

ONE DAY FOR UK

Unit Matching Gifts

WHAT IS A MATCHING GIFT?

A Matching Gift is when a donor pledges to give a significant financial contribution to “match” all donations from other supporters within a certain timeframe, up to their pledged amount. Matching Gifts are important because they create urgency to donate on One Day for UK, and they help donors of all sizes feel that they are maximizing their impact.

MATCHING GIFT STRUCTURE

- There are 4 ways that a Matching Gift can be structured:
 - Dollar for dollar match (ie donor will match every dollar given up to \$10,000)
 - 2:1 match (ie donor will offer a 2 for 1 match on every dollar given up to \$10,000)
 - Participation based match (ie 300 donors unlocks a \$10,000 donor match)
 - Donation based match (ie 300 gifts unlocks a \$10,000 donor match)
- Donors can decide to give the full pledge amount regardless of the dollar/donor goal being met, or they can pledge a true match that is dependent on donor participation.

CAN MATCHING GIFTS BE MADE TO ANY FUND?

Yes! Matching Gifts can ultimately be given to a different fund than their group’s primary One Day for UK fund. We will also tally all gifts made to that college/fund (regardless of the fund) when determining whether the Matching Gift has been unlocked.

RECORDING MATCHING GIFT PLEDGES

- Matching Gifts must first be submitted as a Salesforce Opportunity, referencing the campaign “Matching Gifts – One Day for UK 2025” (ID 7015G000001KbWNQA0). Once the Salesforce Opportunity is submitted, you may complete the [Matching Gift Form](#).
 - If there is already an existing opportunity for your Matching Gift, please reference that Opportunity ID rather than submitting a new one
 - If we have already received cash or recorded a pledge for the Matching Gift, you should not submit a new Opportunity in Salesforce. Please obtain the transaction ID for that gift/pledge and reference it in the [Matching Gift Form](#). You may enter

"CASH RECEIVED" or "PLEDGE RECORDED" in the field that asks for an Opportunity ID.

- If your unit does not have a dedicated Gift Officer with Salesforce access or knowledge of submitting Salesforce opportunities, please reach out to Emily.Groves@uky.edu for details on how to proceed.
- Matching Gifts must be booked (either cash in hand or agreement on file with Gift Receiving) by **March 14.**
- Be sure to give specific instructions to your donors about the steps that should be taken to fulfill a Matching Gift pledge:
 - Checks should be made out to the University of Kentucky, with a note in the memo line that reads "Matching Gift - [Fund Name]". Checks must be mailed to the address below.
**UK Philanthropy
Gift Receiving
PO Box 910628
Lexington, KY 40591**
 - If a donor gives you a check or cash directly, please give it to your business officer and advise them that the gift is a Matching Gift so they can include that notation in their transmittal. Alternatively, you can drop off the donation at Sturgill for it to be picked up by Gift Receiving.
 - Matching Gifts can be made via check, cash, pledge agreement or web. If a donor would like to make their Matching Gift online, please reach out to Emily.Groves@uky.edu to request a custom link for that purpose. **It is important to note that Matching Gifts should NEVER be made online on One Day for UK.**

WHAT NOW?

Once your match is secured, tell your community that their dollars are matched on One Day for UK! Use every opportunity (social media, email, phone and mail) to remind your constituents that their gift will go farther on One Day for UK because a Matching Gift is in play.