

**MATCHES THAT MATTER VOLUNTEERS  
HELP RAISE OVER \$53,000 for KQED FM**

Oakland, CA – (September 2012) --Last week, ten volunteers from Matches That Matter answered phones at KQED as part of the Fall radio pledge drive. This was considered a MTM special event/social rather than a typical flight. The team consisted of MTM members, prospective members and hosts.

The team arrived early on Sunday morning for bagels, received training and worked a full 5-hour shift. In between pledge breaks, there was lots of time to socialize and get to know each other. By the end of the shift, the tally was over \$53,000, well on the way to the station's goal for the season's pledge drive.

Afterwards, a large group met at a local coffee shop to decompress.

“It was really a good place to meet after the shift,” according to Bradley Haynes, one of the volunteers. “We began by talking about the phone banking, but topics ended up ranging from our personal 'bucket lists,' to dating do's and don'ts. I was surprised how open everyone was to sharing some personal, interesting information.”

Matches that Matter runs on the philosophy that if everyone works together doing a common activity, it makes it easier to meet others because it is a far more natural way to socialize. Conversation flows much easier than on blind dates, online dates, or pre-arranged meals with strangers.