

# 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 is a tip to get you started:

- 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 your friends and family:

Get 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.

Need help? Call 1300 65 65 85 or email [info@daffodilday.com.au](mailto:info@daffodilday.com.au)

For more information visit [daffodilday.com.au](http://daffodilday.com.au)



**Cancer Council**  
Daffodil Day Appeal