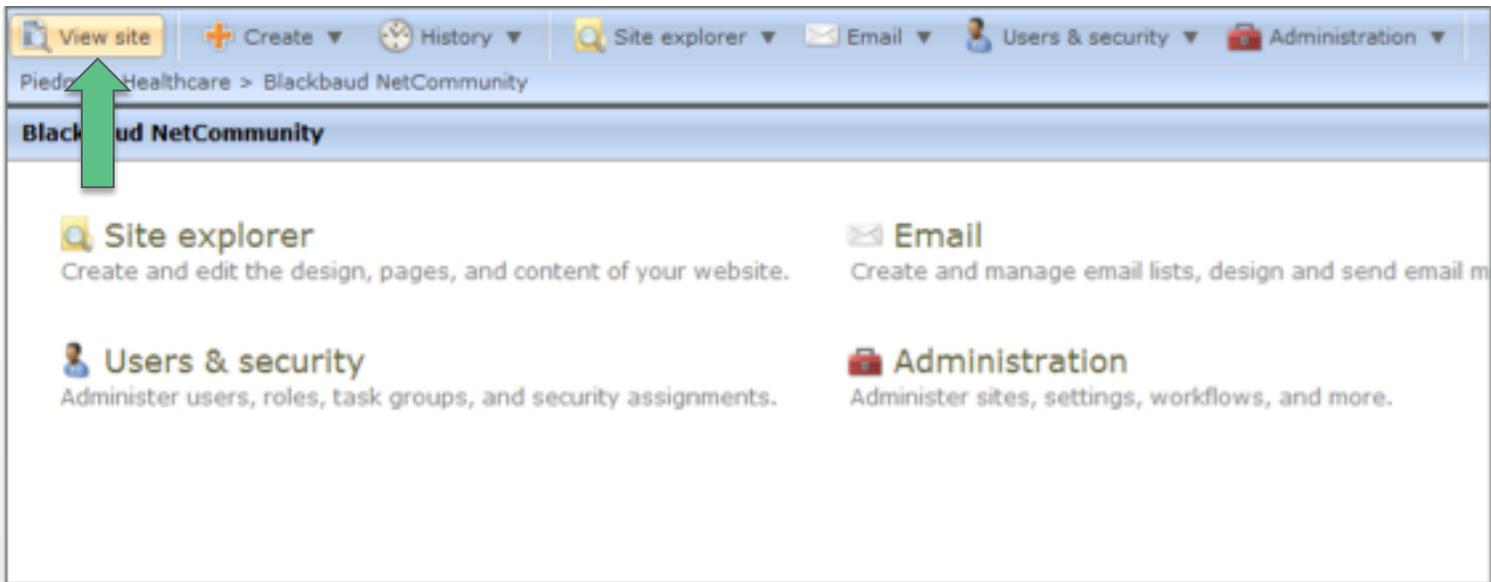
Step #3: Make sure you're on the main donation page then click on the "Edit this page" button

Step #4: Click on the icon in the corner of the actual donation form then click "Edit"

Step #5: Scroll down to the confirmation screen options. Make sure you're using the "custom confirmation screen" then click "View" and then "Code"

Step #6: Add a section about matching gifts which includes Double the Donation's matching gift search tools
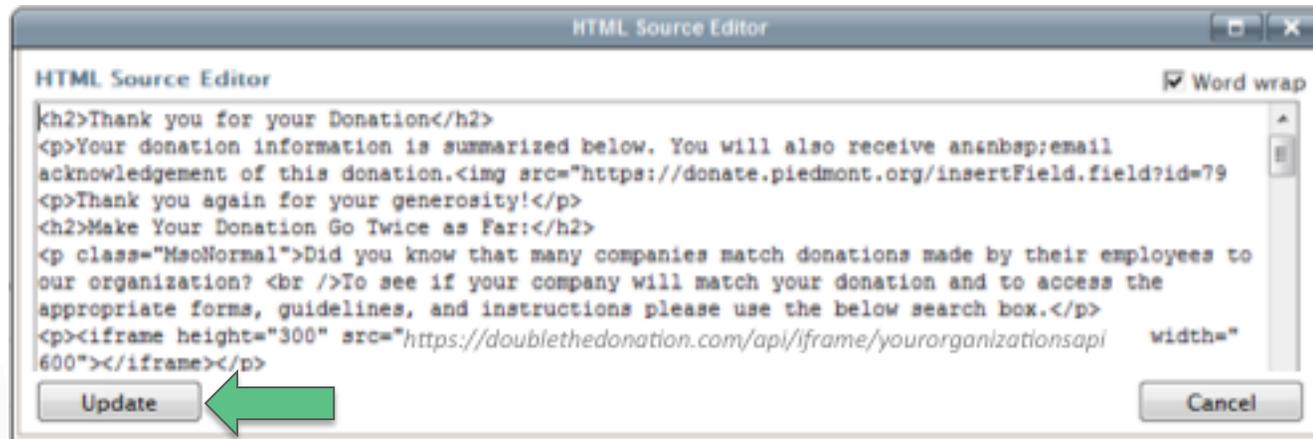
Text to Include:
1. Add a header for matching gifts
    *   Sample text: "Make Your Donation Go Twice as Far"
2. Add a few sentences explaining matching gifts
    *   Sample text: "Did you know that many companies match donations made by their employees to our organization? To see if your company will match your donation and to access the appropriate forms, guidelines, and instructions please use the below search box.
3. Add Double the Donation's matching gift iframe
    *   HTML code is
        <iframe height="300" src=https://doublethedonation.com/api/iframe/insert-your-api-key
        width="600"></iframe></p>

Then click update and save the changes.

Donors will now be able to access company specific matching gift information directly on the donation confirmation screen

**Overview: There are three ways nonprofits using Blackbaud®
NetCommunity™ should integrate Double the Donation's
matching gift plugin into their fundraising strategy**

On the Donation
Confirmation Screen

*(Use Blackbaud®
NetCommunity™)*

Across Your Other
Fundraising Channels

*(Use your other
systems)*

**In Donation
Confirmation Emails**

*(Use Blackbaud®
NetCommunity™)*

The next three slides outline how to add Double the Donation's matching gift plugin
to a dedicated matching gift page on your organization's website

Step #1 – Create a dedicated matching gift page on your main website.

You can incorporate Double the Donation's matching gift plugin (Tier 2) directly on your own website

Step #1B: Double the Donation's matching gift plugin code can be found in your organization's Double the Donation account management pages (Tier 2 and up)

You'll want to use the following steps:

1. Log into your Double the Donation account
2. Access the embed code
3. Copy the embed code to the dedicated matching gift page on your own site
4. Our searchable plugin will automatically load
5. Add our matching gift search directly to your own website


```
<-- begin Double the Donation code -->
<div class="post_content
<script>var DDCOME = ... "12345", HOST:
"http://doublethedonation. ... api" };</script><br />
<script src="http://doublet...onation.com/api/jin.js"></script>
<link href="http://d...thed...ation.com/api/css/plugin.css"
<-- end Double the Donation code -->
```

See if your employer will match your donation!

Enter your company name:

Company Name...

Matching Gift and Volunteer Grant information provided by

Double the Donation
matching gifts made easy

Double the Donation
matching gifts made easy

Step #2: Direct donors to your dedicated matching gift page across your broader fundraising efforts
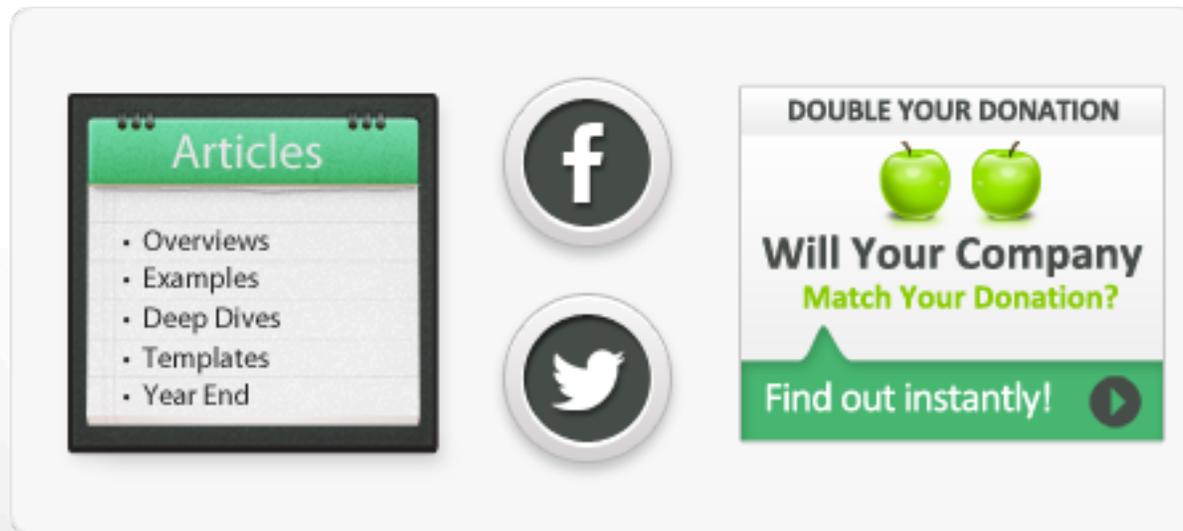
For our complete marketing toolkit which includes suggested marketing locations, downloadable graphics, sample wording, and examples visit:

https://doublethedonation.com/marketing-matching-gifts/

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Follow the next four steps to include matching gift links in your Blackbaud® NetCommunity™ donation acknowledgment emails

Within the emails you can direct your donors to your organization's dedicated matching gift page

Step #1: Navigate to the donation page editor and then click on "Acknowledgement Email"
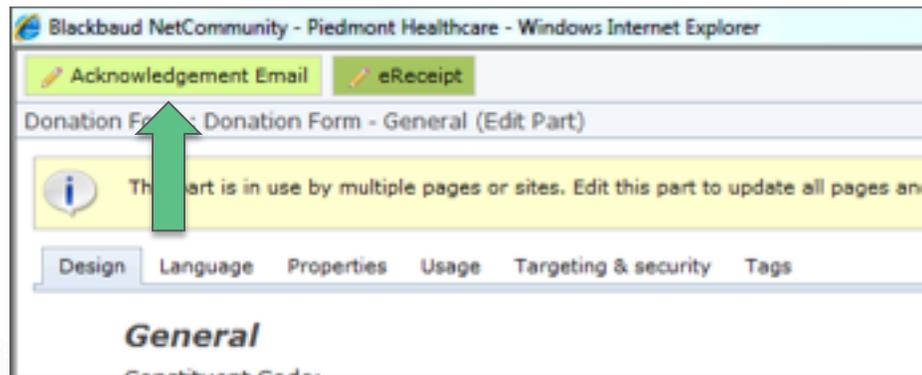
Step #2: Highlight matching gifts in the email that gets sent out to donors after donating. To add a link click on "Insert" then "Link"

Suggested Text:

"Make Your Donation Go Twice as Far:

Did you know that many companies match donations made by employees to our organization? Click here to see if your company matches donations and to access the appropriate forms, guidelines, and instructions. It only takes five minutes!"

Then insert a matching gift graphic to call attention to matching gifts.

Don't forget to link both the sentence about matching gifts and the image to your matching gift page.

You can design your own graphic or use one of Double the Donation's premade graphics from https://doublethedonation.com/marketing-matching-gifts/images/

Step #3: When you open up the "Link" window then you'll want to link to your dedicated matching gift page by clicking on "Create other type of link" and entering your organization's matching gift URL

Donors will now be directed to your dedicated matching gift page via the confirmation emails as well

Have Questions About Double the Donation's Service?

Learn more about Double the Donation's service by visiting our website at https://doublethedonation.com.

View Double the Donation's pricing or start your risk-free trial at https://doublethedonation.com/pricing.

Email Double the Donation at info@doublethedonation.com.

Use the contact form for Double the Donation's customer support team at https://doublethedonation.com/contact-us/

Schedule a demo of Double the Donation's service at http://www.vcita.com/v/doublethedonation/set_meeting.