



Earth Day 50th Anniversary Match

Matching Gift Opportunity with World Wildlife Fund

WWF is seeking partners for the **Earth Day 50th Anniversary Match**—an exciting initiative that will allow you to reach millions of consumers and double the impact of your corporate support to WWF.

In the lead-up to Earth Day (4/22), for the first time, WWF will amplify our annual membership drive with a “corporate match” fundraising campaign. During this time, we will invite our supporter list of 3+ million Americans to make a donation in honor of the 50th Anniversary of Earth Day.

To further incentivize giving, we are seeking **two corporate matching gifts of \$50,000**, to leverage via separate channels: email/web prompts, and a Facebook fundraiser. These matches will double the impact of each individual gift made. We are confident that by matching donations, we could persuade thousands of budding conservationists to step up for the environment, and help us reach our goal of **3,200 new members**.

Securing two \$50,000 commitments from corporate partners will ensure the possibility of raising up to \$200,000 total through this activation.

By working together in this way—harnessing the collective power of supporters, companies and communities—we can continue to tackle some of the greatest threats facing our planet today.

About the Opportunity

This activation will be featured on the homepage of WWF’s website, to help raise awareness and bolster donations. Our website reaches roughly 57,000 visitors daily, and received around 84,000 visitors on Earth Day 2019. It will also be shared via email, with around 1.8M followers.

Earth Day at a Glance

- The first Earth Day took place on April 22, 1970.
- On that date, **20 million Americans—10% of the total U.S. population**, at the time—took to the streets to express their concerns about the health of the environment.
- Earth Day went global in 1990, mobilizing **200 million people** in **141 countries**.
- Now, Earth Day is marked by more than **a billion people** every year, in **over 190 countries**, and is one of the largest secular observances in the world.

The campaign will be plugged on our social media channels, with the potential to reach nearly 8M people (3.4M on Instagram, 1.5M on Twitter, and 2.9M on Facebook).

WWF will work with the partner to craft joint messaging about the organization's programs, as a means of galvanizing potential donors, and helping them to better understand the power of their donation—all while highlighting our corporate partner, and their support of this initiative.

After the campaign has wrapped, WWF will communicate with its membership about the total financial impact of the campaign, and detail some of the ways in which it helped to support the organization's programs.

The Facebook fundraiser will be most actively promoted on the platform itself, and will present an amazing opportunity for our partner to be integrated into WWF's narrative on social media, engaging millions of our followers.

A Proven Model

WWF ran a successful match campaign in the summer of 2019, in collaboration with Discovery Inc. Throughout the month of July, we succeeded in raising over \$254,000 from more than 4,500 donors—of which \$250,000 was matched by Discovery— in support of WWF's tiger conservation programs.

WWF also participated in The Starbucks Foundation's "Match the Magic" donation match campaign in 2018, generating 2,400 individual donations that totaled around \$150,000—of which \$100,000 was matched by The Starbucks Foundation.

We hope that you'll join us for this exciting initiative, and help us to celebrate this milestone!

For more details, contact Jodi Barr at Jodi.Barr@wwfus.org.