



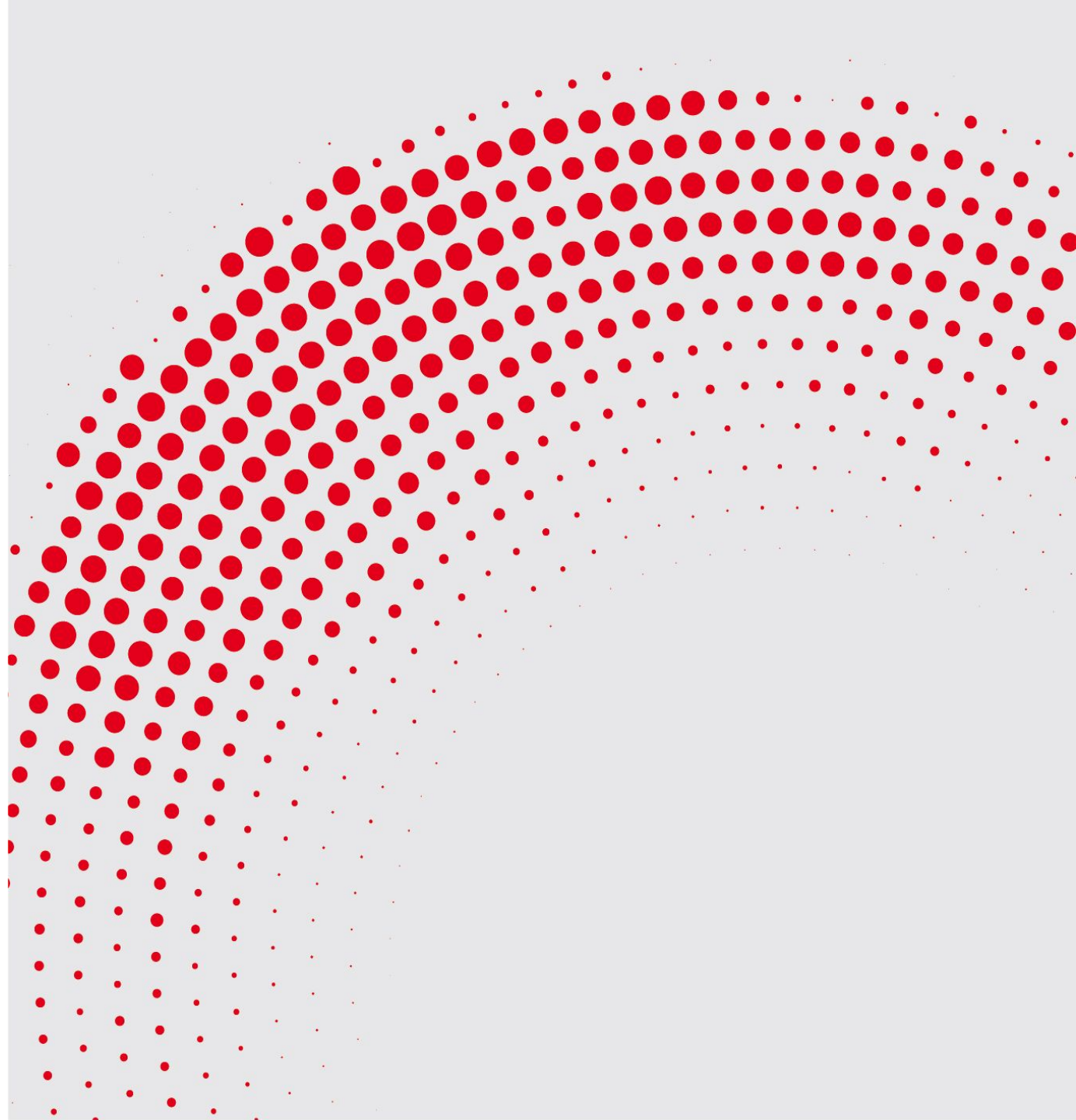
Webinar: Match-based Fundraising during COVID-19

April 18, 2020 | 11 am - 12:30 pm

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Key Findings & Learnings



Retail fundraising can be particularly relevant during crisis situations when other sources of revenue are uncertain

Estimated market size

INR 34k cr

donated towards religion and charitable causes by Indians in 2017

Successful retail fundraising campaigns over last two years

INR 9.03cr

funds raised by GivingTuesdayIndia in a week in 2018

INR 7cr

funds raised by BharatkeVeer app in 36 hours in 2019

INR 40cr

funds raised by PayTM in a week towards Kerala flood relief in 2019

- Everyday givers are motivated by 4 triggers - **community, impact, urgency and convenience**; online retail fundraising in crisis situations taps into all four triggers
- Increased digital penetration has led to mushrooming of platforms that offer various opportunities for online citizen engagement
- Prominent online crowdfunding platforms have waived off charges on the funds raised during COVID-19
- Corporates and private foundations are increasingly offering match-based support towards COVID-19

Several organisations are pledging match-based commitments to support COVID-19 mitigation efforts



The presence of a 'commitment to match' can significantly multiply retail funds raised by 2 - 5 times

Successful examples and metrics

PLATFORM

DanaMATCH
GivingTuesday Challenge
2018

97%

NGOs acquired new
donors

69%

NGOs received
donations from inactive
donors

2.3x

leverage received on
INR 35L matching funds

CORPORATE

**Goonj-Flipkart 'Rahat
Quake' Matching Campaign**

1000+

individual donors
participated

81L

raised from Flipkart
employees and retail givers

93L

raised from Flipkart and
its promoters

FOUNDATION

**Sanjhi Sikhiya Matching
Campaign**

4

day long
campaign

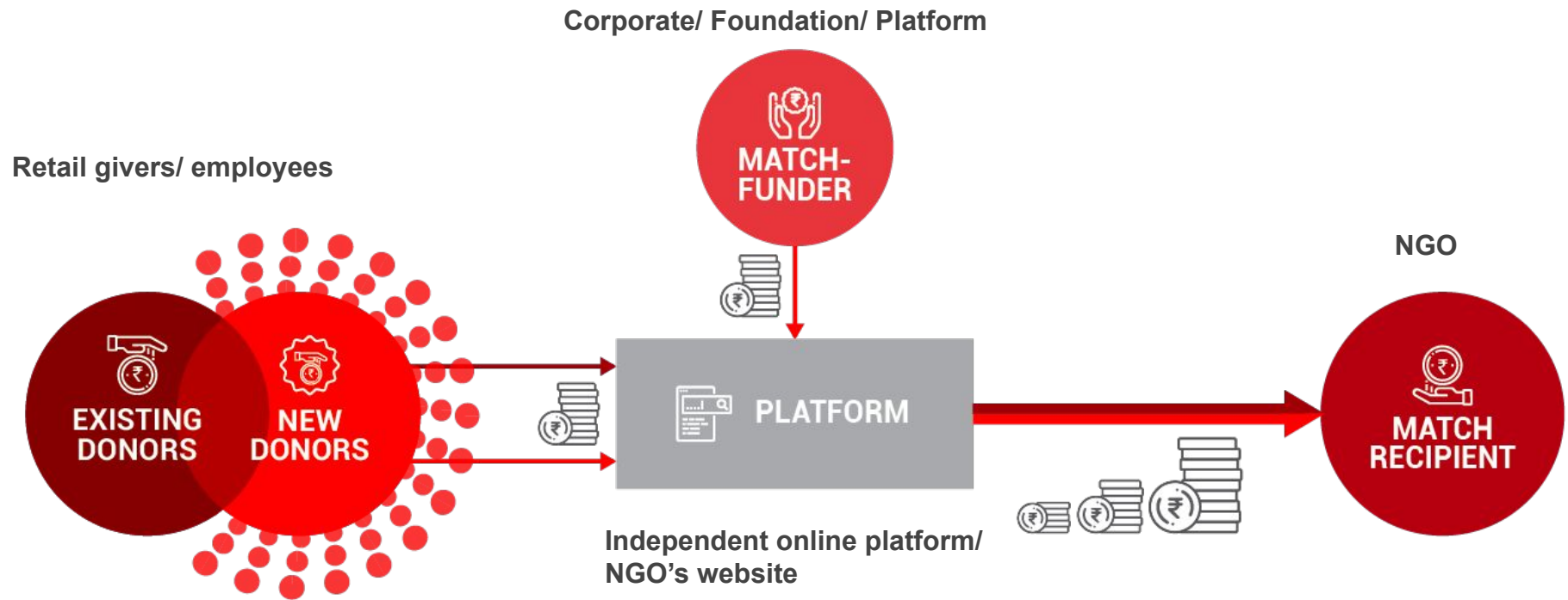
50%

first-time donors for the
organisation

5.5x

leverage received on INR
3.5L matching funds

Matching Campaigns are designed to result in a high social return on investments for all the involved stakeholders



Benefits for fundraisers

To raise more funds from an existing donor base

To expand retail base and engage with new donors

To raise unrestricted funding

Benefits for donors

To drive financial sustainability for partner NGOs

To enhance fundraising capabilities of NGOs

To incentivise employees to engage in giving

Corporates, Foundations, and Platforms can help drive usage of matching campaigns by playing the role of a ‘match-funder’

Corporate as a Match-funder

Corporates match funds donated by their employees and/ or volunteering time spent by their employees to approved NGO partners in a predetermined ratio



Family Foundation as a Match-funder

Family Foundations match funds raised by an NGO from retail givers and/ or other institutional donors with their own funds in a predetermined ratio



Platform as a Match-funder

Platforms run seasonal matching challenges in which they commit to match the funds raised by NGOs with their own funds in a predetermined ratio



India's largest & most trusted donation platform



NGOs need to play an active role in designing, planning and executing on the matching campaign

Match-funder

Approach select **long-standing** donor partners who could play the role of a 'match-funder' and introduce the **potential benefits of** 'matching campaigns'

Goals of Campaign

Identify specific goals for participating in a matching campaign: **raise unrestricted funds, establish credibility, build a volunteer base, expand donor base**, etc.

Target Audience

Identify and shortlist specific groups to **target** and build a comprehensive **mailing list** with details of volunteers, newsletter subscription base, active/dormant retail donors, etc.

Platform

Select the platform for hosting the campaign (**your website or independent platform or corporate payroll platform**). Keep in mind the process of registration, data analytics support, transaction fee, etc.

Communication

Develop a **communication calendar** and leverage social media to maximise reach at minimal cost. Emphasise on the multiplier effect of matching, and avail support from the platform to enhance donor reach.

This is an opportune time for multiple stakeholders to take action and use matching campaigns to amplify impact

Corporates

- Use matching programs to **create a culture of volunteering**, and encourage employees to give
- Explore offering structured matching programs as well as one-off matching campaigns
- Independent online platforms can be used to link payroll giving, and/ or employee volunteering

Family Foundations

- Use matching campaigns to **generate a high social return on investment**, to enable grantees' to expand their donor base, and to encourage retail giving
- Explore the different use cases of matching, and include the same in their giving model
- Crowdfunding platforms can be used to streamline the collection of donations

Platforms

- Collaborate with NGOs to run pilots to **increase ease of giving** by working on documentation, engagement with givers, data analytics, and digital storytelling
- Run pilots with mainstream businesses/e-commerce/digital wallets to build a case for matching

NGOs

- Explore match-based fundraising to **amplify social impact** with long-standing donor partners
- Play a greater role in educating their donor networks about the impact of matching
- Avail the support provided by platforms to enhance donor outreach and engagement

Report & Toolkit

MATCHING CONTRIBUTIONS IN INDIA

A toolkit for NGOs on how to design and execute
matching campaigns

MATCHING CONTRIBUTIONS IN INDIA

A case to boost formal giving and amplify social impact

THANK YOU

Let's keep the conversation going. Write to us at:
research.advisory@sattva.co.in