

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 several ways that a matching gift can be structured:
 - **Per dollar:** Match \$1, \$2, \$3, \$4, \$5 (or more!) for every dollar donated.
 - **Per donor:** Give a set dollar amount for each donor who gives.
 - **Participation-based:** Unlock a match when a certain total number of donors give.
 - **Donation-based:** Unlock a match when a certain total number of gifts are made.
- 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.

IS THERE AN INFORMATIONAL RESOURCE FOR DONORS?

[Click here](#) to access the one-page matching gift guide for donors. It answers our most frequently asked questions.

RECORDING MATCHING GIFT PLEDGES

- Unless we have already received the funds in advance, Matching Gift pledges must be submitted as a Salesforce Opportunity, referencing the campaign “YG27A1 – Matching Gifts” (ID 701Vq00001D3D5aIAF).

- You should also have the donor complete a pledge form and submit that to Gift Receiving. Once the Salesforce Opportunity and Pledge Form have been submitted, you may complete the [Matching Gift Form](#).
 - **If we have already received cash or recorded a pledge for the Matching Gift, you should not submit a new Salesforce Opportunity and there is no need to fill out a pledge form.** Please obtain the transaction ID for that gift and reference it in the [Matching Gift Form](#). You may enter "CASH RECEIVED" in the field that asks for an Opportunity ID.
 - If there is already an existing opportunity for your Matching Gift, please reference that Opportunity ID rather than submitting a new one
 - 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 by **January 15, 2027**.
- 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 payments can be made via check, cash, or web. If a donor would like to make their Matching Gift online, please email Emily.Groves@uky.edu to request a custom link for that purpose. **It is important to inform your donors 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. **Note: Units with matching gifts are entitled to an earlier unit email window on One Day for UK, from 9 a.m. – 12 p.m. This gives you the opportunity to heavily promote your matching gift with urgency, and reduces the concern of matching gift conditions being met before the email send.**