

From: McGonagle, Beth

Sent: Tuesday, January 2, 2024 3:06 PM

To: avarledge@cannonschool.org

Cc: Bouzan, Jared <jbouzan@necc.org>; Schelling-Biggs, Brenda <bschellingbiggs@necc.org>

Subject: matching gift project

Hi Ava!

So great meeting you today!

We are trying to spread the word about Matching Gifts from companies since many people might not realize that their employer will match their donations to nonprofits. To help in this effort, could you do some research for us?

1. Find a list of all Massachusetts (or Boston) companies with Matching Gift programs.
2. Search the web for “best practices” in matching gift fundraising outreach.
3. Compose an email from Jared to NECC recent donors. This email should thank them for donating to NECC and ask them if the company they work for has a matching gift program. Oftentimes, people don't even know that their company will match their charitable donations.