



Match Funders Scheme



Match Funders Scheme - Support Your Favourite Charity

Every time a customer buys a card on DoodleDoo they can choose which Charity we donate part of their spend to. We have Charities large and small, local and national registered and new Charities are partnering with us all the time.

We want to enhance these donations by working with businesses like yours which are keen to support Charities - especially the smaller local ones who get very little exposure and have to work extremely hard to survive.

The Match Funders scheme is very straightforward; you agree to match the donations that DoodleDoo customers send to a particular Charity.

How it benefits the Charity in cash terms

If we sell twenty cards in a month with the donations going to Cats Protection Milton Keynes that could be up to £10 of donations - depending on the card size and price paid. Therefore as a Match Funder you pay £10 to the Charity as well - it really is that simple.

A Charity with lots of Match Funders can benefit greatly from this income stream and it could make a significant difference to many small ones - that same £10 multiplied by just ten Match Funders means £110 in free revenue just from the sale of a few greetings cards.

We see DoodleDoo not just as a place to buy fabulous great quality greetings cards that are mostly only available on our site but also as a 'Funding Hub' for our Charities, supporting them with unique ideas.

And don't forget that we are also supporting and acting as a platform for great Artists and Photographers - both established and up and coming.

Benefits for you as a Match Funder

As a Match Funder company you'll get exposure on the DoodleDoo website as an active partner so it's great for your Corporate Social Responsibility.

You'll get:

- A detailed listing on the Match Funders page of DoodleDoo with - Logo, Company Biography, Location - Town & County and a link to your website
- Featured on the Profile Page of your chosen Charity
- To use the DoodleDoo Match Funder button and other resources on your own website to encourage donations
- The opportunity to interact with DoodleDoo and your Charity on social media

Raising your and your chosen Charity's profile

We all need profile to succeed, whether it's your business or your Charity and by partnering with DoodleDoo you are not only helping them you are helping your business too with exposure to our customers who see how you are engaging and supporting the local community. You may well be doing that already by making donations but this gives you a way of adding the feel good factor to your business profile directly too.

Working Together

We drive traffic utilising Social Media, SEO, PPC and PR and our Charities and Artists are also working hard to get customers to the site.

Match Funders will have the same sort of resources, such as web buttons and simple box ads for use on websites and emails, together with logos and other images that you can use in any imaginative way you choose.

We can also supply you with high resolution images if you'd like to include DoodleDoo in any printed media.



Naturally we can give you logos of your chosen Charity too so you can tell everyone who you support and help with their exposure and general awareness by the public.

We'd love to discuss putting together a fund-raising campaign for your preferred Charity and we'll do all we can to help you - just call or email us to get the ball rolling.

Between us we can really make a difference.

What you agree to as a Match Funder

All you have to do is literally match the donations we send to your chosen Charity.

You can if you choose set a minimum and/or maximum that you are happy to donate and you can withdraw from the scheme at any time.

We have created a very simple one page Agreement that you agree to on registration; go to www.doodle-doo.co.uk/docs/Match-Funders-Agreement.pdf to view it.

The OnLine Personalised Cards Market - a bit of background

You'll have heard of course of online greetings cards sites such as Moonpig and Funky Pigeon. You may also know that the major retailers such as Marks & Spencer and Next also sell personalised greeting cards online.

Whether you are or aren't a user of these sites you might not be aware of the amount of money spent online on personalised greetings cards in the UK

each year - an estimated £100m of a total UK greetings cards market of £1.37billion* and it's growing all the time.

DoodleDoo is still relatively young but has growing reputation for offering something rather different and exciting. Match Funding can prove to be a springboard for everyone involved as well as an asset to the community at large.

How to become a Match Funder

Register as a Match Funder by calling or emailing us and we'll get you set up straight away. If your preferred Charity is not currently listed let us know and we'll contact them and ask them to register so you can support them and they can receive DoodleDoo donations.



For any questions you may have:

Call - 01604 871030

Email - glenn.wynsor@doodle-doo.co.uk

Visit the website - www.doodle-doo.co.uk

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the ME association

me

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ageUK

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www.doodle-doo.co.uk



Doodle-Doo
PO Box 6532
Northampton
NN7 2XR

+44 (0)1604 871030
glenn.wynsor@doodle-doo.co.uk
www.doodle-doo.co.uk