



# Dollar Matching

**Dollar matching helps maximise your team's impact throughout September.**

By matching employee donations, it doubles fundraising, builds momentum and encourages more people to get involved — helping teams reach their goals faster while increasing overall impact.

## Dollar matching



- 1** An employee raises \$50
- 2** Your workplace matches \$50
- 3** The total impact becomes \$100

Matched giving is one of the easiest and most effective ways to help employees reach their fundraising goals faster while boosting your workplace's overall impact supporting babies with cerebral palsy.

## Ways to activate dollar matching

There are a number of simple ways to introduce dollar matching in your workplace:



### Match every donation

Match all employee donations dollar-for-dollar throughout September.  
**Best for: Consistent impact across the whole campaign**



### Set a match pool

Commit a set amount (e.g. \$10,000) to match employee fundraising.

- Donations are matched until the pool is reached
- Creates a clear goal and sense of urgency

**Best for: Managing budget while maximising impact**



### Run a match day

Match donations during a specific time period (e.g. Dollar Match Day).

- "All donations matched between 10am–2pm"
- Drives urgency and spikes in fundraising

**Best for: Boosting momentum at key moments**



### Team or department matching

Match fundraising at a team or department level.

- Match the highest fundraising team
- Unlock matching when teams hit targets

**Best for: Friendly competition and engagement**

 **Tip:** Some organisations use Workplace Giving platforms to process dollar matching. [Learn more here.](#)

## Getting started for September

- 1 Confirm your organisation's approach to matching
- 2 Set your matching structure (full match, pool or campaign moment)
- 3 Promote it early so employees know their donations can be doubled
- 4 Remind teams throughout the challenge to maximise participation

## Why organisations do this

Corporate matching programs help organisations:



Increase employee engagement



Encourage participation in workplace fundraising



Strengthens employees' sense of impact and contribution



Demonstrate social impact and corporate responsibility



Double the impact employees make



Helps teams reach their fundraising goals faster

For September participants, this also helps teams reach fundraising targets faster and builds friendly competition across the workplace.

## Dollar matching resources

Customise your template here: [Dollar Matching Social Tiles](#)

