

Local Match Roadmap

January – December 2025

Local (or community) matches are funds secured by and given directly to newsrooms to further bolster their year-end fundraising campaign.

 **Learn more:** [Local Matches 101](#)

Because these gifts tend to take longer to cultivate, we recommend starting the process much earlier in the year than you do when planning your campaign. Matches can be secured at any time in calendar year 2025 to be applied to your NewsMatch 2025 campaign.

The timeline is just a suggestion; you can follow this plan step by step or make adjustments as necessary, including condensing or expanding your timeline.

 **Here are some tips to get you started earlier in the year.** Customize this calendar by [making your own copy](#), adding a column to assign team members or add additional notes.

Date	Action	Tips
February	Identify: Conduct a wealth screening	Wealth screening is a fundraising process that evaluates a donor's potential financial capability to give to an organization. Hopefully after your year-end campaign, you have a robust donor file. Now it's time to screen those supporters to determine who may have the potential to become major donors.  Sign up for a wealth-screening through INN  Learn more about the wealth-screening process
March	Identify: Segment your wealth screening results	With your wealth-screening results in hand, now it's time to segment your list to parse out your small, mid-level and major donors. Segmenting your list helps determine the specific touchpoints each donor should receive and will help you prioritize outreach to potential major donors.  Learn more about leveraging your wealth screening

April	Develop your organization's positioning and case for support	Prepare for your discussions with potential funders and supporters by establishing a strong case for support. This is typically presented in the form of a document that outlines your organization's mission, history, goals, and vision for the future.  <u>How to Write a Case for Support: Pro Tips for Driving Impact</u>  <u>How can we reach beyond the local news choir? Spotlight PA's founding editor has ideas</u>
May	Cultivate: Reach out to potential donors to start the conversation	During the cultivation phase, you will deepen your relationship by learning more about your prospects and building a connection. You'll want to conduct a couple of calls to learn more about their interests and whether there's an alignment between your needs and their interests. People make philanthropic gifts for their own reasons and based on their own passions, and discovering these reasons and passions are key to building a stronger donor relationship.  <u>Guide: Cultivate your match prospects</u>  <u>Guide: Getting to know your donors</u>  <u>Template: Email to solicit a local match funder</u>
June	Get your board involved	Positioning your organization for fundraising success starts at the top. Boards play a critical role in securing matches. Board members should not only help solicit local matches, but will often step up to contribute matches individually or pool funds together to create a match pool. It's important to set fundraising expectations with your board and equip them with the background and materials they need to be successful. Provide them with an email outreach template to help get the ball rolling!  <u>Template: Board fundraising email</u>  <u>Hear from newsrooms about how they've worked with their boards to secure matches</u>
July - August	Ask: Making the ask	After all this leg work, the time has come to actually go out there and make the ask! During the asking phase, you will offer a specific opportunity for a donor to contribute matching funds and make an impact. Believe it or not, you should spend the least time asking for support. It's recommended by the time you ask, you have learned enough about

		the donor to have a good sense that the answer will be “yes.”  Guide: Make the ask to contribute matching funds  Template: Matching gift pledge form
September – October	Promoting your local matches during your campaign	Once you’ve secured your match commitments, you’ll need to determine how to work them into your campaign. Different strategies work for different newsrooms. Some use their matching funds to increase their overall match goal. Others offer “triple” matches throughout the campaign. Use the method you think will work best with your donors and don’t be afraid to experiment! For example, run a one-day-only triple match and see if that moves the needle with your individual donors.  Examples: Leveraging community (or “local”) matches during your campaign
November – December	Activate your NewsMatch campaign	The fun part! You’ll be firing on all cylinders during your campaign, but don’t forget to check in on how you’re tracking towards your campaign goals. If you’re falling behind, could you use your local matches to further incentivize giving by offering a triple match? Or, if you’re pulling ahead, could you bolster your match goal by adding in a local match? Make these funds work for you!
January	Steward: Reach out to your local match supporters to thank them and give a campaign update	With your campaign wrapped, you’ll want to show appreciation to your local match supporters by saying thanks and demonstrating how their gift made a difference. Beyond being courteous, recognizing the support of your local match supporters helps build trust and loyalty with the donor, strengthens the donor’s connection to your organization, and can lay the groundwork for future support.  Template: Local match thank you email  20 Characteristics of great thank you letters