

# Matches and Challenges

Montana Giving Days  
2023 Training Series

# Submit Your Questions



**Chat Box**

To: ☒ All panelists

Type: ☐ All panelists and attendees



**Q&A**

Please input your question

☐ Send Anonymously

**Send**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

# Your GiveGab Team



**Claire Ripley**

*Associate Project  
Manager*



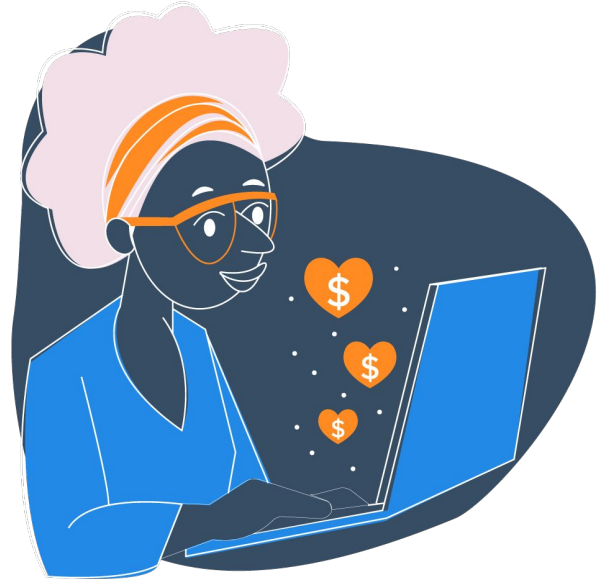
**Danielle Hunter**

*Customer Success  
Project Manager*

# Agenda

- The Basics - Matches vs. Challenges
- Benefits to using Matches & Challenges
- Creative Matches & Challenges
- How to Feature your Match or Challenge
- Leveraging additional tools and features
- Questions?

# Matches vs Challenges



# The Basics

What is a matching gift?

- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

# Matches

- Matching gifts allow donations to be doubled on a predetermined ratio



## Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to \$1,000!

**\$1,000** MATCH

**\$125** REMAINING

# Challenges

- Challenges allow funds to be added to the organization's total once a goal is reached
  - Goals can be a Donor Count or Dollar Amount

## Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



**115** more donors unlocks **\$5,000!**

## 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!**



# Benefits of Matches & Challenges

- Incentivises donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5 x more than organizations without a match

# Potential Sponsors

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

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

# Motivating Matches

GiveGab



# Timed Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours

## ***Morning Match!***

All donations made from 8am - 9am will be  
DOUBLED thanks to our generous sponsor, Debbie's  
Pet Supply!

# Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

## ***Social Superstars Match!***

For every like this post receives, our generous board of trustees will donate \$1 up to \$1,000! Like and share today only and help us make a difference!

# New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

## ***Fresh Faces Match!***

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!

# Adding a Matching Opportunity to your Giving Day



# Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”

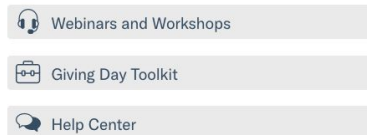


**Site Admin:** Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

## Donation Tools



## Get Prepared



## Other Actions



## Share Your Page

<https://www.givebiggy.org/organizations/gallatin-valley-f>





# Organization Sponsor Matching

## Matches and Challenges

Greater Helena Gives

Matches

Challenges

+ Add Match

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

# Enter Match Information

## Highlight Match Details

- Match name
- Description
- Total funds
- Ratio
- Image

### Match Details

Match Name

Description

Total Matching Funds Available ⓘ

\$

Matching Ratio ⓘ


☒ 1:1 example: \$10 donation is matched by \$10

☐ 2:1 example: \$10 donation is matched by \$20

☐ 3:1 example: \$10 donation is matched by \$30

Please fill out this field.

Image



Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

# Customize Your Match

## Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor

Match Name	
<input type="text" value="Giving Tuesday Match!"/>	
Description	
<input type="text" value="Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!"/>	
Total Matching Funds Available	Maximum Match per Individual Donation
<input type="text" value="5000"/>	<input type="text"/>

# Customize Your Match

## Update Sponsor Details

- **Sponsor Name**
- **Display publicly?**
- **URL**

### Sponsor Donor Details

#### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

☐ Display Sponsor Donor Name Publicly

#### Sponsor Business URL (optional)

# Customize Your Match

## Update Match Criteria

- Time Zone- start and end time
- Maximum Match
- Auto matching
- Save

### Match Criteria

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

Time Zone

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

☒ Enable Auto Matching 

☐ Archive 

Save

Cancel

# Creative Challenges



# Dollar vs. Donor Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met

***Excite your supporters!***

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.

# Get local businesses involved!

## **Example:**

- The Avengers Initiative has a \$3,000 fundraising goal for their campaign
- Asguard agrees to contribute \$1,000 if they reach their \$3,000 goal
- As soon as the Avengers Initiative reaches their goal, Asguard's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**



# Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: Bruce Wayne agrees to give \$1,000 to the Arkham Asylum once 100 unique donors have made their gift

**Note:** Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.

# Adding a Challenge to your Giving Day



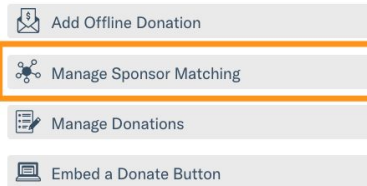
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From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”



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## Donation Tools



## Get Prepared



## Other Actions



## Share Your Page

<https://www.givebiggy.org/organizations/gallatin-valley-f>



# Adding a Challenge



Click the button above to create a new challenge opportunity to feature right on your Giving Day profile

# Enter Challenge Information

## Challenge Details

Challenge Name

Description

Challenge Unlock Amount ⓘ

\$

Image

 match\_commitment\_image\_1233066863\_img

Select Image

Remove

**Tip:** Disable adblockers on this page for the best image uploading experience.

# Customize Your Challenge

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

☐ Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

# Customize Your Challenge

## Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)



End Time (US/Eastern Time)



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. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

☐ Archive 

Challenge Goal

How many dollars are needed to complete this challenge?

Save

Cancel

# Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor

**\$1,000 for Logan's Pups!** Sponsored by **Puppy Essentials**

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled	✗ Archived
\$1,000.00	\$558.00	\$100.00		

Starts: 04/09/18 12:00 AM      Ends: 04/30/18 12:00 AM

Edit Remove ☒ Deplete Match

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

☐ Archived

**Save** **Cancel**



# Leveraging Additional Tools and Features



# Embeddable Donate Button

- Same seamless donation process as on the Giving Day website
- Ties in your profile's branding and Giving Day branding
- Only active during Giving Day donation period
- All donations count towards your Giving Day totals
- Easy to set up

**Contact GiveGab support for help center articles, tips, and resources to get set up!**





**Missoula Gives** May 5 - 6, 2022

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Missoula Gives.



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

## 38 Days to Launch

### A Message From The Host

Mark your calendar for upcoming trainings and events. Be sure to check the main admin on your account.

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<https://www.missoulagives.org/organizations/missoula-comm>



# Configure Your Donation Button

**Step One:** Add a GiveGab donation button to your website for:

Missoula Gives

**Step Two:** Choose the text

Donate Now

**Step Three:** Choose the color

#269E32



## Donation Button Preview

Click this button to preview your donation form.

**Note:** Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

**Step Four:** Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js">
</script><button class="givegab-button" data-campaign-id="128608" data-
host="https://www.givegab.com" data-org-id="439798" data-preview=""
style="background-color: #269E32;">Donate Now</button>
```

Copy to Clipboard

# Engagement Opportunities

- Highlight **volunteer opportunities**, **events**, or other **unique opportunities** for supporter involvement on its own page
- Connected to your Giving Day profile
- Add a unique description & details
- Allow supporters to sign up as a volunteer (if applicable)

# Engagement Opportunities

## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<https://www.missoulagives.org/organizations/missoula-coi>

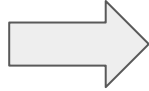


# Engagement Opportunities

Missoula Community Foundation / Giving Days / Missoula Gives / Engagement Opportunities

## Engagement Opportunities

Add Engagement Opportunity




### New Engagement Opportunity

Opportunity Name

Cancel

Save

# Engagement Opportunities



Missoula Community Foundation

- Home
- Giving Days
- Volunteering
- Reports
- Manage Organization

Missoula Community Foundation / Giving Days / Missoula Gives / Engagement Opportunities / Volunteer at our Event!

## Edit Volunteer at our Event!

### Overview

**Name**

**Description**

☒ This is a volunteer opportunity

**Date and Time** (optional)

**Start Time**

**End Time**

### Location

**Street Address Line 1**

**Street Address Line 2**

**City**

**State**

**ZIP/Postal Code**

**Country**

### Contact Information

**Contact Name**

**Email**

**Phone Number**


Save

# Viewing Engagement Opportunities

[Dashboard](#) [Newsfeed](#) [Discover](#)


## Puppy Party


Hosted by: Logan's Pups



Date


February 23, 2019

 Add to Calendar




Time

12:00PM



Location


25 Ruff Ln  
Austin, Texas 73301



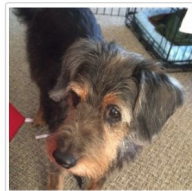
Contact

Katie T.  
Katie@givegab.com  
555-555-5555


[✓ Sign up](#) [Log Hours](#) [Donate](#)

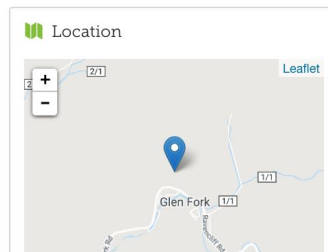


## About Puppy Party



Come check out our adorable and adoptable puppies!

 [Edit Details](#)



**GiveGab**



# Your Nonprofit Toolkit

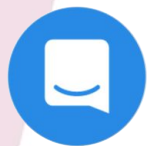
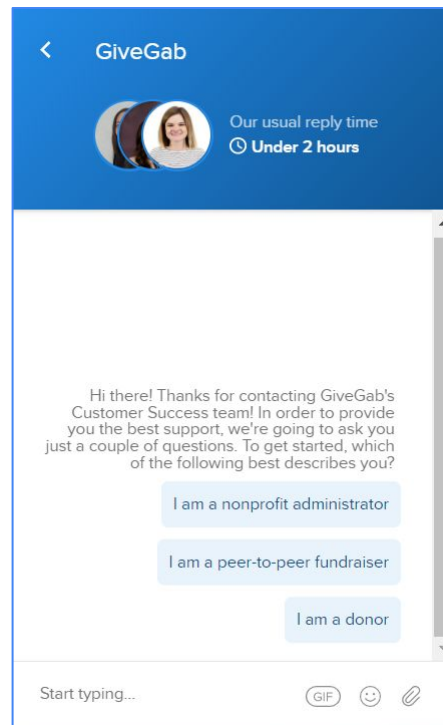
**The Nonprofit Toolkit has valuable resources for all your giving day needs.**

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



# Giving Day Support & Resources

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team



Look for the little blue chat bubble!

# Questions?