

DonorPerfect Matching Gift Resources

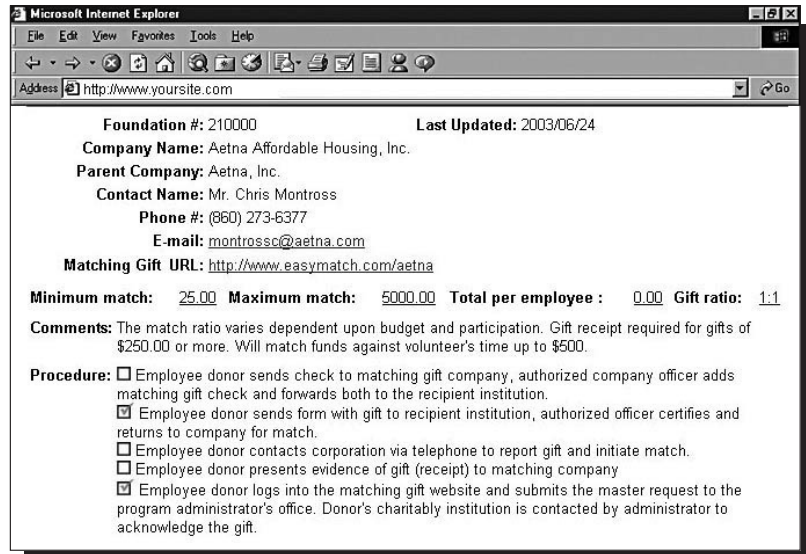
Would you like to double the value of many of your donor gifts?

We've partnered with the leading manager of corporate matching gift data to provide two great services to increase matching gifts. GiftPlus Online® lets you quickly check

Matching gift programs have generated over \$2 billion in contributions!

if a donor's employer has a matching gift program, and E-Match® offers the ability

to add a link to your website so donors can check this information for themselves.



Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://www.yoursite.com

Foundation #: 210000 Last Updated: 2003/06/24
Company Name: Aetna Affordable Housing, Inc.
Parent Company: Aetna, Inc.
Contact Name: Mr. Chris Montross
Phone #: (860) 273-6377
E-mail: montrossc@aetna.com
Matching Gift URL: <http://www.easymatch.com/aetna>

Minimum match: 25.00 Maximum match: 5000.00 Total per employee : 0.00 Gift ratio: 1:1
Comments: The match ratio varies dependent upon budget and participation. Gift receipt required for gifts of \$250.00 or more. Will match funds against volunteer's time up to \$500.
Procedure: Employee donor sends check to matching gift company, authorized company officer adds matching gift check and forwards both to the recipient institution.
 Employee donor sends form with gift to recipient institution, authorized officer certifies and returns to company for match.
 Employee donor contacts corporation via telephone to report gift and initiate match.
 Employee donor presents evidence of gift (receipt) to matching company
 Employee donor logs into the matching gift website and submits the master request to the program administrator's office. Donor's charitable institution is contacted by administrator to acknowledge the gift.

GiftPlus Online

GiftPlus Online contains more than 8,000 matching gift companies, subsidiaries and divisions that match employee gifts to nonprofit institutions & organizations. This online service provides everything you need to know about an employer's matching gift program, without you having to make any calls to the companies!

How does GiftPlus work?

This service provides a full year of access to an online matching gift database, which contains all of the information you need to collect matching funds such as:

- complete contact information
- procedures and deadlines
- minimum/maximum match amounts
- eligibility requirements
- restrictions and conditions
- a link to the company's matching gift request form

E-Match Donor Link

The E-Match Donor Link is a custom created link that appears on your website to help your constituents & friends check if their employers will match their gifts to your organization. Instead of directing donors to their employer's personnel office, they can now check their match status online in seconds!

How does E-Match work?

This service provides a link on your own website for your donors to use to research their own employer's matching gift policies. From your homepage, your donor simply keys in their employer's name. Instantly, they are told if their gift to your organization can be matched. If they are match-eligible, their employer's match policy information will be listed, just as with the GiftPlus Online service.

DonorPerfect

Matching Gift Resources

Commonly Asked Questions

Why do I need this service?

Thousands of companies in the U.S. maintain a matching gifts program. If you aren't aware of which companies match their employees' donations, you may be missing a significant amount of money that is available to your organization. GiftPlus Online and E-Match make it easier for you and your donors to ensure that any eligible contributions you receive are matched by the donor's employer.

How long does it take to get going?

Access to the GiftPlus Online database can be provided within one business day from the time you purchase. The creation of the E-Match Donor Link on your website can typically be set up within 3 business days.

Benefits of Matching Gift Resources

- Increase matching gift revenue by identifying corporations that have a matching gift program.
- Instant availability of employer information and guidelines for matching gifts.
- Increase new donor acquisition by using the match incentive to get a first time gift.
- Matching gift information is continuously updated.

Additional E-Match Benefits

- The E-Match link will be customized to work with your website, enabling your donors and prospects to seamlessly search for their employer's matching gift information!
- Increase matching gift awareness and revenue by involving your donors in the process.

Pricing (Annual Fees)

Number of Records	GiftPlus	E-Match
Under 25,000	\$495	\$695
25,000–50,000	\$545	\$795
50,000–100,000	\$750	\$895
Over 100,000	Call for pricing	Call for pricing



Data Enhancement Order Form

Organization Name _____ User ID: _____

Address: _____

E-mail Address: _____ Phone Number: _____

Contact Person _____ Signature: _____ Date: _____

Data Enhancement Services (Please Complete)																					
Area Code Updating <input type="checkbox"/> \$150 up to 20,000 records processed <input type="checkbox"/> \$25 each additional 5,000 records processed	\$ _____ \$ _____ Subtotal \$ _____																				
Matching Gift Resources <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black;"># Of Records</th> <th style="text-align: left; border-bottom: 1px solid black;">Gift Plus</th> <th style="text-align: left; border-bottom: 1px solid black;">E-Match</th> <th style="border: none;"></th> </tr> </thead> <tbody> <tr> <td>Under 25,000</td> <td><input type="checkbox"/>\$495</td> <td><input type="checkbox"/>\$695</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>25,001 – 50,000</td> <td><input type="checkbox"/>\$545</td> <td><input type="checkbox"/>\$795</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>50,001 – 100,000</td> <td><input type="checkbox"/>\$750</td> <td><input type="checkbox"/>\$895</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Over 100,000</td> <td colspan="2" style="text-align: center;">Call for pricing</td> <td style="border: none;"></td> </tr> </tbody> </table>	# Of Records	Gift Plus	E-Match		Under 25,000	<input type="checkbox"/> \$495	<input type="checkbox"/> \$695	\$ _____	25,001 – 50,000	<input type="checkbox"/> \$545	<input type="checkbox"/> \$795	\$ _____	50,001 – 100,000	<input type="checkbox"/> \$750	<input type="checkbox"/> \$895	\$ _____	Over 100,000	Call for pricing			\$ _____ \$ _____ \$ _____ Subtotal \$ _____
# Of Records	Gift Plus	E-Match																			
Under 25,000	<input type="checkbox"/> \$495	<input type="checkbox"/> \$695	\$ _____																		
25,001 – 50,000	<input type="checkbox"/> \$545	<input type="checkbox"/> \$795	\$ _____																		
50,001 – 100,000	<input type="checkbox"/> \$750	<input type="checkbox"/> \$895	\$ _____																		
Over 100,000	Call for pricing																				
NCOA / CASS <input type="checkbox"/> \$295 up to 50,000 records processed <input type="checkbox"/> \$50 each additional 10,000 records processed	\$ _____ \$ _____ Subtotal \$ _____																				
Phone Appending <input type="checkbox"/> \$495 up to 20,000 records processed <input type="checkbox"/> \$75 each additional 5,000 records processed	\$ _____ \$ _____ Subtotal \$ _____																				
Prospect Research <input type="checkbox"/> \$795 up to 20,000 records processed <input type="checkbox"/> \$200 each additional 5,000 records processed	\$ _____ \$ _____ Subtotal \$ _____																				
Data will be e-mailed at no charge. <input type="checkbox"/> If disk is requested, shipping & handling fee is \$12.	\$ _____																				
Total	\$ _____																				

<input type="checkbox"/> Mail Payment Make checks payable to: SofterWare, Inc.	Charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AMEX Acct # _____ Expiration _____ Cardholder Name _____ Card Billing Address _____ Card City, State, ZIP _____ Amount \$ _____ Signature _____
---	--

FAX or Mail This Form

FAX: (215) 542-4370

Mail: SofterWare
 540 Pennsylvania Ave.
 Suite 200
 Fort Washington, PA 19034