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# #GREATCOMMUNITYGIVE

An initiative of The Community Foundation



# MATCHES & CHALLENGES





# #GREATCOMMUNITYGIVE

## HELLO AND WELCOME

Let's Get Started



Amanda Bomfim

An initiative of

# AGENDA

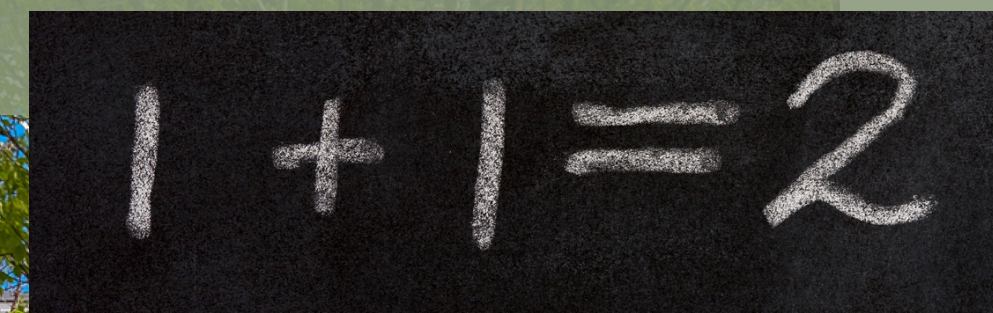
- What is a match? What is a challenge?
- Last Year's Numbers
- Discussion
- Benefits
- Other Giving Days
- Prizes
- Matches and Challenges Toolkit
- Nonprofit Responsibilities
- Q&A





# WHAT IS A MATCH?

A 'match', is a pool of funds that was donated from a person or company that is intended to be used to double the amount raised by your organization.





# WHAT IS A CHALLENGE?

A "Challenge" is a gift that can be unlocked by meeting a goal. This goal can be measured by total dollars given or total donors engaged.

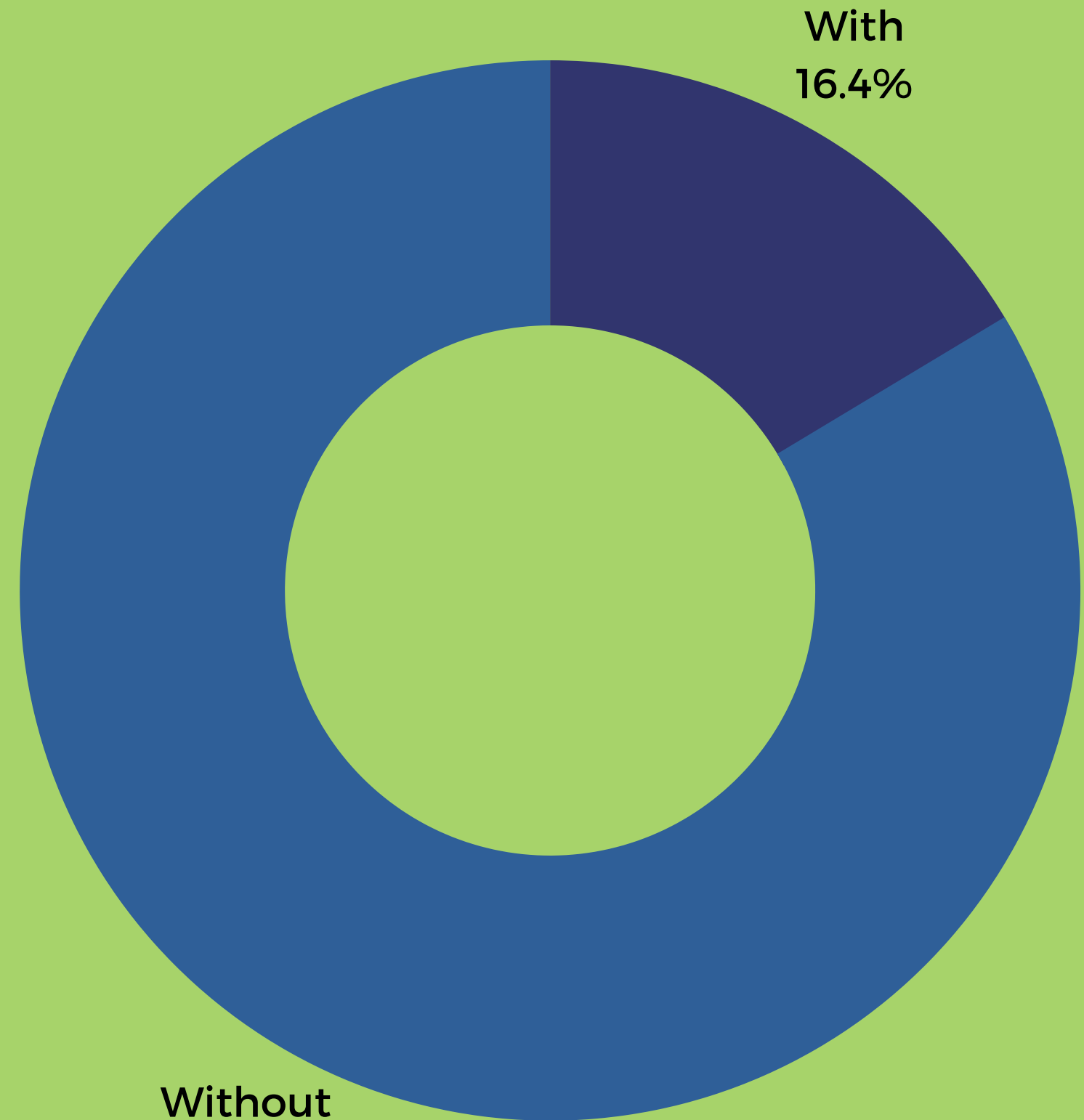






# LAST YEAR'S NUMBERS

## NONPROFITS



Without  
83.6%

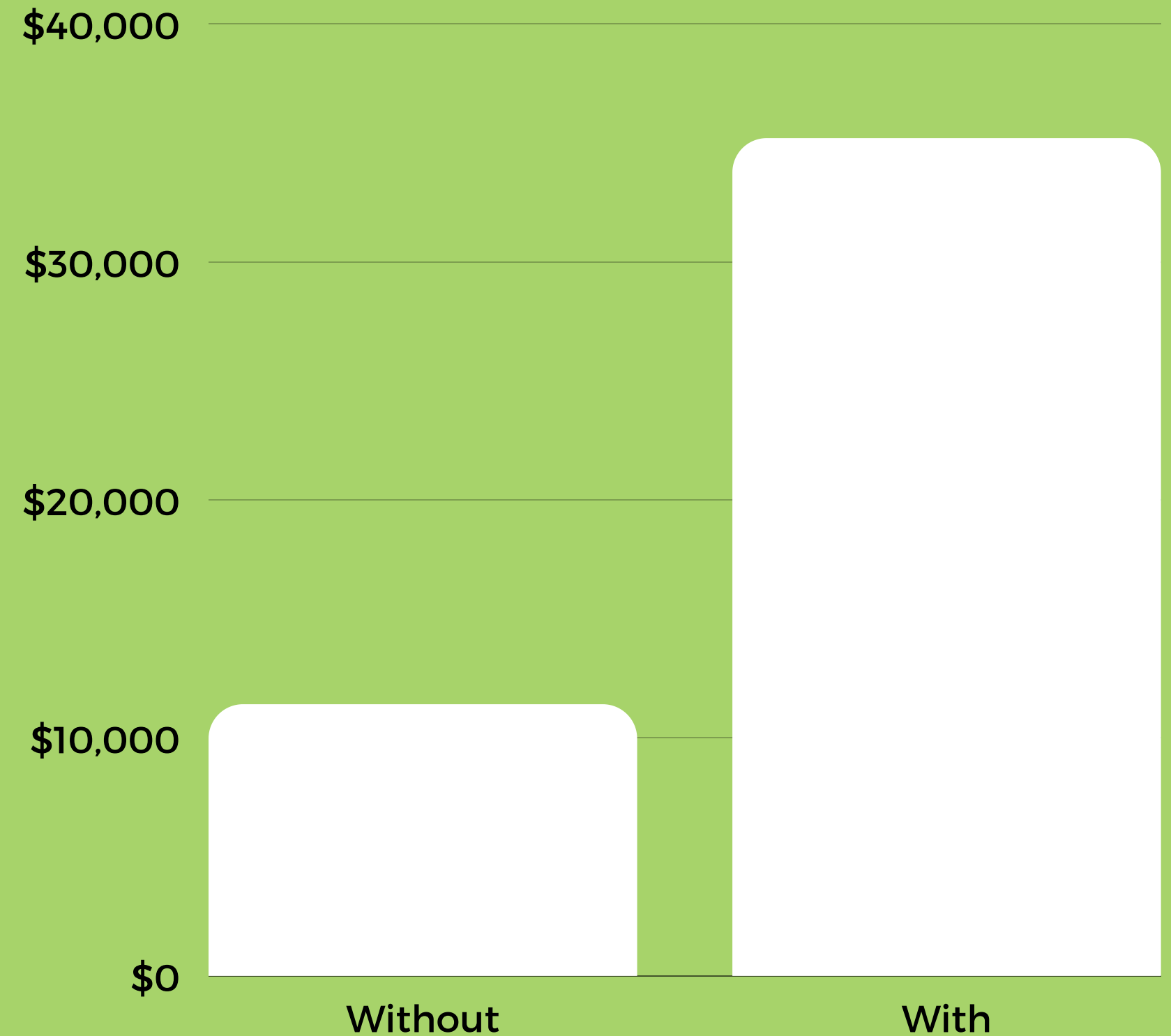
With  
16.4%





# LAST YEAR'S NUMBERS

## AVERAGE AMOUNT RAISED



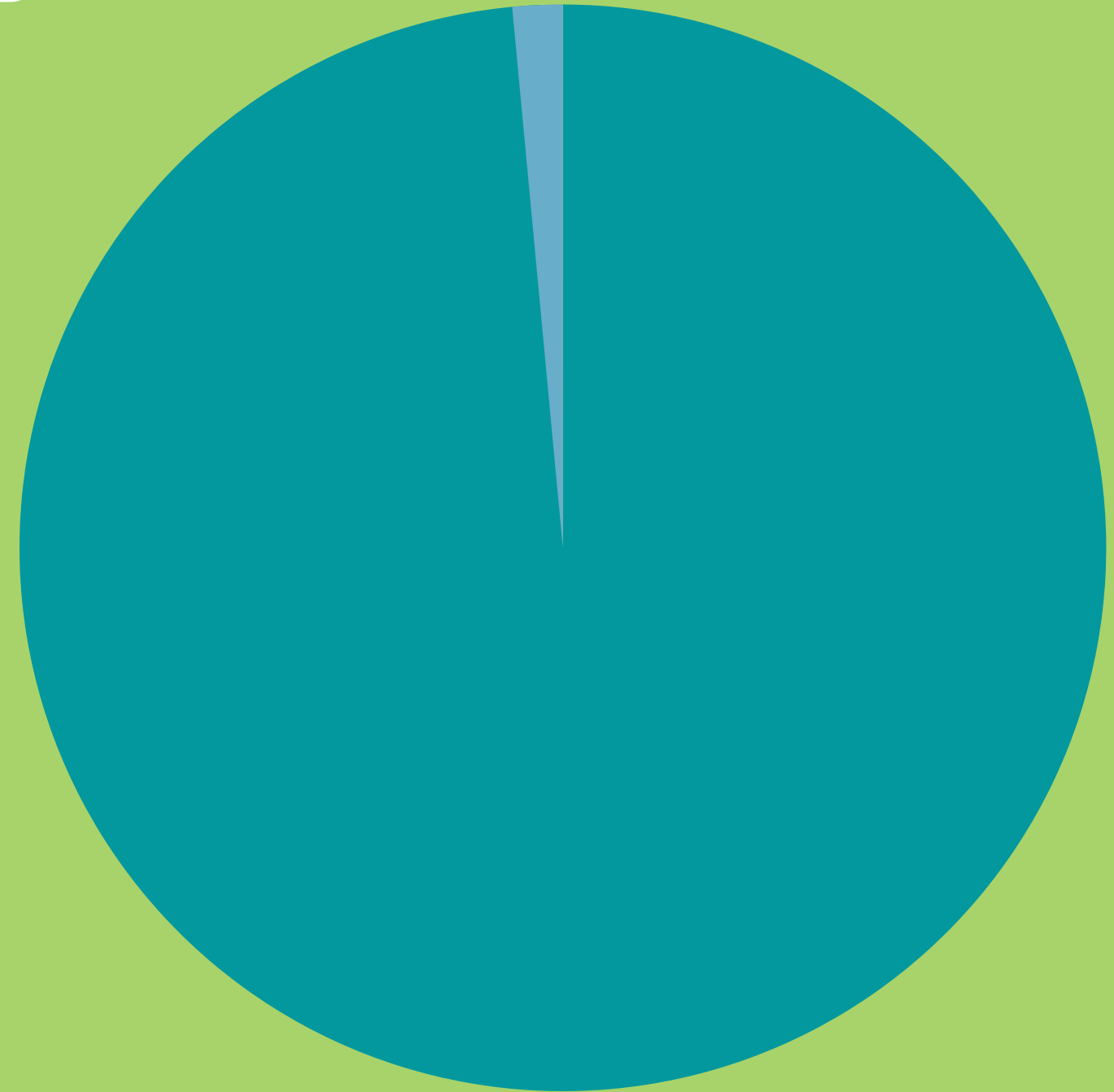




# LAST YEAR'S NUMBERS

TOTAL DOLLARS  
MATCHED

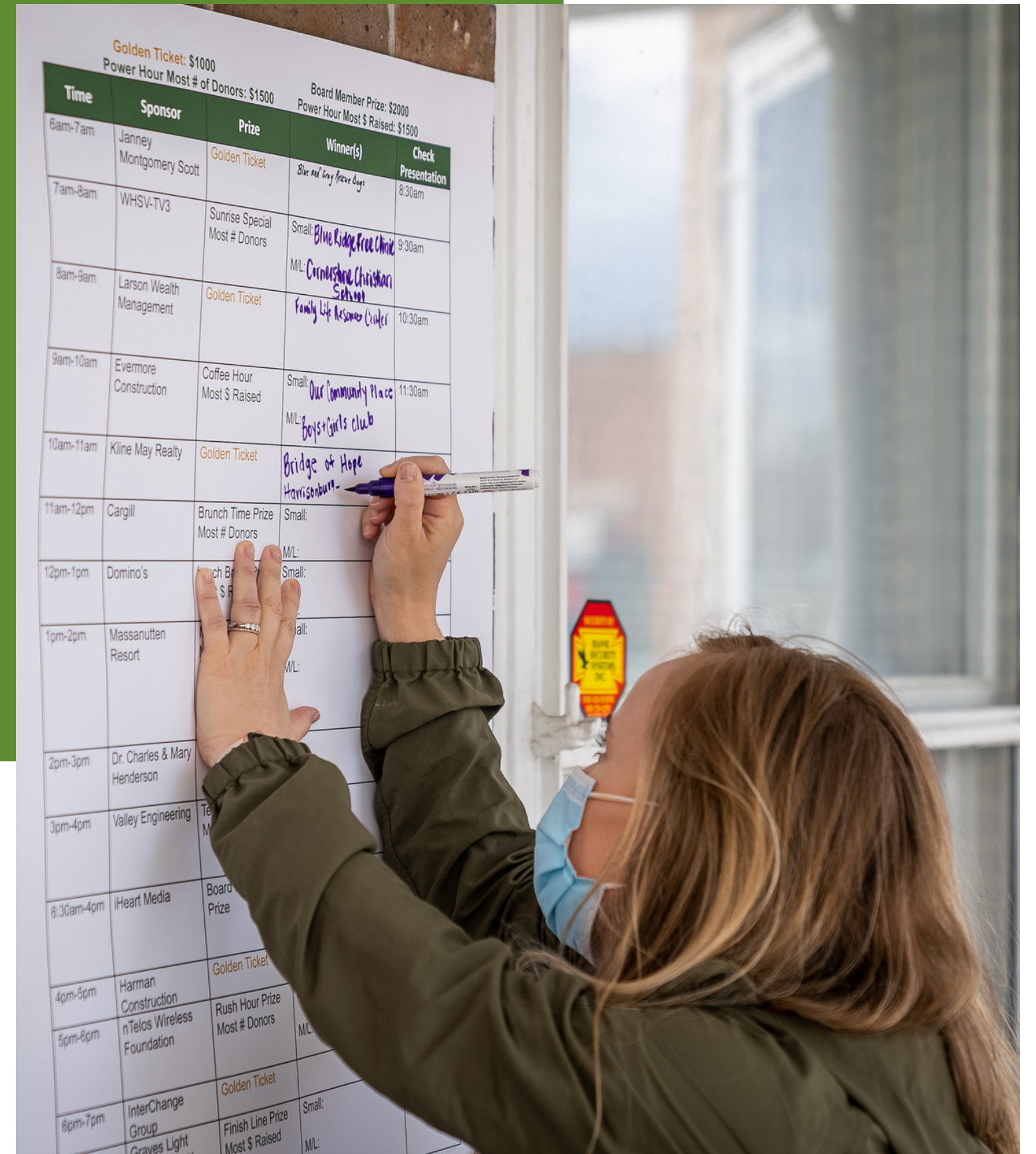
Unmatched  
1.5%



Matched  
98.5%



DOES ANYONE HAVE EXPERIENCE WITH MATCHES/ CHALLENGES?







# BENEFITS



## RAISING FUNDS

Organizations with matching funds raise an average 4.5x more than organizations without a match



## THANKING DONORS

Opportunity to highlight existing donors and sponsors



## MOTIVATES DONORS

Donors will be motivated to make a bigger impact when their donation is matched

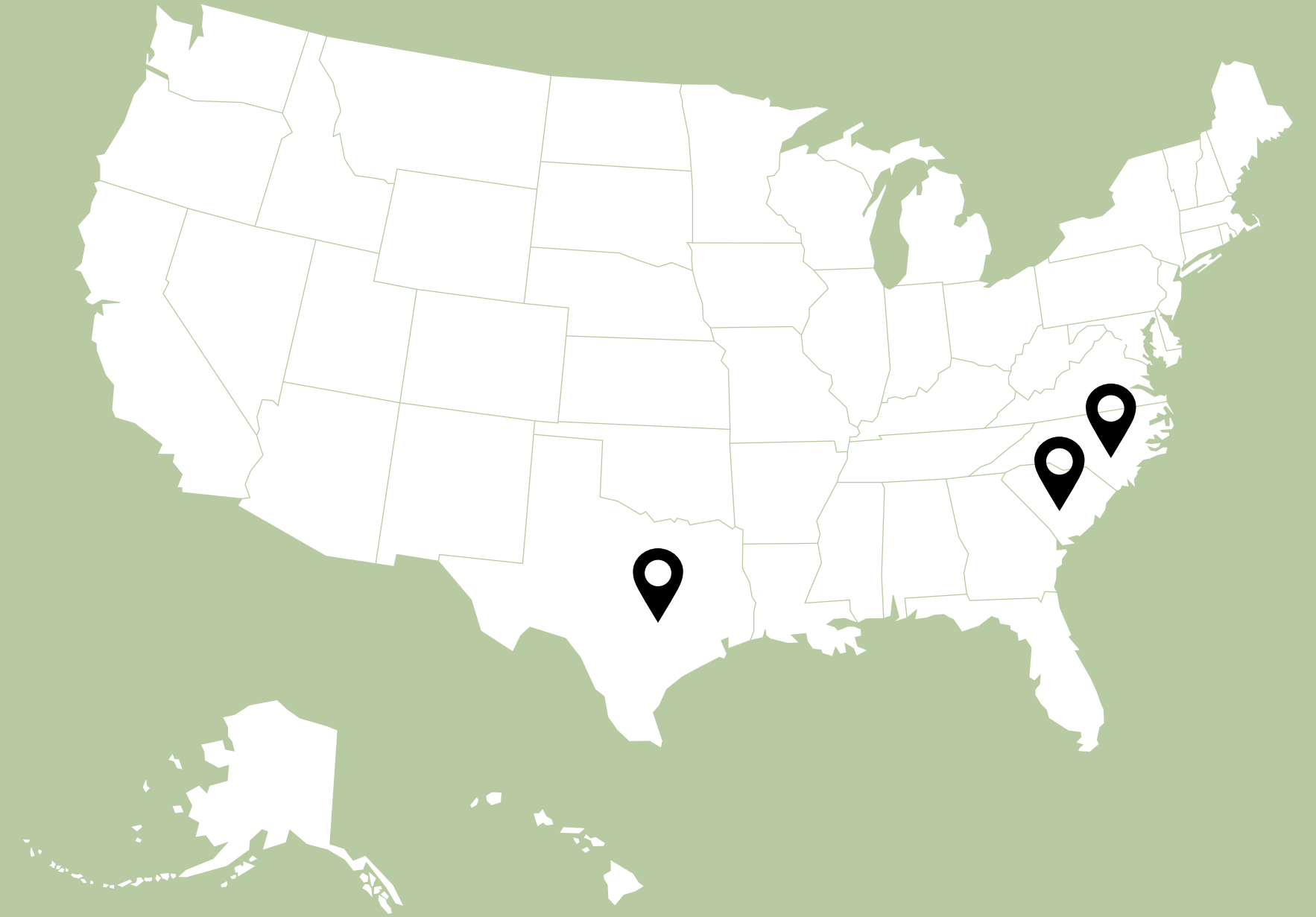


# OTHER GIVING DAYS

1 BURKE GIVES

COFC DAY

AMPLIFY AUSTIN







# PRIZES

Leaderboard prizes and  
Board Member prize





# MATCHES AND CHALLENGES TOOLKIT





# NONPROFIT RESPONSIBILITIES



Learn More



Make your Asks



Communication



Add your Match  
or Challenge



Receipts



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**THANK YOU!**

**Q&A**



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