



# 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.**



**Double the Donation**  
matching gifts made easy

**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™)*



**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

**Piedmont**  
FOUNDATION

[Return to Piedmont.org](#)

- My Home
- Login
- My Email Preferences
- Make a Gift**
- Privacy Policy

## Donate Now

Thank you for your generosity that allows us to continue our shared mission.

## Thank you for your Donation

Your donation information is summarized below. You will also receive an email acknowledgement of this donation. An eReceipt of your gift is available for your records at the following link.  
<https://donate.piedmont.org/components/ereceipt.ashx?key=TkbOy0i2P2n7kj3JR7Pj>.

Thank you again for your generosity!

## Make Your Donation Go Twice as Far:

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.

### See if your company will match your donation!

Enter the name of your company:

Matching Gift and Volunteer Grant information provided by



**Double the Donation**  
matching gifts made easy

**nation**  
s made easy

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

blackbaud

**Blackbaud® NetCommunity™**

Login:

Password:

Remember Me

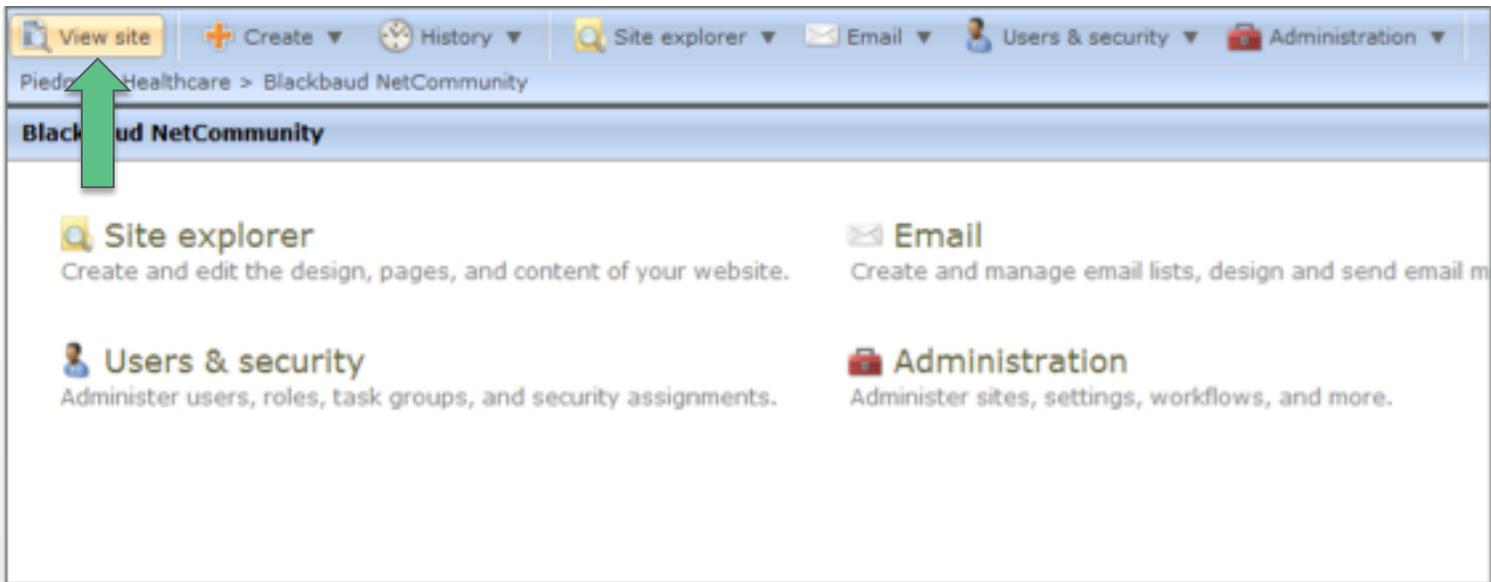
Login

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Version: 6.58.806



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## Step #2: Click on the “View site” button



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

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

The screenshot shows the Piedmont Foundation's donation page. At the top, there is a navigation bar with several menu items: "Edit this page" (highlighted with a green arrow), "Create", "History", "Site explorer", "Email", "Users & security", and "Administration". Below the navigation bar is the Piedmont Foundation logo. A green arrow points to the "Edit this page" button. The main content area is titled "Donate Now" and includes a "Return to Piedmont.org" link. The page features a sidebar with navigation links such as "My Home", "Logout", "My Profile", "My Email Preferences", "My Giving History", "Make a Gift", "Event Registration", "Employee Donation", and "Admin Reports". The main content area contains a "Donation Information" section with radio buttons for donation amounts: \$1,000.00, \$500.00, \$250.00, \$100.00, and "Other \$" with a text input field. Below this is a "Designation" dropdown menu set to "Piedmont Healthcare" and an "Add donation" button. Social sharing icons for Facebook, Twitter, and LinkedIn are also visible.



**Double the Donation**  
matching gifts made easy

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

The screenshot shows a web interface for editing a donation form. On the left is a navigation menu with items like 'My Home', 'Logout', 'My Profile', 'My Email Preferences', 'My Giving History', 'Make a Gift', 'Event Registration', 'Employee Donation', 'Admin Reports', 'Style Guide', and 'Privacy Policy'. The main area displays a 'Donation Form - General' editor. A context menu is open over the form, listing options: 'Page Part', 'Edit', 'Cut', 'Move up', 'Insert part', 'New part', 'Add Formatted Text & Images', 'Edit page template', and 'Show/hide part markers'. A green arrow points to the 'Edit' option. Another green arrow points to a gear icon in the top right corner of the form area. The form itself has a yellow background and includes fields for 'Amount' (radio buttons for \$1,000.00, \$500.00, \$250.00, \$100.00, and 'Other \$'), 'Designation' (a dropdown menu set to 'Piedmont Healthcare'), and an 'Add donation' button. Below this is an 'Additional Information' section with radio buttons for 'Type of gift' (One-time gift, Recurring gift, Pledge (installments)), a checkbox for 'Corporate' (This donation is on behalf of a company), and a checkbox for 'Anonymous' (I prefer to make this donation anonymously).



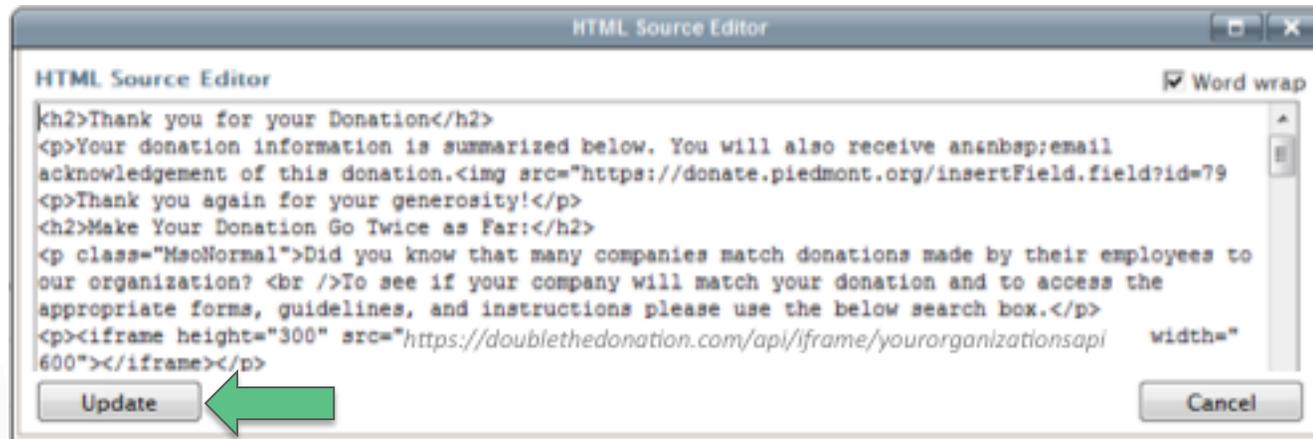
**Step #5: Scroll down to the confirmation screen options. Make sure you're using the "custom confirmation screen" then click "View" and then "Code"**

The screenshot shows a web browser window titled "Blackbaud NetCommunity - Piedmont Healthcare - Windows Internet Explorer". The page is titled "Donation Form : Donation Form - General (Edit Part)". It features a navigation bar with "Acknowledgement Email" and "eReceipt" tabs. Below the title, there is a section for specifying the confirmation screen: "Specify whether to use the default acknowledgement page or a custom one." Two radio buttons are present: "Use default confirmation screen" (unselected) and "Use custom confirmation screen" (selected). A toolbar with tabs for "Formatting", "Insert", "View", and "Image" is visible. The "View" tab is active, showing a "Code" button highlighted in yellow. Two green arrows point to the "Code" button and the "View" tab. The main content area displays a preview of the confirmation screen with the text: "Thank you for your Donation", "Your donation information is summarized below. You will also receive an email acknowledgement of this donation. <eReceipt.Begin Section> An eReceipt of your gift is available for your records at the following link. <eReceipt.Download URL> <eReceipt.End Section>.", "Thank you again for your generosity!", and "Make Your Donation Go Twice as Far: 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." At the bottom right, there are "Save" and "Cancel" buttons.



**Double the Donation**  
matching gifts made easy

## 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.



**Double the Donation**  
matching gifts made easy

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

The screenshot displays the Piedmont Foundation website's donation confirmation page. On the left, a navigation menu includes links for 'My Home', 'Login', 'My Email Preferences', 'Make a Gift', and 'Privacy Policy'. The main content area features a 'Donate Now' header with a 'SHARE' button and social media icons. Below this, a 'Thank you for your Donation' message provides a link to an eReceipt. A section titled 'Make Your Donation Go Twice as Far:' explains the company matching gift process and includes a search box. The search box is pre-filled with 'Home dep' and shows 'The Home Depot' as a suggestion. The footer contains the Piedmont Foundation logo and the tagline 'matching gifts made easy'.

**Piedmont**  
FOUNDATION

[Return to Piedmont.org](#)

[My Home](#)

[Login](#)

[My Email Preferences](#)

**Make a Gift**

[Privacy Policy](#)

## Donate Now

Thank you for your generosity that allows us to continue our shared mission.

[SHARE](#) [f](#) [t](#) [e](#) ...

### Thank you for your Donation

Your donation information is summarized below. You will also receive an email acknowledgement of this donation. An eReceipt of your gift is available for your records at the following link.  
<https://donate.piedmont.org/components/ereceipt.ashx?key=TkbOy0i2P2n7kj3JR7Pj>.

Thank you again for your generosity!

### Make Your Donation Go Twice as Far:

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.

### See if your company will match your donation!

Enter the name of your company:

  
  
**The Home Depot**

matching gifts made easy

**ation**  
s made easy

**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.

The screenshot shows the THIRTEEN WNET website. At the top left is the logo for THIRTEEN WNET NEW YORK PUBLIC MEDIA. To the right are social media links for 'Follow' (Twitter) and 'Like' (Facebook), an email sign-up field with the text 'Weekly Program Updates / Sign Up' and 'Enter Email Address', and a red 'Donate/Join' button. Below the header is a navigation menu with links for Home, Watch Programs, Schedule, Local, Education, Kids, Shop, Mobile, and About, along with a search box. The main content area features a 'Support THIRTEEN' section with the text 'Your support keeps THIRTEEN's quality programs free and independent.' Below this is a 'Matching Gifts' section with the heading 'Double Your Donation with a Matching Gift to THIRTEEN!' and the text: 'For more information about matching gifts or to become a matching gift company, call THIRTEEN's Matching Gift office at 212.560.8438 or email [MatchingGifts@wnet.org](mailto:MatchingGifts@wnet.org). Please contact your Human Resources department if you are unable to locate your company below.' A form titled 'See if your employer will match your donation!' includes a text input field for 'Enter the name of your company:' and a dropdown menu labeled 'Company name...'. Below the form is a logo for 'Double the Donation' with the tagline 'matching gifts made easy' and the text 'Matching Gift and Volunteer Grant information provided by'. On the right side of the page is a dark sidebar menu with the following items: 'Donate / Join', 'Renew Your Membership', 'Monthly Giving', 'Membership & Benefits', 'Patron Network', 'Kids Club Thirteen', 'Bequests & Planned Gifts', 'Corporate Membership', 'Other Ways to Give', 'Memorial & Tribute Gifts', 'Matching Gifts' (highlighted), 'Donate By Mail', and 'Help Center'.

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

The diagram illustrates the process of embedding the matching gift plugin. It starts with a code block containing HTML and JavaScript for the plugin. A green lightning bolt and gear icon are overlaid on the code. A large black arrow points down to a screenshot of the live plugin interface. The interface features a search bar for company names and the Double the Donation logo.

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

See if your employer will match your donation!

Enter your company name:

Company Name...

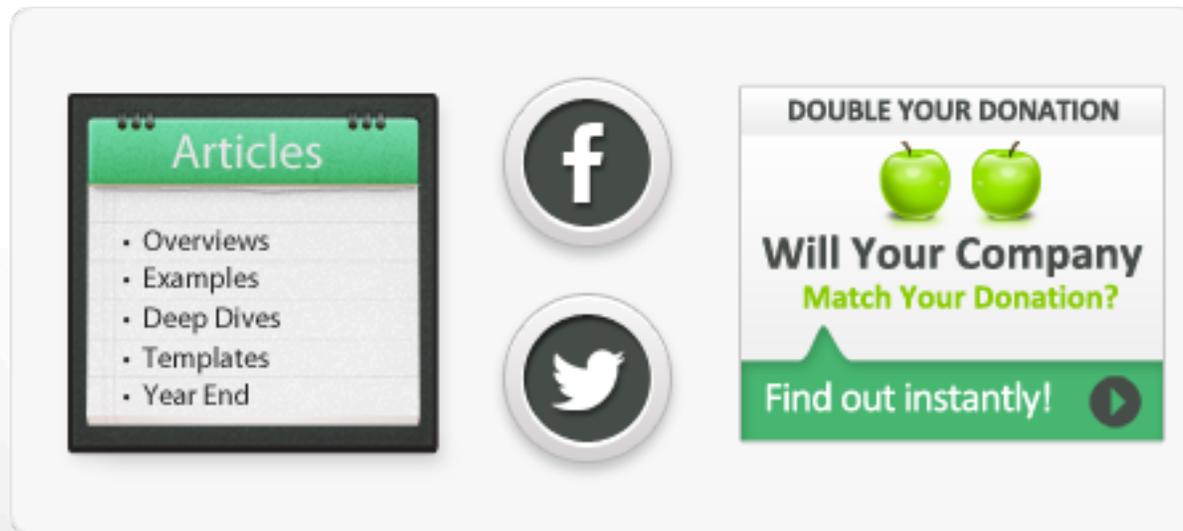
Matching Gift and Volunteer Grant information provided by



**Double the Donation**  
matching gifts made easy



## 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/>

**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

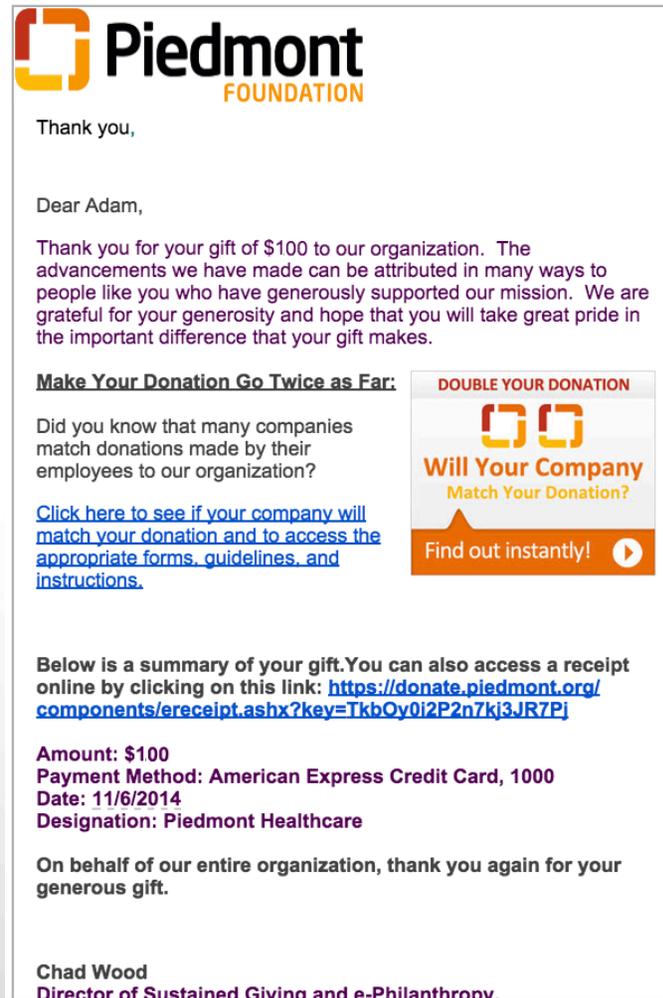
*(Use your other systems)*

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

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



**Piedmont**  
FOUNDATION

Thank you,

Dear Adam,

Thank you for your gift of \$100 to our organization. The advancements we have made can be attributed in many ways to people like you who have generously supported our mission. We are grateful for your generosity and hope that you will take great pride in the important difference that your gift makes.

**Make Your Donation Go Twice as Far:**

Did you know that many companies match donations made by their employees to our organization?

[Click here to see if your company will match your donation and to access the appropriate forms, guidelines, and instructions.](#)

**DOUBLE YOUR DONATION**

**Will Your Company Match Your Donation?**

Find out instantly! ▶

Below is a summary of your gift. You can also access a receipt online by clicking on this link: <https://donate.piedmont.org/components/ereceipt.ashx?key=TkbOy0j2P2n7kj3JR7Pj>

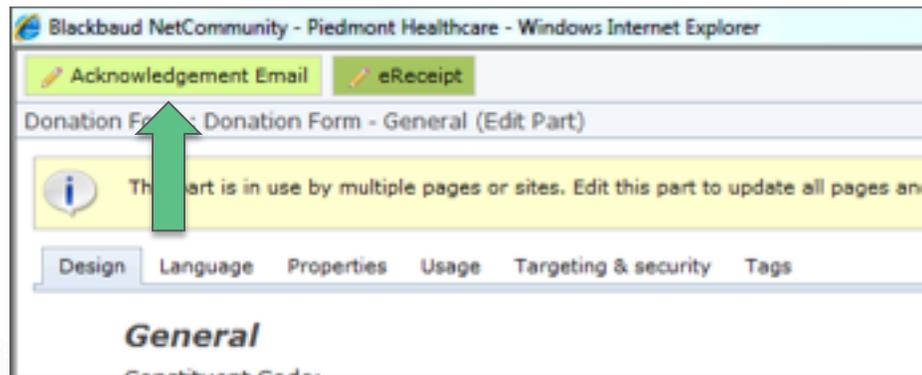
**Amount: \$100**  
**Payment Method: American Express Credit Card, 1000**  
**Date: 11/6/2014**  
**Designation: Piedmont Healthcare**

On behalf of our entire organization, thank you again for your generous gift.

Chad Wood  
Director of Sustained Giving and e-Philanthropy.

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.

Donation Form : Donation Form - General (Acknowledgement Email)

Name of email: General Donation Acknowledgement \*

Subject: Thank you for your support \*

From address: philanthropy@piedmont.org \* From name: Piedmont Healthcare Foundation \* [More options...](#)

Formatting Insert View Image Table

Table Image Link Remove link Anchor Merge fields

**Piedmont**  
FOUNDATION

Thank you,

Dear

Thank you for your  pledge   gift   gift  of  to our organization. The advancements we have made can be attributed in many ways to people like you who have generously supported our mission. We are grateful for your generosity and hope that you will take great pride in the important difference that your gift makes.

**Make Your Donation Go Twice as Far:**

Did you know that many companies match donations made by their employees to our organization?

[Click here to see if your company will match your donation and to access the appropriate forms, guidelines, and instructions.](#)

**DOUBLE YOUR DONATION**

**Will Your Company Match Your Donation?**

Find out instantly!

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**

Blackbaud NetCommunity - Piedmont Healthcare

Create link to *Blackbaud NetCommunity* page

Create link to special page  
Page:

Create link to an anchor in this document  
Anchor:

Create other type of link   
Type:    
URL:

Create link to *Blackbaud NetCommunity* document

Remove Existing Link  
Select this option to remove existing link.

To open this link in a different window, specify a name for it. All the links with the same window name will share the same window.

Open in another window named:



**Double the Donation**  
matching gifts made easy

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

 **Piedmont**  
FOUNDATION

Thank you,

Dear Adam,

Thank you for your gift of \$100 to our organization. The advancements we have made can be attributed in many ways to people like you who have generously supported our mission. We are grateful for your generosity and hope that you will take great pride in the important difference that your gift makes.

**Make Your Donation Go Twice as Far:**

Did you know that many companies match donations made by their employees to our organization?

[Click here to see if your company will match your donation and to access the appropriate forms, guidelines, and instructions.](#)

**DOUBLE YOUR DONATION**



**Will Your Company Match Your Donation?**

Find out instantly! 

Below is a summary of your gift. You can also access a receipt online by clicking on this link: <https://donate.piedmont.org/components/ereceipt.ashx?key=TkbQy0j2P2n7kj3JR7Pj>

**Amount: \$100**  
**Payment Method: American Express Credit Card, 1000**  
**Date: 11/6/2014**  
**Designation: Piedmont Healthcare**

On behalf of our entire organization, thank you again for your generous gift.

**Chad Wood**  
Director of Sustained Giving and e-Philanthropy,  
Piedmont Healthcare Foundation  
2001 Peachtree Road, NW .  
Suite 400  
Atlanta, GA 30309  
404.605.2120



**Double the Donation**  
matching gifts made easy

# 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](mailto: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](http://www.vcita.com/v/doublethedonation/set_meeting).



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