



## DIY Tool: Matching Up

Donation matching is a key motivator for staff - but your business doesn't have to match dollar for dollar. **The key message is that the business and staff are giving together.**

There are many ways to approach matching Workplace Giving donations:

Option	Pros	Cons
<ul style="list-style-type: none"> <li>Match employee donations on a dollar for dollar basis up to a pre-determined cap (e.g. \$10,000 per annum for the entire organisation)</li> </ul>	<ul style="list-style-type: none"> <li>This is the most common matching scenario. It's the easiest to administer and is generally how employees expect matching to work.</li> </ul>	<ul style="list-style-type: none"> <li>It potentially disadvantages employees who join the program later in the year because if the cap has already been reached, their contribution won't be matched.</li> </ul>
<ul style="list-style-type: none"> <li>Match employee donations on a dollar for dollar basis (i.e. unlimited matching)</li> </ul>	<ul style="list-style-type: none"> <li>It is the most generous option and demonstrates goodwill on behalf of the employer. It encourages employees to sign up to the program as soon as they hear about it.</li> </ul>	<ul style="list-style-type: none"> <li>Matching costs may exceed the agreed budget.</li> <li>It may be cumbersome to administer and report on.</li> </ul>
<ul style="list-style-type: none"> <li>Match employee donations up to a set limit per employee (e.g. \$250 or \$500 per employee per annum)</li> </ul>	<ul style="list-style-type: none"> <li>If the cap is reached, the employer can choose to increase the limit, further promoting its support of the community.</li> <li>Every employee in the program has an equal chance to have at least a portion of their donation matched.</li> </ul>	<ul style="list-style-type: none"> <li>If the individual cap is set too low, it discourages employees from donating larger amounts.</li> </ul>

Some alternative matching arrangements we've seen:

- Match donations for the first month or during a Workplace Giving sign-up campaign.
- Provide a one-off donation match to each charity partner at the launch of the program.
- Match a portion of each dollar donated (e.g. 50 cents in every dollar)
- Match workplace fundraising donations (e.g. disaster appeals)
- If monetary matching is not an option for your organisation, consider providing in-kind support (product, meeting space, etc) to charity partners. One employer we've worked with donates \$20,000 worth of meeting room space to their charity partners every year.

### Calculating the Investment

To forecast the potential matching amount, multiply the target employee participation rate x average weekly donation x 52 weeks.

- Example: 30% of 200 staff x \$4 per week x 52 weeks = \$12,480. You can then adjust your matching budget to suit your needs.
- The average weekly Workplace Giving donation is \$4 (source: ATO). We recommend you increase or lower the average weekly donation to suit the demographic of your workforce. For example, a retail business might encourage staff to donate \$1 a week, whilst a law firm might encourage staff to donate \$10 a week.