



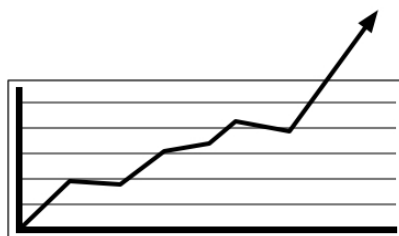
# Match Points

News and Developments in Matching Gifts

May 2017

## Matching Gift Size May Be Tied to Professional Careers, CAE Data Suggest

The Council for Aid to Education's latest annual survey of fundraising at colleges and universities in the United States has been released. Here's what the 2016 VSE survey reveals:



[Read More...](#)

## Learning Center Resources



### Matching Gift Marketing Tip: Use Matching Gift Leaflets in Your Direct Mail Campaign

Creating awareness among your donors is an essential part of your overall marketing plan for corporate matching

**GiftPlus®**  
Currently Tracking

**23,242**  
Corporate Matching  
Gift Programs in

**49**  
Countries

### Upcoming Events

*Stop by the HEPdata booth at the following events and say "Hello!"*

**2017 Meeting of the Minds West Coast Annual Giving & Advancement Services Conference**  
April 5-7  
Pomona, CA

**CASE Institute for Senior Advancement Services Professionals**  
May 21-22  
Seattle, WA

**CASE DRIVE Conference**  
May 23-25  
Seattle, WA

**2017 EACE Annual Conference**  
June 21-23  
Niagara Falls, NY

**12th Annual Bridge Conference**

way to create awareness is to insert a matching gift leaflet into your direct mail packages.

[Read more...](#)



## How Nonprofits Can Promote Matching Gifts through Videos

A short, custom video is a great way for your university or nonprofit to remind donors about the power of matching gifts! Check out these great examples from our friends at the American Heart Association, Case Western University, and Habitat for Humanity.

[Read more...](#)

## Upcoming Webinars

**[How to Use GiftPlus Online®](#)** with Linda Stark, former Matching Gift Coordinator and Gift-in-Kind Administrator at California Polytechnic State University, and Marianna Funk, Director of Research at HEPdata  
Wednesday, May 24 at 2:00 pm ET

## Recent Webinars

**[Small Shops Can Grow Matching Gifts](#)**, with Chris Copley, consultant and former major-gifts officer  
Thursday, January 26 at 12:00 pm EST



## News Bits

- **Did You Know?:** HEPdata's [GiftPlus Online®](#) -- the most comprehensive source of matching gift companies available -- now tracks **over 23,000 companies and subsidiaries in 49 countries**, including the United States and Canada, the United Kingdom, Australia, and Latin America. Every year, an average of **130 new parent companies** are added to the database. Did you know:
  - 13 percent of the companies in GiftPlus Online® match 2:1 or greater?
  - 595 parent companies have volunteer programs?

programs?

- **Leaflets Create Awareness:** Veteran fundraisers rely on leaflets inserted into appeal mailings to inform donors that their employers may have matching gift programs. Learn more about how HEPdata's affordable and eye-catching [pre-printed leaflets](#) and [custom leaflets](#) can help you capture more match dollars with every mailing!
- **The Power of Reminders:** In her recent [webinar](#), Linda Stark, former Matching Gifts Specialist and Gift-in-Kind Coordinator at California Polytechnic State University, shared this potent lesson learned from years of experience: "Every time I send out reminders, I get money in the door." Imagine what reminders can do for your nonprofit!

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