
MATCHMAKER SERVICE: SWIPE RIGHT FOR NATURE

Overview

The ProjectFirma™ Community has often talked about how a matchmaking service would really help organizations find attractive projects, and also help project leads hook up with partnering organizations. We're delighted to introduce ProjectFirma's Matchmaker service!

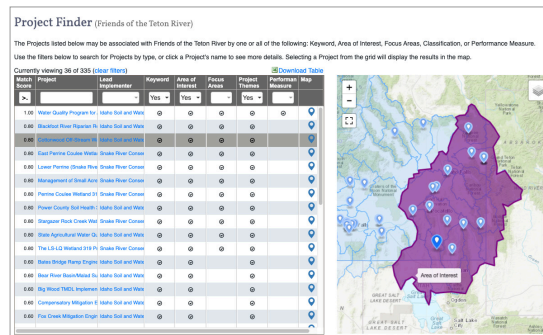
Given we all have limited resources to ensure resilient environments and healthy communities, we hope this service increases collaboration and resource sharing, accelerates implementation timelines, and reduces costs to complete the good work on the ground.

The service has two basic features: a "Project Finder" for organizations and a "Partner Finder" for projects.

For Organization Leads

Have you ever wished you could snap your fingers and see projects aligned with your mission? Now you can.

All you need to do is fill out your Matchmaker Profile, and the service will work in the background to find projects that match. To get started:



1. Log in, click your name in the upper right of the menu bar, and select "My Organization."

2. Click the "Matchmaker Profile" tab.

If you don't see this tab, contact us – we might need to enable this free service for you.

3. Fill out the "Supply: Resources Available" and "Demand: Project Interest" sections of your profile. You don't need to finish all elements, but the more you complete, the better matches the service can make.

4. Set the Matchmaker toggle to "Opt-in" – this makes your profile visible to others.

5. Click "Project Finder" to view a list and map of matched projects.

- Click a match score to see why the project was matched
- Select a row to highlight a project's location on the map
- Click a project name to view its details, including contact information
- Click a marker on the map to view a brief project summary

1

Develop partnerships that align on mission

2

Increase conservation capacity

3

Leverage funds for common goals

4

Accelerate implementation timelines

*"ProjectFirma is a powerful tool that improves transparency and accountability and allows us to showcase the great work being done."
Kimberly Caringer | EIP Division Manager, Tahoe Regional Planning Agency*

For Project Leads

Looking for ideal partners or funders for your project?

Matchmaker analyzes all your project information and then works in the background to find organizations that have potential to be good fit. You don't have to provide any more information than you already do, but the more complete your project's information is, the better matches the service can make.

PARTNER FINDER		
The Matchmaker service identified 20 organizations as potential partners for this project.		
Partner Organization	Resources	Match Score
Balanced Rock Conservation District	Cash, In-Kind Services, Conservation Programs	0.8
Friends of the Teton River	none specified	0.6
Central Bingham Conservation District	Conservation Programs	0.4
City of Pocatello	none specified	0.4
Conservation Basics, LLC	none specified	0.4
see more...		

1. **Log in** and navigate to one of your projects using the search, full project list, or project map.

2. **Click** "Potential Partners" from the Contents list on the left side of your project details page.

If you don't see this option, contact us – we might need to turn on this free service for you.

3. **View** the list of partner organizations and the types of resources they may be able to offer.

- Click a match score to see why the organization was selected as a potential match
- Click an organization name to view more about the partner, including contact info
- Click "see more" to view more than the top five matches

This same list of potential partners is also available as a final step in the project proposal, creation, and update workflows.

FAQs

What do we need to do to start using the Matchmaker service?

First, let us know you want to start using it, and we'll turn the service on for you. Second, you'll need to work with the organizations in your program to complete their Matchmaker Profile.

As soon as an Organization Lead takes a couple minutes to complete their profile, they can use the Project Finder to view matches. However, the Project Finder effectiveness depends on organizations completing their profiles and opting-in.

Who can see my organization's Matchmaker Profile?

Your profile is initially only visible to you and system administrators. Once you opt-in, the public can see your profile. You may opt-out at any time (your profile will still be there but just not visible to others).

How are matches made?

Matchmaker scores matches on a scale of 0.0-1.0 (0-100%). The algorithm finds matches based on five criteria: Location, Keywords, Taxonomy, Classifications, and Performance Measures. Each criteria is worth the same amount, 0.2 (20%). For example, a project and organization that match on Location and one or more Keywords have a match score of 0.4 (40%), whereas if they match on all criteria except one, they have a match score of 0.8 (80%). For location matching,

the algorithm spatially intersects each project's simple and detailed location with each organization's Area of Interest; any intersection at all results in a match. For keyword matching, the algorithm matches on a word or phrase using the project's name and description.

Can we weight one criteria over others?

For now, the algorithm treats each criteria equally. Criteria weighting is a feature we would like to add. In the meantime, Organization Leads can use the Project Finder's grid functionality to sort or filter by any of the five categories. For example, if you can only support projects that are physically located within your Area of Interest, set the column filter to "Yes," and only those projects will be listed and shown on the map.

Why do I see project markers outside of my organization's area?

The Project Finder displays matches on five criteria, only one of which is spatial. If you filter the project list to only show matches on Area of Interest and still see project markers outside of it, it is because the project's detailed location (e.g., polygons, lines, etc.), which is not shown on the map, intersect with the Area of Interest.



GET STARTED

For organizations interested in improving transparency and accountability of their environmental programs with ProjectFirma, please contact us at

1.800.805.6740 or **sales@sitkatech.com**

For more information, please visit: www.sitkatech.com/ProjectFirma

