

Matches & Challenges For Clubhouse Giving Day 2024

June 4, 2024



Zoom Etiquette

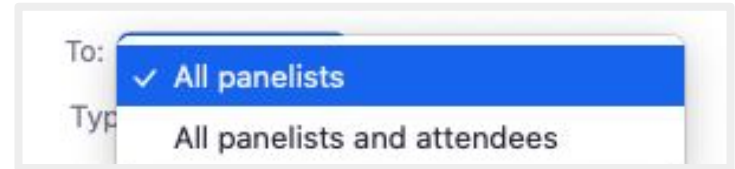
This is being recorded. The recording will be available on the /trainings page by tomorrow, **April 19.**

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

Introduce yourself! Name, Clubhouse, and if you're new or returning!



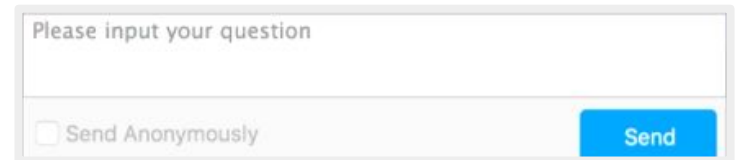
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



- **The Basics**
 - **Matches vs. Challenges**
- **Benefits to using Matches & Challenges**
- **Potential Sponsors**
- **Creative Matches & Challenges**
- **How to Feature your Match or Challenge**
- **Questions?**

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

Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio

Debbie's Pet Supply: Giving Tuesday Match!

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

\$50 MATCH

\$50 REMAINING

Challenges

Challenges allow funds to be added to the organization's total once a goal is reached

Goal can be a **Donor Count, Donations 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!

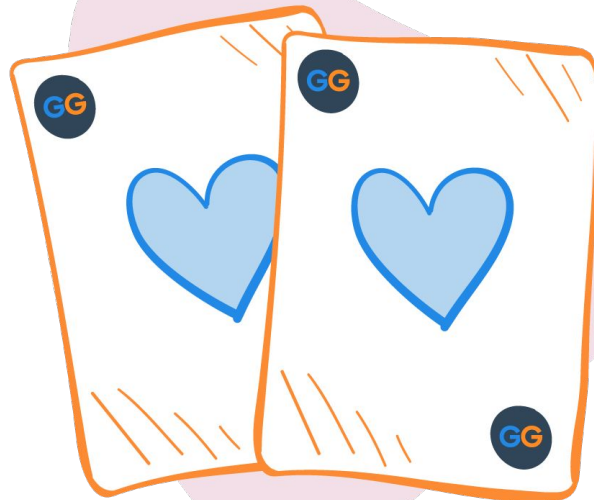
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



\$21,298.13 more unlocks **\$10,000!**

Benefits of Matches & Challenges

- Incentivizes 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

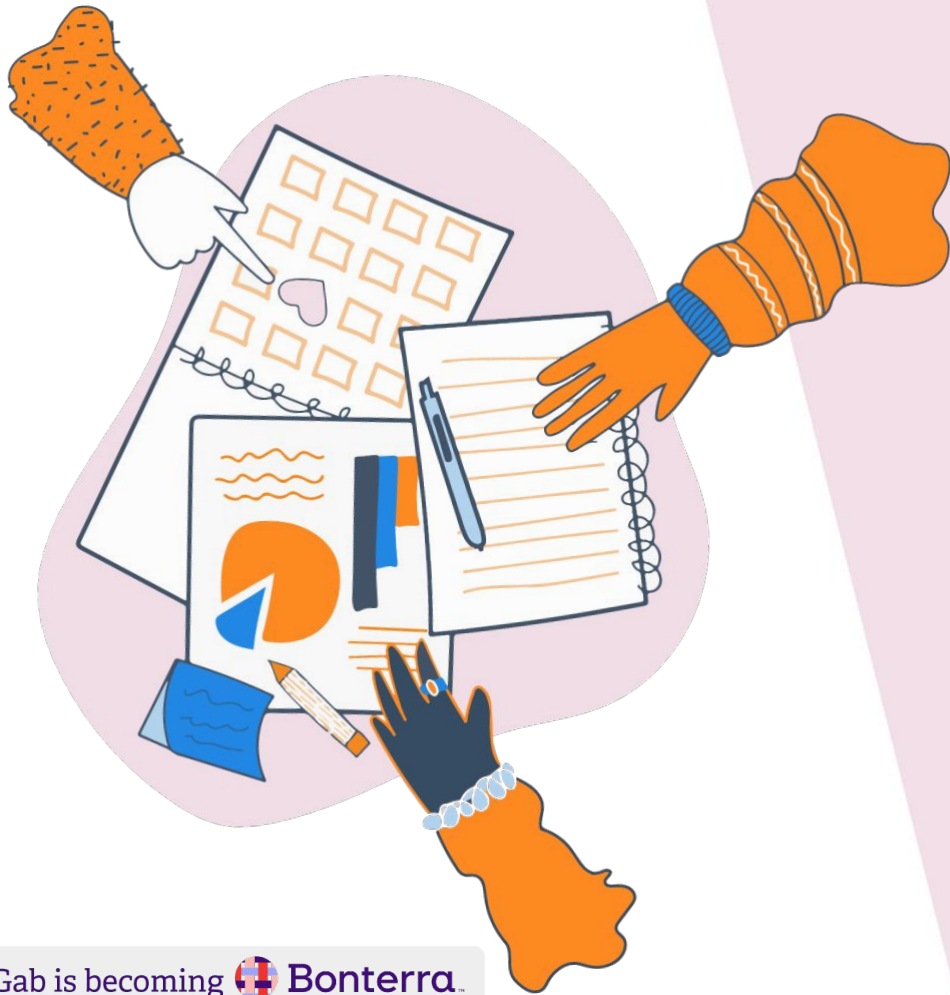


Potential Sponsors



- 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

Power Hour 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
- Great for featuring smaller matches and multiple sponsors

Morning Match!

All donations made from 7am - 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!



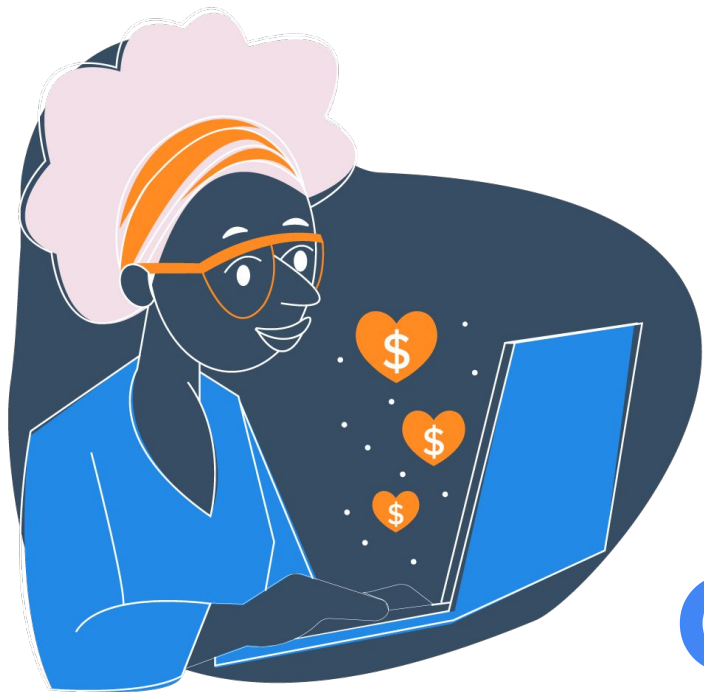
New Donor Match



- 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, click “Manage Matches and Challenges”

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message >
- 👤 Add Fundraisers >

Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

🔗 Manage Matches and Challenges

📄 Manage Donations

📄 Embed a Donate Button

Other Actions

📄 Engagement Opportunities

📄 Add External Fund

📄 View Registration Info



Add a Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Match

Enter Match Information

Match Details

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 ⓘ

\$ 50.00

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

Image

 match_commitment_image_9939217026_img

Select Image

Remove

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

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

Enter Sponsor Information

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)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Match

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)

Minimum Individual Donation Threshold to Match ⓘ

Maximum Match per Individual Donation

Enable Auto Matching ⓘ

Archive ⓘ

Save

Cancel

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Minimum individual donation threshold to match
- Auto Matching
 - Enables donation matching to eligible online gifts in real time

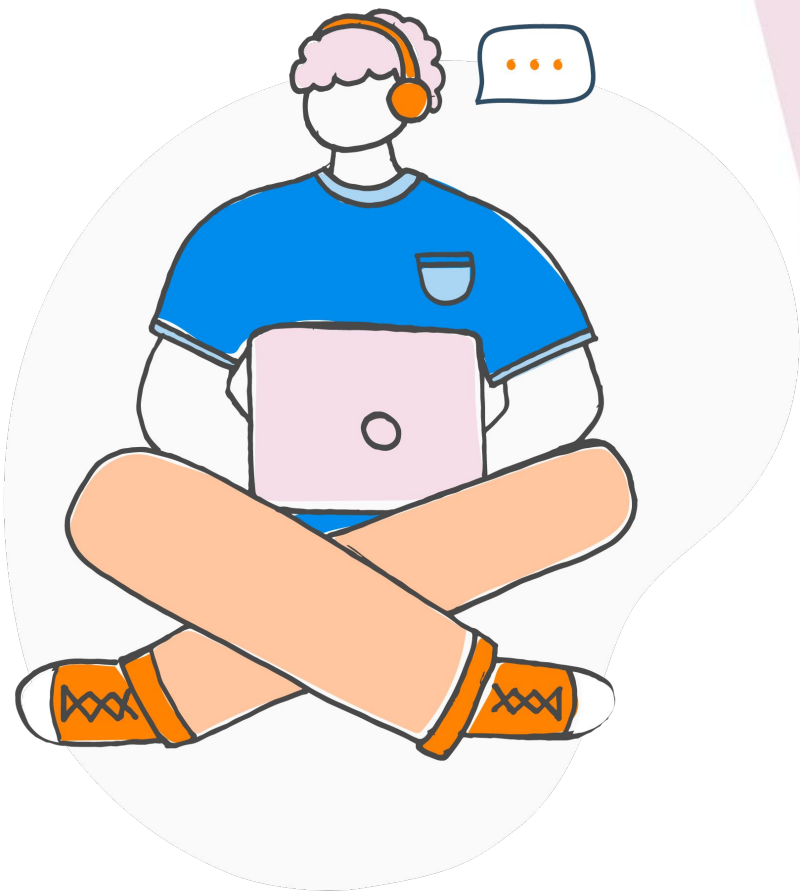
View Your Match

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Creative Challenges

Dollar vs Donor vs Gift 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
- Gift (or Donation) based Challenges unlock funds once a donations received 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!

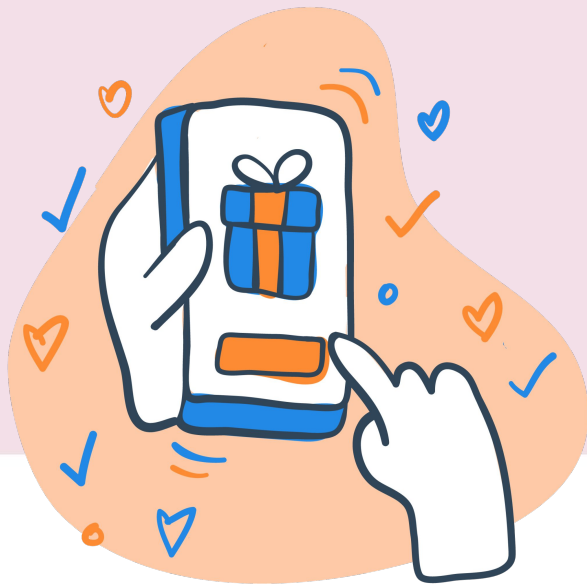


Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart'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: PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made their gift



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



Adding a Challenge to Your Giving Day

Your Giving Day Dashboard

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Donation Tools

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- 📄 Manage Donations
- 🖨️ Embed a Donate Button

Other Actions

- 📌 Engagement Opportunities
- 🔗 Add External Fund
- 📄 View Registration Info



Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Challenge

Enter Challenge Information

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

Challenge Details

Challenge Name

Giving Tuesday Challenge!

Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

Challenge Unlock Amount ?

\$ 50

Image



Select Image

Remove

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

Enter Sponsor Information

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)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Challenge

Set Challenge Details

- Start Time
- End Time
- Challenge Type
 - Dollar
 - Donor
 - Donation
- Challenge Goal

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

Donor Challenge

Challenge Goal

10

How many donors are needed to complete this challenge?

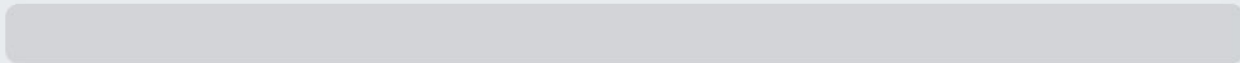
Archive ⓘ

Save **Cancel**

View Your Challenge

Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



10 more donors unlocks **\$50**

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”
- If you no longer wish to display your match or challenge, select “Archive”

Giving Tuesday Match! Sponsored by **Debbie's Pet Supply**

Total Amount **Amount Remaining**  Auto-Matching Enabled
\$50.00 **\$50.00**

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive



Remove



Deplete Match

Giving Day Support & Resources

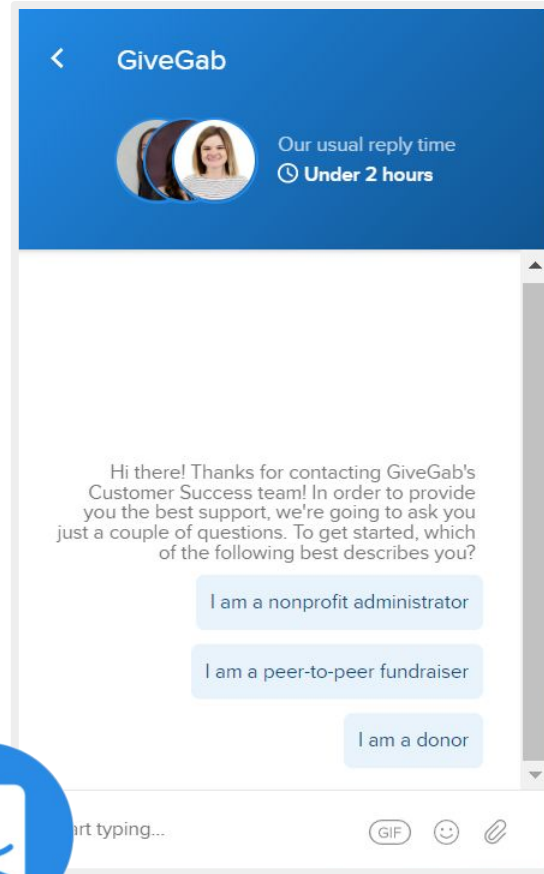
Visit our [Help Center](#)

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Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble

GiveGab is becoming  Bonterra.



Questions?



June 4, 2024