



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"> 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) 	<ul style="list-style-type: none"> This is the most common matching scenario. It's the easiest to administer and is generally how employees expect matching to work. 	<ul style="list-style-type: none"> 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.
<ul style="list-style-type: none"> Match employee donations on a dollar for dollar basis (i.e. unlimited matching) 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Matching costs may exceed the agreed budget. It may be cumbersome to administer and report on.
<ul style="list-style-type: none"> Match employee donations up to a set limit per employee (e.g. \$250 or \$500 per employee per annum) 	<ul style="list-style-type: none"> If the cap is reached, the employer can choose to increase the limit, further promoting its support of the community. Every employee in the program has an equal chance to have at least a portion of their donation matched. 	<ul style="list-style-type: none"> If the individual cap is set too low, it discourages employees from donating larger amounts.

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.