

# Leukemia and Lymphoma Society (LLS)

360MatchPro Case Study



## About The Leukemia and Lymphoma Society

- Founded in 1949
- \$285 million in annual contributions
- Two of the top 15 peer-to-peer fundraising events, each bringing in \$50+ million
- Started leveraging 360MatchPro in June 2017

## Challenge:

Because LLS is such a large organization, keeping track of every donor's match eligibility and the status of those matches was a full time job. They needed a way to keep track of their matching gift opportunities as well as an automated system for following up with donors about potential matches.

## Our Services:

With 360MatchPro, all matching gift opportunities are identified and pursued automatically. There are multiple matching gift identification methods, automated email triggers and timing, and streamlined matching gift submissions. Plus, all of these communications between donors and organization can be customized to match the organization's existing branding and messaging.

## Identify Opportunities with Email Screening and Streamlined Matching Gift Search on Donation Forms

LLS has multiple major fundraising campaigns including Team in Training, Light the Night, Man & Woman of the Year as well as their general donation form on their main website.

LLS started with 360MatchPro by integrating email domain screening and a streamlined matching gift search into the Team in Training and general donation forms. Later, 360MatchPro tools were implemented across nearly all of LLS's fundraising pages.



**"360MatchPro and Double the Donation's team has increased our matching gift revenue by 92%! Our matching gift revenue was up more than \$1 million in our first year and we finished year two up more than \$3.4 million."**

**- LLS Director, Operations**



LEUKEMIA & LYMPHOMA SOCIETY®

Donate Online Required fields\*

Gift Amount

Is this a monthly gift? Yes  No

\$25 \$50 \$100 \$500 \$1000 Other

See if your employer will match your donation!

Enter the name of your company:

home

The Home Depot

Federal Home Loan Bank

Embrace Home Loans

MetLife

Hope In Home Care

## Present Matching Gift Forms, Guidelines, and Next Steps on Thank You Page and Dedicated Matching Gift Page

When donors are identified as being matching gift eligible, LLS is utilizing 360MatchPro to provide donors with actionable next steps.

This includes the appropriate matching gift forms and electronic submission URLs, guidelines, and instructions along with large CTA bars to boost conversion rates.

Match Amounts		
Minimum	Maximum	Match Ratio
\$25	\$3,000	1:1

## Drive Matches to Completion with Customizable Automation

LLS is leveraging 360MatchPro's automation tools to drive matching gifts to completion. Each matching gift email provides actionable information in a well-designed layout created to help LLS's donors take the next step to submit their matching gift requests.

With fully configurable emails, custom email sending rules and triggers, and mapping emails to come from @lls.org, the messaging fits in with LLS's broader communication strategy.

**Step 1:** Click here to start the matching gift submission process! [Click here](#)

Once you've submitted your matching gift request, please click the following link to let us know!

**Step 2:** I've submitted my matching gift request! [Click here](#)

## Identify Top Opportunities and Leverage 360MatchPro's Platform

LLS leverages 360MatchPro's platform for detailed matching gift insights across their entire donor base and for identifying a small subset of top matching gift opportunities who are later reached out to with personalized calls.

Additionally all customization rules, messaging triggers, and branding updates are made in real time directly within LLS's 360MatchPro portal.

Company Name	Donations	Max Amount Matched
Bank of America	2374	\$5,000
Morgan Stanley	2017	\$4,000
General Electric	1905	\$5,000
Microsoft	1209	\$15,000

Activity	Date
Justin Stevens (\$50) - Donor submitted matching gift request	Jul 28 2019 05:47:13 PM
Donnie Joshna (\$25) - Donor submitted matching gift request	Jul 28 2019 05:17:24 PM
Jason Becker (\$250) - Donor submitted matching gift request	Jul 28 2019 04:27:16 PM

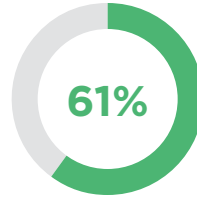
## Key Activity Metrics



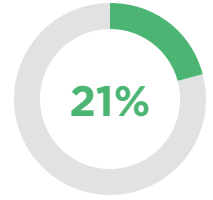
1,500,000+ donors  
using 360MatchPro



1 Hour Avg. Time to  
First Email Follow-up



61% Match Email  
Open Rate



21% Email Click Rate  
(Of Opens)

*These are representative of our average 360MatchPro client's performance metrics*



**“360MatchPro** has been well received by both our staff and our donors. It's saved us time and helped grow our matching gift revenue by over \$3.4 million.”

*~ LLS Director, Operations*



## Implementation

- ✓ Email domain screening
- ✓ Streamlined search on donation forms
- ✓ Full match results on donation thank you page
- ✓ Custom restrictions for select companies
- ✓ Customized email sending logic
- ✓ Automated messaging to match eligible donors
- ✓ Automated messaging to donors with unknown match eligibility
- ✓ Matching gift plugin across multiple websites and forms
- ✓ Leveraging top opportunities for outbound calling to top match prospects
- ✓ Custom sending limits for recurring gifts
- ✓ Custom sending limits for major gift donors
- ✓ Full utilization of 360MatchPro data security
  - Data Encryption
  - Intrusion Detection Software (IDS)
  - Intrusion Penetration Software (IPS)
  - Two-Factor Logins
  - Malware detection
  - Vulnerability scanning
- ✓ CRM sync
- ✓ Custom sending domain (from @lls.org)
- ✓ Custom subject lines
- ✓ Custom graphics in emails
- ✓ Custom branding of emails
- ✓ Email blacklists and unsubscribes
- ✓ Multi-user account access

Want to learn more about **360MatchPro**  
for your nonprofit organization or  
software platform?

Contact your 360matchPro Account Executive or  
[sales@doublethedonation.com](mailto:sales@doublethedonation.com)