

Matches, Challenges, & Peer-to-Peer Fundraising for Family Promise Giving Day

April 20, 2023



Meet the GiveGab Team



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Zoom Etiquette

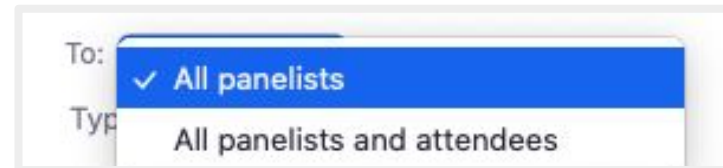
This is being recorded. The recording will be available on the /trainings page by **March 16.**

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

Introduce yourself! Name & Affiliate location.



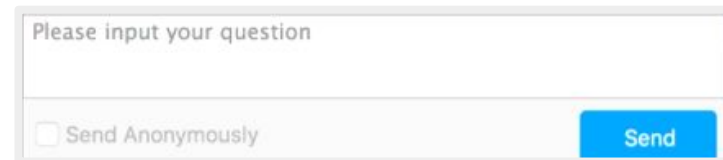
Chat Box



The screenshot shows the 'To:' dropdown menu in the Zoom chat box. The dropdown is open, showing two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees' (which is in a light gray box below it). The text 'Typ' is partially visible on the left side of the dropdown menu.



Q&A



The screenshot shows the Zoom Q&A form. It has a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Agenda



- **The Basics**
 - **Matches vs. Challenges**
 - **Benefits to using Matches & Challenges**
- **Potential Sponsors**
- **How to feature creative Matches & Challenges**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **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

- Matching gifts allow donations to be stretched further
- 1:1, 2:1, and 3:1 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

Match Details

Match Name

Image

Select Image

Remove

Description

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

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

Challenges

- Challenges allow funds to be added to your Affiliate total once a goal is reached
 - Goals can be a **Donor Count, Dollar Amount, or Donation Count**

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!

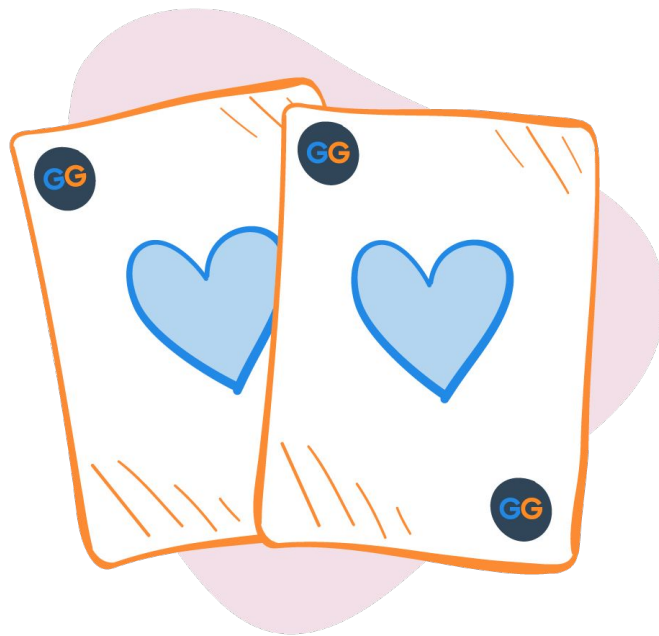
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



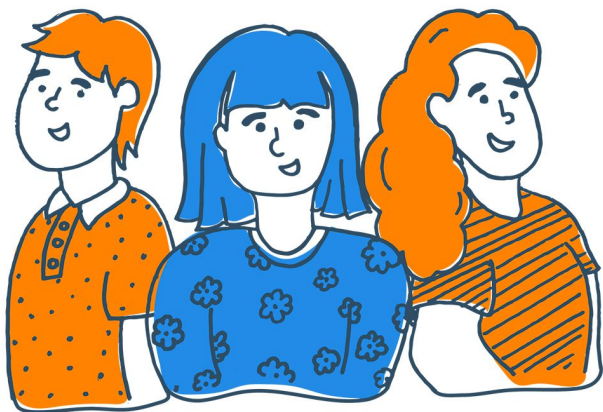
\$21,298.13 more unlocks **\$10,000!**

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

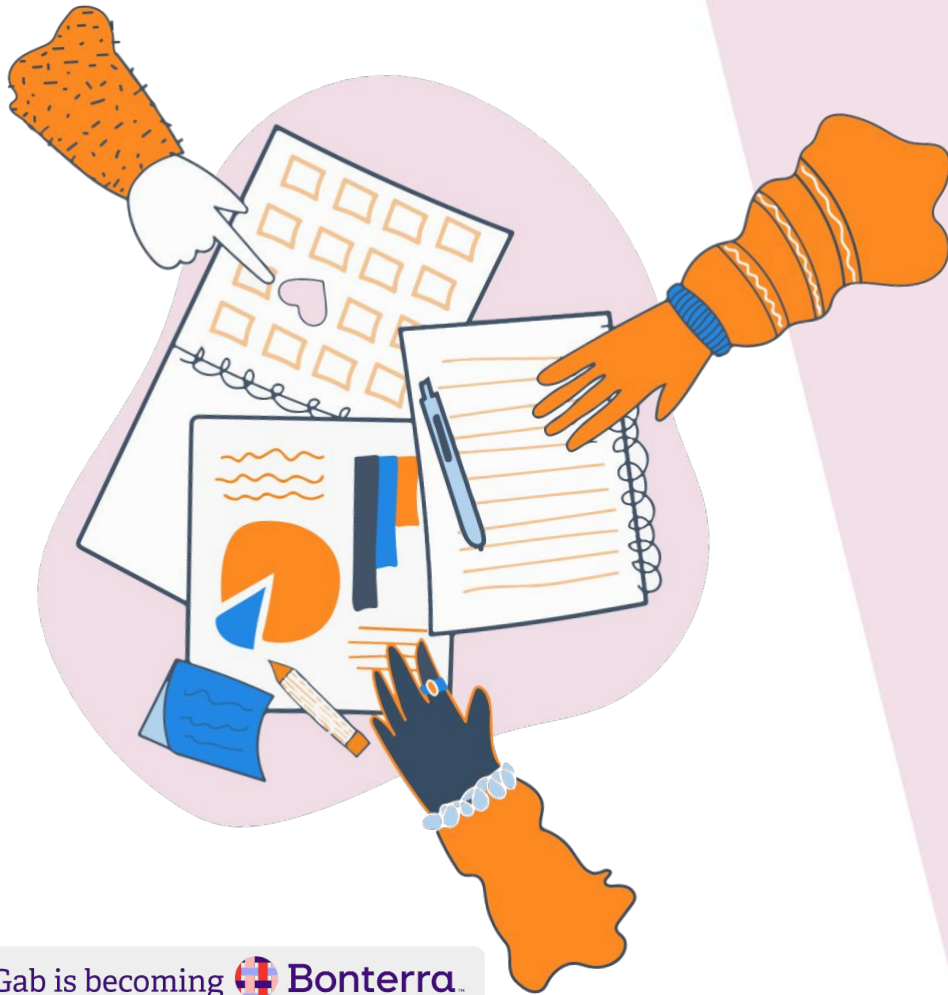


Potential Sponsors



- 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

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!



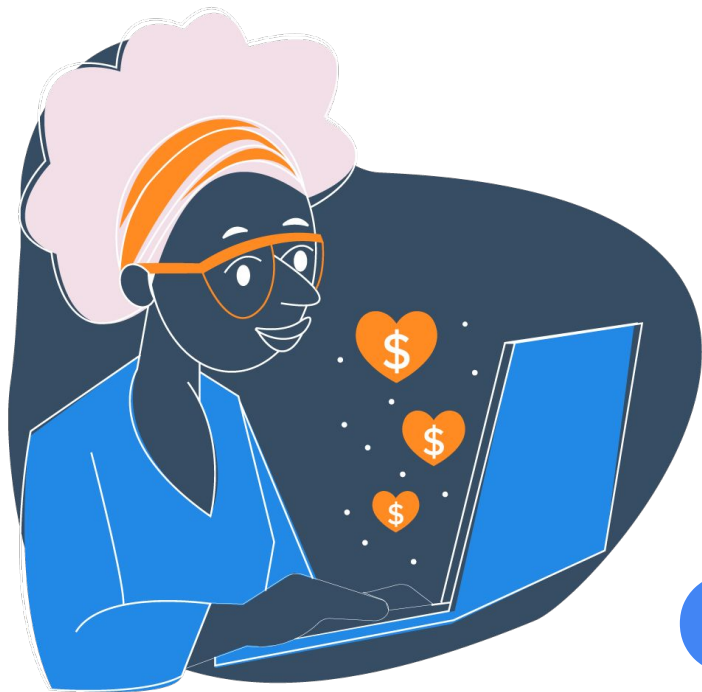
New Donor Match



- 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 on GiveGab, click “**Manage Matches and Challenges**”

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button



Organization Sponsor Matching

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

Matches and Challenges

Family Promise Giving Day

Matches

Challenges

+ Add Match

Enter Match Details

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

Image



Select Image

Remove

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

Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio

Highlight Your Match Sponsor

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)

Highlight Matching Sponsor

- Sponsor Name
- Sponsor's Website
- Or keep your sponsor anonymous

Customize Your Match Criteria

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**

Update Match Parameters

- Time Zone
- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Individual Donation
- Enable Auto Matching
 - Enables donation matching to eligible online gifts in real time

View Your Match

Matches

Wegner CPAs: \$250 MATCH

Wegner CPAs has agreed to MATCH up to \$250 between 10-11am.



\$250 MATCH

COMPLETED

Gail Marker: \$1000 MATCH

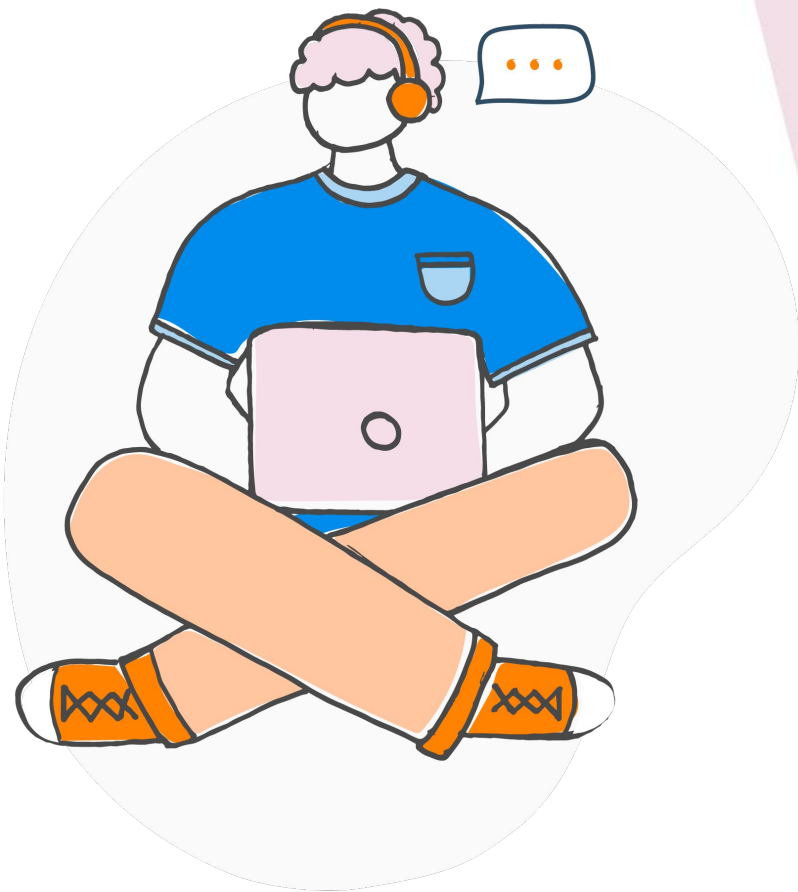
Our fabulous Community Partner, Gail Marker has agreed to MATCH up to \$1,000 between 2-3pm.



\$1,000 MATCH

COMPLETED

[SEE MORE MATCHES](#)



Creative Challenges

Dollar vs Donor vs Donation 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
- Donation based Challenges unlock funds once a donation 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!

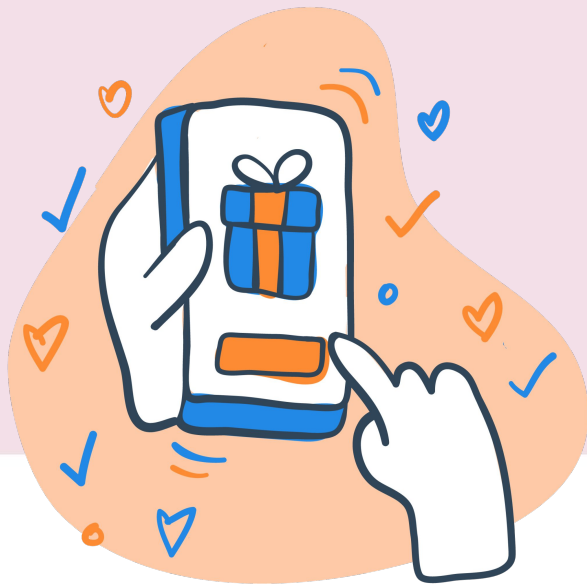


Example:

- 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. 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 Profile

Your Giving Day Dashboard

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

From your Giving Day Dashboard on GiveGab, click “**Manage Matches and Challenges**”

Enter Challenge Details

- Challenge Name
- Description
- Challenge Amount
- **Optional:** Sponsor Image

Challenge Details

Challenge Name

Description

Challenge Unlock Amount ⓘ

\$

Image

 match_commitment_image_7848841068_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 URL
- **Note:** Anonymous by default

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)

Enter Challenge Criteria

- Time Zone
- Start and 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

Dollar Challenge

Donor Challenge

Donation Challenge

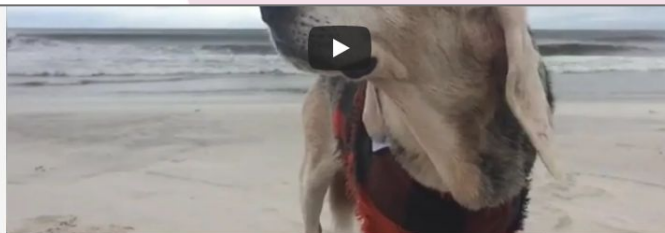
Challenge Goal

How many dollars are needed to complete this challenge?

☐ Archive

Save Cancel

View Your Challenge



Meet Buster



sanctuary.

In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups

Meet Emily



Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.

received between February 19th and February 25th up to \$1,000!

\$1,000 MATCH

\$125 REMAINING

[Katrina's Pet Supply Store: \\$5,000 for Logan's Pups!](#)

For every donation that comes in, Katrina's Pet Supply will match up to 100!

\$5,000 MATCH

\$4,651 REMAINING

Happy Pups: Happy Pups Challenge

\$5,000 unlocked!

Anonymous: Board Member Match

The members of the board are going to match each gift up to \$10,000!

\$10,000 MATCH

\$9,477 REMAINING



[The American Fundraisers: Double Your Dollar Day!](#)

Every dollar you donate will be DOUBLED by The American Foundation! Double your gift when you give today!

\$5,000 MATCH

\$5,000 REMAINING

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 a match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge, select “Archive”


Match Name Sponsored by **Jane & John Doe** Displayed **Anonymously**


Total Amount
\$500.00


Amount Remaining
\$500.00


✓ Auto-Matching Enabled

Description Text

 Edit

 Archive

 Remove

 Deplete Match





Have You Used P2P Fundraising Before?

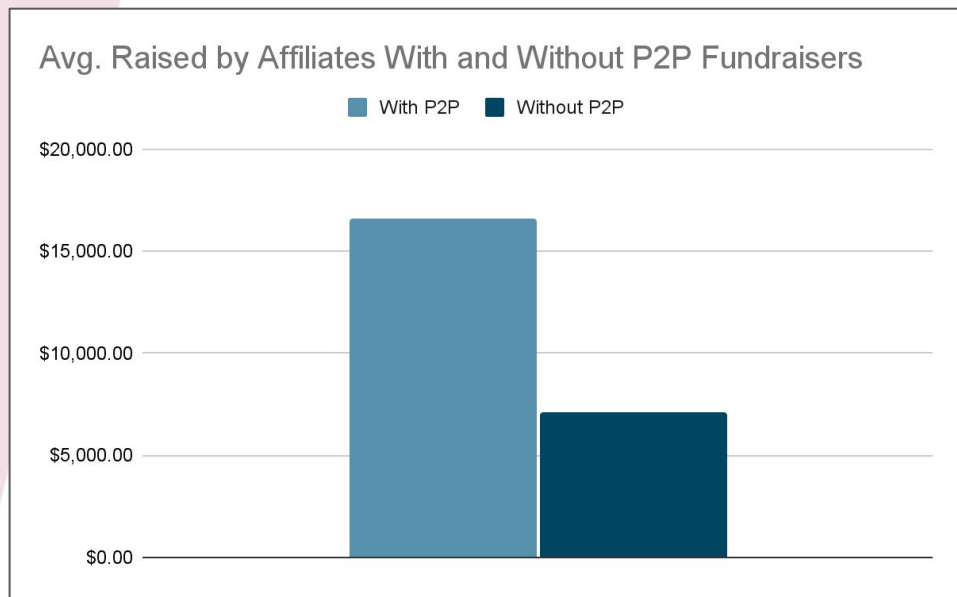
If so, what's been your biggest challenge?

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Family Promise Giving Day profile. Their totals roll up into your totals!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



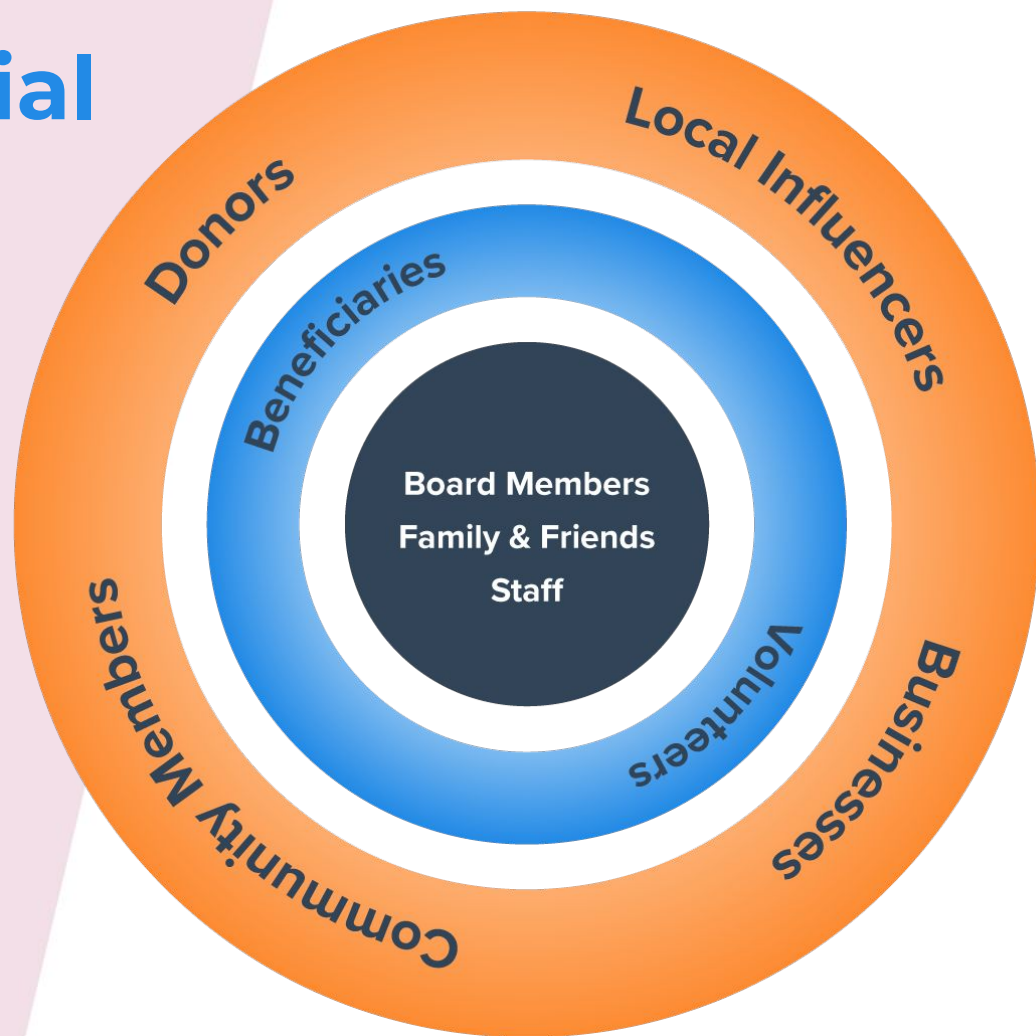
*Family Promise Giving Day 2022:
P2P Fundraising*

4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

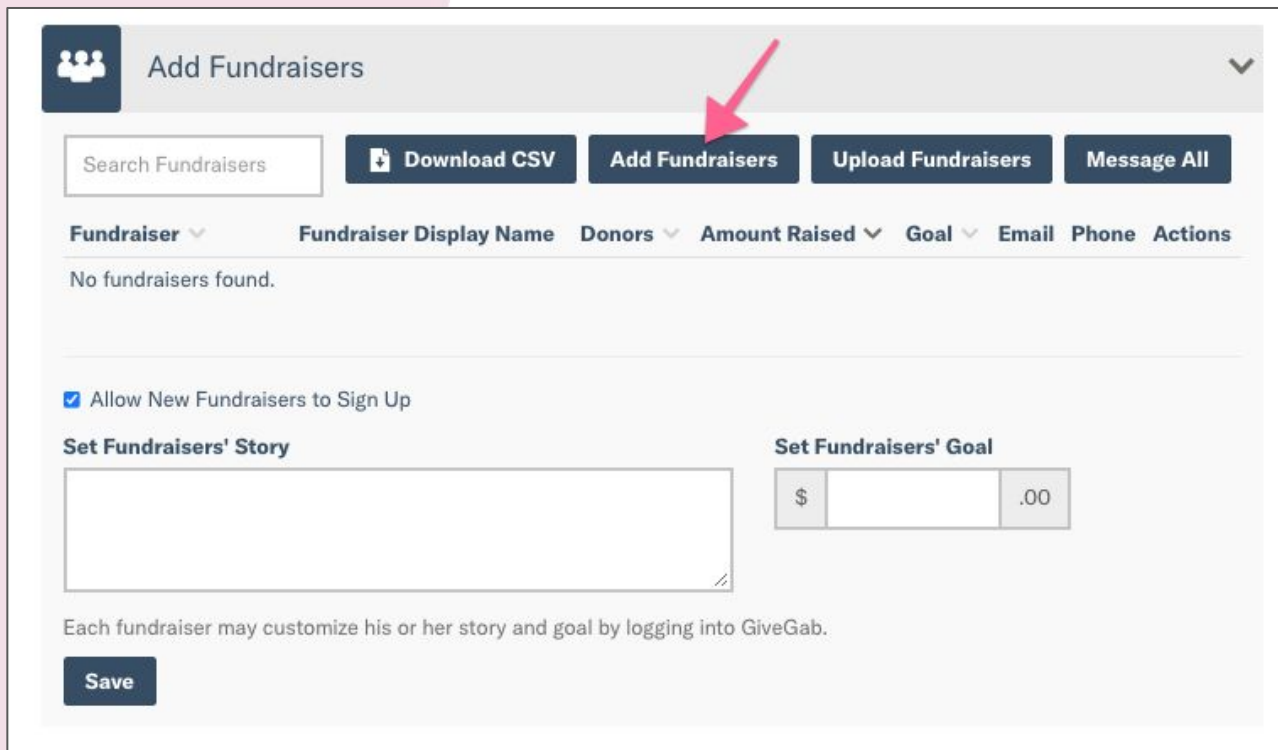
- Provide the content they need
- Take time to check-in



Inviting Your Fundraisers

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' section of a dashboard. At the top, there is a header bar with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Below the buttons is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath, there are two sections: 'Set Fundraisers' Story' with a large text area, and 'Set Fundraisers' Goal' with a currency selector '\$', a text input field, and a decimal input field with '.00'. At the bottom, there is a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

Demo

Invite one or multiple fundraisers at once. You will need their first name, last name, and email address.

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email
 ✕

Fundraiser Display Name (optional)

First Name

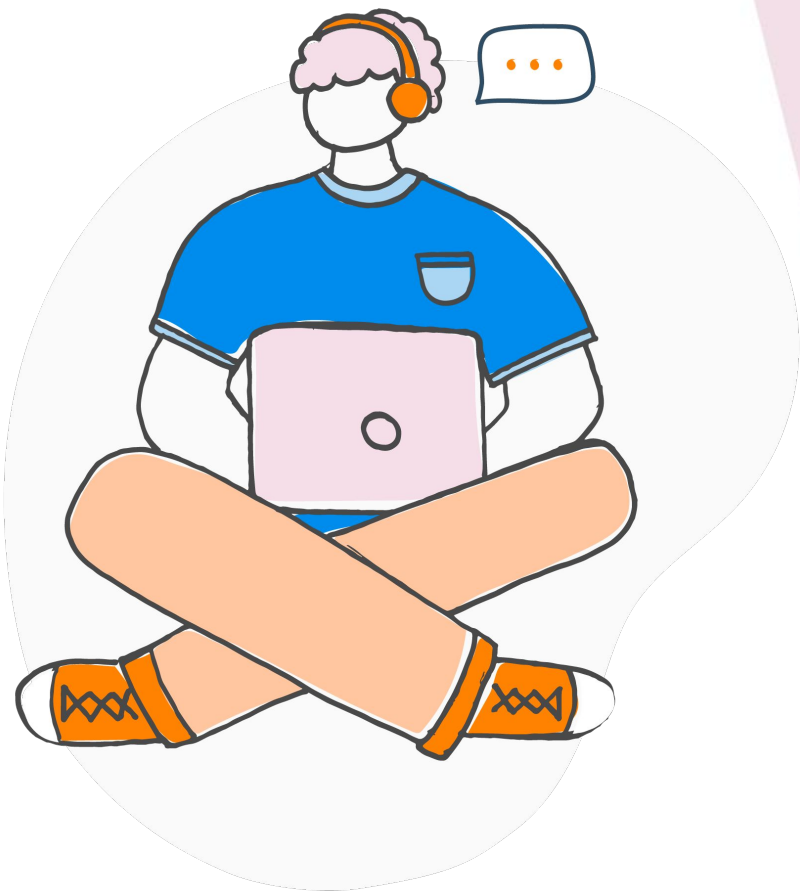
Last Name

Email
 ✕

+ New Fundraiser

Cancel

Next: Compose Your Message



Takeaways & Resources

Key Takeaways



- P2P Fundraising can help you raise more!
- Fundraisers increase your Affiliation's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before Giving Day. Start small this year and grow it in the future
- Our Blue Chat Bubble is here to help!

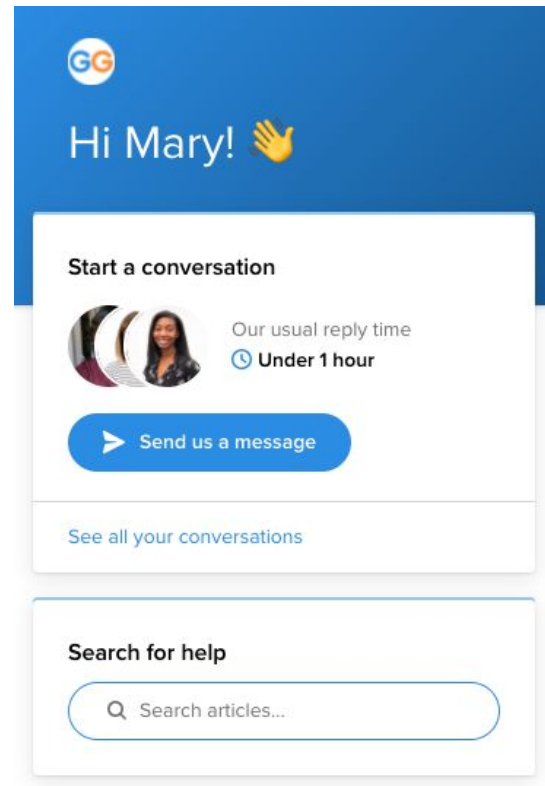
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  **Bonterra.**



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?



April 20, 2023