Matches & Challenges

How to inspire donors to make an exponential impact on your Giving Day
What are Matching Gifts?

Matching gifts are pledged donations that from generous donors that gamify the giving day experience.

- GiveGab’s online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match**: Each time an eligible gift is made, a corresponding offline gift is added to your totals
  - **Challenge**: When a threshold or goal is met, the whole pledged donation amount will be added to your totals
Benefits of Matches & Challenges

- Organizations with matching funds raise on average 4.5x more than organizations without a match.
- Opportunity to highlight existing donors and sponsors.
- Motivates potential donors to have a greater potential impact by donating when their gift is matched.
- Easily feature active matches on your Giving Day profile.
Potential Matching Sponsors

- Board Members
- Local Businesses
- Corporations
- Community Members
- Existing Donors

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Get Creative!

- Use sponsorship dollars or other incentives to motivate giving during your Giving Day!
  - Number of donors
  - Number of dollars
  - Time period
  - Social Engagement
    - Leverage the “I Gave” graphic
    - Include a CTA to share why they gave
Get Creative!

Motivate donors to give by using each donation as an “entry” for a special incentive

- Utilize the comment feature to collect responses from your donors during the day

- Recent Donors:
  - Anonymous: $100.00
  - Batman!
  - Bridget Cafaro: $50.00
  - Wonder Woman!
  - Anonymous: $10.00
  - Super Man!
Steps for Success

GiveGab

Steps for Success

Giving Day 2019
May 29, 2020
Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day 2019.

- Add Your Organization's Info
  - Let people know who you are
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a ‘Thank You’ Message
- Add Fundraisers

Donation Tools
- Add Online Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund

A Message From The Host
View your page here: [Current URL]
Steps for Success

Brand your match and promote on all online platforms

- **Example**: Support Logan’s Pups on 11/28 during the *Double Dollar Dash!* Every donation received on 11/28 will be matched thanks to our sponsor!
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand