

2007 Matching Gift Survey Data Summary

Collected for Blackbaud's Matching Gift Database Software
1,125 Active Parent Companies and 23,991 Active Subsidiaries

Gifts Matched by Industry:

	2007	Average of Previous Years
Aerospace	1.0%	1.1%
Agriculture	0.4%	0.4%
Banking	3.4%	3.5%
Chemical	2.5%	2.8%
Computer	3.0%	3.2%
Construction	2.1%	2.0%
Electronics	2.3%	2.2%
Engineering & Science	1.1%	1.2%
Entertainment	0.6%	0.7%
Financial Services	8.7%	8.6%
Food Products	2.8%	2.5%
Foundation	1.8%	1.3%
Insurance	8.5%	8.8%
Legal	2.0%	1.9%
Manufacturing	24.1%	24.9%
Medical/Pharmaceutical	4.2%	3.8%
Metals and Mining	1.4%	1.3%
Other (not specified)	3.4%	1.6%
Paper and Forest Products	1.4%	3.1%
Petroleum	2.8%	3.3%
Publishing	2.9%	2.6%
Retail	2.5%	5.1%
Service	5.1%	2.3%
Telecommunications	2.1%	0.4%
Textiles	0.4%	1.8%
Transportation	2.0%	6.8%
Utility	6.4%	1.1%
Wholesale	1.0%	1.8%

Employee Affiliation with Nonprofit:

(Note: Totals add up to more/less than 100% because respondents could answer in more than one category and some respondents didn't answer.)

	2007	Average of Previous Years
No affiliation required	81.7%	92.8%
Must be a graduate	2.7%	3.6%
Must be an alumnus/a	2.9%	3.4%
Must be a member	0.4%	0.6%
Must be a recipient of patient care	0.0%	0.0%
Child or spouse must be affiliated	0.9%	1.1%
Must be a member of the board of directors/trustees	0.1%	0.1%

Eligibility of Employees:*(Note: Totals add up to more than 100% because respondents could answer in more than one category.)*

	2007	Average of Previous Years
All full-time employees	81.4%	85.9%
All full-time, salaried employees	27.6%	33.0%
All part-time employees	29.1%	27.8%
Retired employees	27.5%	30.0%
Spouses of eligible employees	8.6%	9.0%
Outside directors	36.4%	37.2%
Retired directors	10.7%	11.3%
Employees completing one year of service	14.2%	14.5%

Eligibility of Educational Institutions:*(Note: Totals add up to more than 100% because respondents could answer in more than one category.)*

	2007	Average of Previous Years
All educational institutions are eligible	38.8%	36.5%
Four year colleges and universities	48.1%	54.1%
Graduate and professional schools	43.9%	48.0%
Junior/Community colleges	41.0%	45.2%
Seminaries	19.9%	18.7%
Technical schools	29.9%	31.5%
Public secondary schools	15.5%	17.8%
Private secondary schools	20.3%	23.4%
Public elementary schools	9.8%	11.2%
Private elementary schools	11.4%	13.3%
United Negro College Fund (UNCF)	15.9%	16.3%
American Indian College Fund (AICF)	14.2%	13.5%
Hispanic Association of Colleges and Universities (HACU)	13.8%	12.8%
Educational institutions must be accredited	65.5%	56.4%

Eligibility of other Nonprofits:*(Note: Totals add up to more than 100% because respondents could answer in more than one category.)*

	2007	Average of Previous Years
All other nonprofits are eligible	13.5%	14.0%
Hospitals	28.1%	27.2%
Other healthcare organizations	26.8%	25.3%
Museums	33.7%	33.0%
Social Services	25.2%	23.6%
Cultural organizations	34.5%	33.7%
Public broadcasting	33.6%	32.7%
Religious organizations	10.2%	3.1%
Environmental/Conservation groups	27.5%	25.1%
Charities	20.9%	18.2%
United Way/federated fund drives	11.3%	10.9%
Other	9.8%	9.7%

Types of Gifts Matched:
(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2007	Average of Previous Years
All gifts are matched	1.3%	2.0%
Gifts by check or cash	86.2%	88.3%
Gifts by credit card	69.9%	69.2%
Gifts of stock/securities	55.7%	54.8%
Gifts-in-kind	1.9%	1.9%
Deferred gifts	1.6%	2.7%
Volunteer time	17.3%	9.8%
Gifts to athletic programs	10.0%	7.6%
Gifts for scholarships	16.5%	15.0%
Gifts to building funds	13.3%	12.5%
Insurance policy premiums	2.1%	2.2%

Minimum Amount of Employee Gift to be Matched:

	2007	Average of Previous Years
Not specified or no minimum	18.0%	21.3%
\$5 - \$24	11.6%	8.9%
\$25 - \$49	49.8%	50.7%
\$50 - \$99	15.5%	14.8%
\$100 or more	5.2%	4.3%

Maximum Amount Matched per Employee, per Gift:

	2007	Average of Previous Years
Less than \$500	6.9%	7.9%
\$500 - \$999	11.5%	11.6%
\$1,000 - \$1,999	18.7%	18.9%
\$2,000 - \$2,999	15.5%	14.2%
\$3,000 - \$4,999	6.1%	6.1%
\$5,000 - \$9,999	15.5%	15.4%
\$10,000 or more	12.4%	10.7%
Not specified or no maximum	13.4	14.9%

Matching Gift Ratio:
(Company:Employee)

	2007	Average of Previous Years
Less than 1:1	3.0%	3.1%
1:1	77.2%	78.3%
1.5:1	0.4%	0.4%
2:1	6.6%	4.8%
3:1	0.9%	0.7%
5:1	0.1%	0.1%
Not specified	11.8%	12.7%

Matching Gift Procedure:

(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2007	Average of Previous Years
Filing company's matching gift form	81.4%	82.5%
Presenting company with gift receipt	11.6%	11.0%
Presenting company with acknowledgement letter	7.9%	7.6%
Presenting gift to company	4.7%	4.8%

Distribution:

	2007	Average of Previous Years
Continuously	40.0%	43.0%
Monthly	8.2%	8.9%
Quarterly	26.9%	27.9%
Annually	5.2%	5.7%
Biannually	3.5%	4.0%
Not specified	16.2%	10.5%

Does Company Require Matching Gift Receipt?

	2007	Average of Previous Years
Yes – per gift	28.9%	32.1%
Yes – per gift greater than \$250	0.0%	6.9%
Yes – annual receipt	3.6%	3.5%
No	34.5%	38.7%
Not specified	33.1%	18.8%



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