

For all that cancer takes, give double.


Matched giving – get your workplace to double your donations!


What is matched giving?

Matched giving is when you ask your workplace to match every dollar you raise. When you raise a dollar, your workplace matches it, so \$1 becomes \$2!

How do I ask for matched giving?

Don't worry, we've got you covered! We know reaching out to your workplace can be challenging, but all you need to do is ask! Here are some tips to get you started:

 Go to the 'Workplaces' tab on the Daffodil Day Fundraiser webpage to find the matched giving email templates (you can download & send these to the decision-makers in your workplace).

 Jump on the phone, book in a meeting, and send a follow up email if you haven't heard back in a week.

What do I do once I confirm the matched giving?

Great job on confirming your matched giving – we're doubly proud of you.

Now, it's time to spread the word with friends and family. Follow these simple steps to let everyone know their donations are being matched!

1. Update your fundraiser page:

- Log-in to your My Fundraiser page
- Click 'Edit My Page'
- Scroll down to 'Update Your Story'
- Click 'Edit' and add the following to your page:
- "My donations are being matched by my generous workplace! Please support my Daffodil Day fundraiser and let's double the difference we can make to people with cancer."

2. Post on Facebook, Instagram, and LinkedIn to tell your friends, family and colleagues that their donations will be matched (and give a shout-out to your company for their generosity).

3. Send an email to friends and family:

Login to your dashboard

- Click 'Ask for Support'
- Under 'Choose a pre-written email', select 'Matched Donations'
- Personalise the email and send to your contacts to ask for support

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daffodilday.com.au

 **Cancer Council**
Daffodil Day