

# #ILGive for #GivingTuesday Matching Grants Program

Grant Type: **Dollar and nondollar support**

Dollar Amount: **\$588,000 in matching grants to 48 organizations**

Foundation Name: **The Coleman Foundation**

## What was your objective with the grant or initiative?

The intended impact of this program is for participating organizations to increase their capacity to raise funds, using online methods—particularly through social media channels—from individual contributors. In support of this goal, The Coleman Foundation offered a match of donations made online on #GivingTuesday to the degree to which the gift exceeded the donor's largest single donation in 2014. So, if a donor made two gifts of \$100 and \$50 in 2014, and made a \$175 gift online on #GivingTuesday, the foundation matched \$75 of the donor's gift—the difference between the gift amount (\$175) and the donor's largest gift of 2014 (\$100). Donations received by individuals who previously had not given to the organization were matched dollar for dollar.

## What were the results of this grant or initiative?

The 48 participating organizations raised just more than \$1.2 million from 5,175 donors (not including the foundation's matching grants). Nearly a third of total funds were raised from more than 2,500 new donors. Many participating organizations gained skills, some for the first time, in social media campaigns that targeted individual donors.

## Why would you say this grant or initiative had outsized impact?

The foundation encouraged Forefront, the regional association of grantmakers and nonprofit organizations, to participate in the program. The foundation's leadership led to Forefront's embracing the project and turning #ILGive into a statewide, nonpartisan movement to support nonprofit communities in Illinois by increasing individual giving. Based on results reported by 350 participating organizations, the statewide campaign raised approximately \$5.7 million on December 1, 2015.

### A grantee described the program's impact:

*"#GivingTuesday and the Coleman Foundation challenge really pushed us to look at a more varied approach to communicating our story. So, we not only shared the opportunity for the matching grant in our traditional annual fund mailing but we launched an aggressive social media campaign, urging staff, volunteers, and board members to share their affiliation with our organization via social media. One of our staff members posted our #GivingTuesday request on Facebook. Her 26-year-old daughter "liked" and shared that message. Then one of her daughter's friends liked and shared it with her contacts, which included her sister who lives in California but calls Chicago her hometown. She donated a first-time gift of \$5,000.*

*That is remarkable and taught us a valuable lesson about the importance of reaching out to a younger audience in a new way. We couldn't be more thrilled about this lesson, and we certainly credit the opportunity The Coleman Foundation challenge provided. It nudged us a bit out of our comfort zone to think more creatively and more comprehensively about our annual fund efforts. We thank you for that.*



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