START HERE · THE WHOLE PROPOSAL

The Charity Navigator × MatchNice Partnership, 2027. One main proposal, three ways to grow.

Social matching on every Charity Navigator list and fund by June 1, 2027, the October results behind it, and what comes next. Two minutes for this page; about 49 for everything.

Interactive in the app. Pick how much time you have, or your role, and the Guide highlights what to read first. Interact on mobile or desktop.

Executive summary

PROPOSAL 1 The main proposal

- **Social matching on every Charity Navigator list and fund, live by June 1, 2027.** $45,000, funded by a generous funder's grant. Scope in section 3, the ask in section 4.
- **Why matching works:** October's match on your giving page lifted revenue 13% with 19% less traffic. Section 2 has the full story.

PROPOSALS 2 TO 4 Partnership growth

- **Proposal 2 · The Nonprofit Lab, Season 2:** Charity Navigator becomes the partner of Season 2. Your 4-star charities bring their biggest challenge on air and work it through live with a leader who has solved it before, then come back 30 days later to share what changed. Every episode shows what four stars looks like (section 6).
- **Proposals 3 and 4 are ideas to talk through:** impact profiles (with the math and worked examples) and Charity Navigator's Four-Star badge on MatchNice banners (sections 7 and 8).

- **On top of the build:** ten MatchNice features live today, and the roadmap they lead to (section 9).

How to use this app

1. **Move between sections** with the **Guide**: the outline on the left, or the Guide button at the top on a phone. It shows where you are and how far you've read. The white arrows between sections and a swipe left or right on a phone work too.

2. **Most sections open with "In 30 seconds"** and a list of what's on them. Tap a line to jump there.

READING TIME	
★ Start here	**2 min**
PROPOSAL 1 · THE MAIN PROPOSAL	
1 · How Charity Navigator rates	**3 min**
2 · Our first match	**3 min**
3 · Proposal 1 · Social Matching Scope	**4 min**
4 · The ask	**3 min**
THE WHOLE PARTNERSHIP	
5 · Overview	**6 min**
PARTNERSHIP GROWTH · PROPOSALS 2 TO 4	
6 · Proposal 2 · Guides & Changemakers	**6 min**
7 · Proposal 3 · Impact profiles	**12 min**
8 · Proposal 4 · Four-Star badge on banners	**4 min**
PRODUCT	
9 · Released and roadmap	**6 min**
All sections	**About 49 min**

Times assume about 230 words a minute, rounded up, with a little extra for the mockups you can try.

A MESSAGE FROM OUR CEO



We started MatchNice because generosity is contagious, and a match is the simplest way to prove it. When someone says "I'll match your gift," a donor who was only thinking about giving gives today, and often gives more. Every match is a small act of trust between a sponsor, a donor and a charity.

That is why partnering with Charity Navigator means so much to our team. For more than two decades, you have taught donors who to trust. We give them a reason to act on that trust today. October showed what the two do together: our first match on your giving page lifted revenue 13%.

This proposal is our commitment to a long-term partnership: matching on every list and fund, sponsors who come back year after year, and a steady stream of 4-star charities raising more and doing more good. We are proud to build it with you, and we intend to earn your trust for many years to come.

Pooya Pourak Co-founder & CEO, MatchNice