Matches and Challenges

Montana Giving Days
2023 Training Series
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
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
From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Organization Sponsor Matching

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
Customize Your Match

Update Match Details

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

![Match Details Form]

**Match Name**

Giving Tuesday Match!

**Description**

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie’s Pet Supply!

**Total Matching Funds Available**

5000

**Maximum Match per Individual Donation**

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GiveGab
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

- Eastern Time

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

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)

GiveGab
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

Challenge Goal

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

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
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!
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

```html
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js">
</script>
<ebutton 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</ebutton>

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-co
Engagement Opportunities

[Image: Engagement Opportunities interface with an option to add a new engagement opportunity]
Engagement Opportunities

Edit Volunteer at our Event!

Overview
Name: Volunteer at our Event
Description:

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
Viewing Engagement Opportunities
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
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team
Questions?