

Making the Case for Charity Match

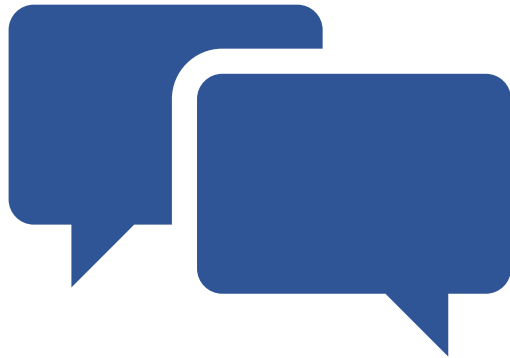
Jenna Visconte

Director of Charity Match Services

Public Affairs Support Services

Visit us at www.pactrack.net Login to www.epacmanager.com





Up for Discussion

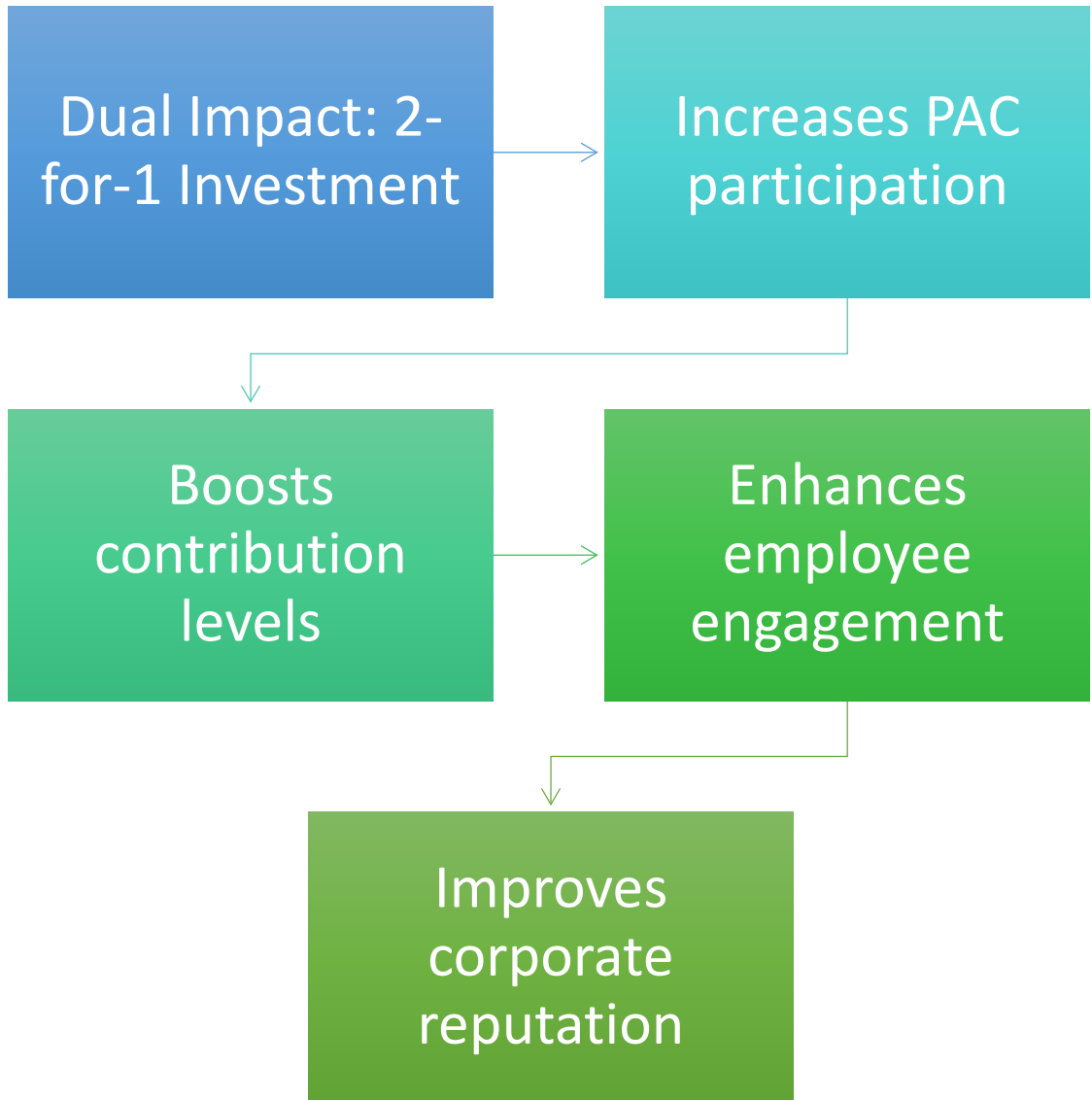
- Transforming PAC participation
- Best practices
- Scalability and projections
- Leadership buy-in

Key Questions for Administrators

- What is your main goal for adding a match program?
- How will results be measured?
- Are budget and parameters realistic?
- How will you handle administration and compliance?
- What components will you bring to the leadership pitch?



WHY CHARITY MATCH WORKS



BEST PRACTICES: Core Principles

Match Amount	Keep it simple: \$0.50/\$1, \$1/\$1
Minimum for Benefit	Based on program receipts
Capped Match	Stay sustainable
Which Charities?	Case for any 501c3
Number of Charities	Stay simple, clear and sustainable
Match Frequency	Annual vs. multiple payouts

BEST PRACTICES: Outside the Basics



\$2 for \$1 matches



Tiered matching to encourage broader participation



Remove minimums to engage more donors



Use number of charities as incentives



Pilot program - test the waters

BEST PRACTICES: The Overlooked

Standard
Administration =
Donor
Consistency

Sharpen you
customer service
skills

Promote the
program every
chance you get

The dual impact

Measure and
share internally
and externally

Gather internal
team and ask for
help

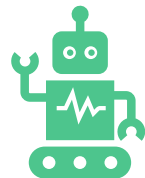
SCALABILITY: Planning for Growth



Start small: pilot program,
capped matches and
charity options



Build scalability: design
structure to expand
smoothly



Administrative efficiency:
partner with a vendor



Budget flexibility: evolve
sustainably

GROWTH PROJECTIONS

- Model scenarios: conservative, expected, aggressive participation
- Align budget with growth
- Plan staffing and systems in advance of growth
- Maintain credibility: avoid delays, cuts, or confusion that stall momentum



LEADERSHIP BUY-IN

Consult your Foundation

Consider co-champions

Pitch essentials: stats, best practices,
budgeting analysis, growth strategies

Amplify external impact with
stakeholders and policymakers

Review: Key Questions for Administrators

What is the main goal?

How will results be measured?

What budget and parameters are realistic?

How will you handle administration and compliance?

What components will you bring to the leadership pitch?

Conclusion & Call to Action

Charity Match programs increase PAC participation, raise contributions, and improve corporate reputation

Start with clear best practices, plan for scalability, secure leadership buy-in and communicate the “dual impact”

Continue learning from peers in the field (PAC Council, PASS, NABPAC resources)

FOR MORE ABOUT PASS

Visit us at www.pactrack.net Login to www.epacmanager.com

Jenna Visconte

Director of Charity Match Services

Public Affairs Support Services

(703) 476-3070

