Creating and Managing Collaborative Giving Day Match & Challenges
What are Matching Gifts?

- Matching Gifts are pledged donations from generous donors that enhance 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 to 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
● **Matches**: Allow each online donation to be matched on a 1:1 ratio.

● **Matches**: Organizations with matches raise on average 4.5 x more than organizations without a match.
Match or Challenge?

- **Match**: Opportunity to highlight existing donors and sponsors
- **Match**: Motivates potential donors to have a greater impact by donating when their gift is matched
- **Challenge**: Great tool for smaller gift amounts. For example, gifts under $500 may be considered too small to set up dollar for dollar matches with, however, they can be great if used as a challenge to encourage teamwork among donors to unlock additional funds for your organization.
● **Challenge:** Perfect for non 1:1 ratios of donations to sponsor funds. Matches currently support 1:1 matching only. With a challenge, you have more flexibility, such as 50 cent to every dollar donation up to $1,000 can be set as a challenge where $2,000 unlocks a $1,000 challenge!

● **Challenge:** Promotes a friendly, game-like challenge where friends, family, or board members can work together to unlock a “prize” for the organization they wish to support. Since it requires the goal to be met for any money to be received, it is more of a test of teamwork than using a match, which essentially rewards every incoming donation.
Match & Challenge Excitement!

Do you have more than one sponsor match?

- Consider staggering and stacking them!
- Set a match or challenge for a specific hours of the day!
- Use as an exciting marketing tool!
  - Recognize the sponsor
  - Highlight giving day progress
  - Create an even great sense of urgency
Setting Up A Match Or Challenge

Click the “Manage Sponsor Matching” button in the Donation Tools section on the right hand side of the giving day dashboard!
Click the button above to create a new matching opportunity to feature right on your Giving Day profile.
Customizing Your Match

Highlight Matching

Sponsor

- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous
Customizing Your Match

Update Match Details

● Match Name
● Match Description
● Total Matching Funds Available
● Maximum Match per Individual Donation
Customizing Your Match

Update Match Parameters

- Match Start Time (3:00am ET - Start of the Giving Day)
- Match End Time (3:00pm ET - Day Following Giving Day)
- Auto Matching
- Enables 1:1 donation matching in real time!

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)  Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. Note: These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.
DOUBLE YOUR IMPACT
HELP US REACH OUR $15,000 GOAL:
EACH DOLLAR DONATED TO WTLR
IS MATCHED, DOUBLING YOUR DONATION

This February 12, 2020 join WTLR as we join 11 other nonprofits around Orange County to raise $135,000 in support of healthy teen relationships. Will you help WTLR reach our personal fundraising goal of $15,000 on February 12th? Here are 3 ways YOU can show your LOVE this giving Day!

Matches

Pacific Western Bank: Every Dollar Matched Up to $2,000!
Pacific Western Bank will match every donation up to $2,000.

$2,000 MATCH  COMPLETED

Anonymous: Every Dollar Matched up to $2,000!
An anonymous donor has generously offered to match every donation dollar for dollar up to $2,000

$2,000 MATCH  COMPLETED
Giving Day Challenges

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

Note: All times are assumed to be in Eastern Time.

Click the button above to create a new matching opportunity to feature right on your Giving Day profile.
Customizing Your Challenge

Highlight Challenge Sponsor

- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous

Tip: Enable adblockers on this page for the best logo uploading experience.

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

☐ Keep Sponsor Anonymous
Customizing Challenge

Update Challenge Details

- Challenge Name
- Challenge Description
- Challenge Type
- Challenge Goal
- Challenge Amount

Challenge Name

Description (optional)

Challenge Type

- Dollar Challenge

A Dollar Challenge is fulfilled and an offline donation is created when a certain amount is raised.

A Donor Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.

Challenge Goal

How many dollars or donors are needed to complete this challenge?

Challenge Amount

How much money is awarded when this challenge is completed?
Customizing Your Challenge

Update Challenge Parameters

● Challenge Start Time (3:00am PT - Start of the Giving Day)
● Challenge End Time (3:00pm PT - Day Following Giving Day)
Giving Day Challenges

Donor Challenge

Wag: Happy Pups Challenge
Help us unlock an extra $5,000 to Logan’s Pups with your donation!

115 more donors unlocks $5,000!

Dollar Challenge

Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of $100,000, Lizzy's Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Depleting a Match or Challenge

- Navigate to giving day dashboard!
- Click Manage Sponsor Matching under the Donation Tools on the right-hand side of the screen
Depleting a Match or Challenge

**Organization Sponsor Matching**

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles, and all campaigns/wants. To set up matching for a specific campaign only, please go to the edit page for that campaign.

- **Australia Match Test**  
  Sponsored by Austin  
  - Total amount: $50,000.00  
  - Amount remaining: $41,437.23  
  - Time: 05/01/19 12:00 AM to 11/30/19 12:00 AM  
  - Options: Edit, Remove

- **Double Your Dollar Day**  
  Sponsored by The American Fundraisers  
  - Total amount: $5,000.00  
  - Amount remaining: $0.00  
  - Per Donation Cap: $500.00  
  - Time: 10/18/18 12:00 AM to 08/19/19 12:00 AM  
  - Options: Edit, Remove

- **Double Your Donation**  
  Sponsored by Dawson’s Sugar Shack  
  - Total amount: $1,000.00  
  - Amount remaining: $0.00  
  - Per Donation Cap: $1,000.00  
  - Time: 07/08/19 12:00 AM to 07/17/19 12:00 AM  
  - Options: Edit, Remove

**Are you sure you want to do this?** This will create an offline donation for $5000 and mark the match as complete, so no more donors will have their donations matched. This amount may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

[Cancel] [OK]
Adding Offline Donations

Under Donation Tools on your Giving Day Dashboard

Click “Add Offline Donations”

This button will only appear AFTER the giving day donations have been opened!
Adding Offline Donations

- Donor First & Last Name
- Amount
- Display Name
- Mailing Address
- Custom Message
- Donor Privacy Options
- Email Receipt
Customer Success

- Visit Our Help Center
  https://support.givegab.com/

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand creating or updating your profile
  - CustomerSuccess@givegab.com
  - Look for the little blue chat bubble: 6AM-2PM PT

- Day Of Support: 12:00AM PT - 1:00AM PT; 5:00AM PT - 1:00AM PT
Questions?