

# Matches & Challenges for Great Community Give

April 17, 2024  
**6AM - 8PM**

#GREATCOMMUNITYGIVE



# Zoom Etiquette

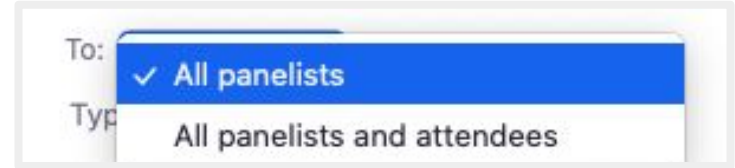
This is being recorded. The recording will be available on the /trainings page by **end of day tomorrow.**

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

Introduce yourself! Name, location, organization.



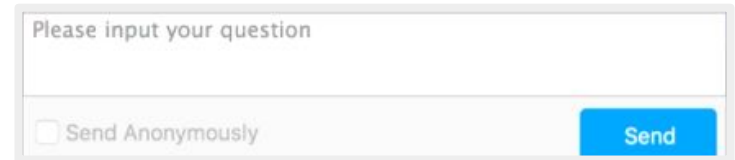
## Chat Box



To:  All panelists  
Type: All panelists and attendees



## Q&A



Please input your question

Send Anonymously

# Meet the Team



**Danielle**

Project Manager



**Ashley**

Associate  
Project Manager

# Agenda



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

# Welcome to the 7th annual Great Community Give!

- [Greatcommunitygive.org](https://Greatcommunitygive.org)
- Great Community Give is **April 17, 2024 6AM - 8PM**
- Early Giving begins April 3, 2024 at 12AM ET
- Set up your profile by March 15th
  - Profile training is February 27th at 11AM!
    - Register on the Trainings page

# Payment Processor Updates

**For organizations that have participated in the past, please keep an eye out for a communication from our Process Manager with instructions on how to provide this additional information.**

**When providing this information, you will be doing so directly through the secure Stripe portal.**

# 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!

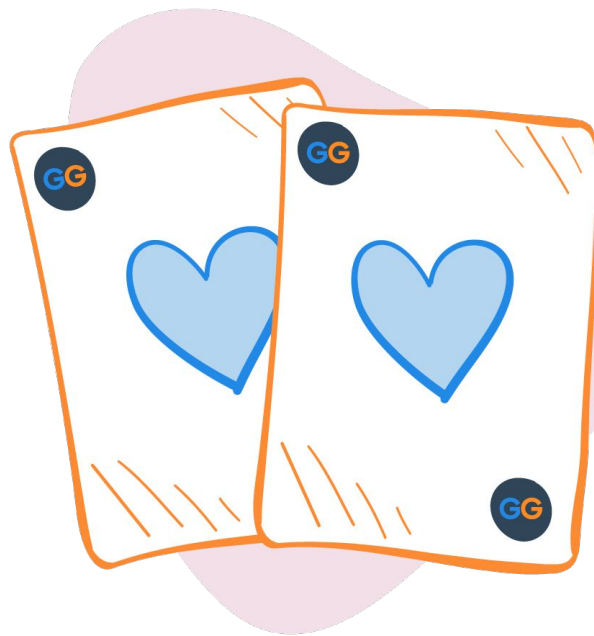
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



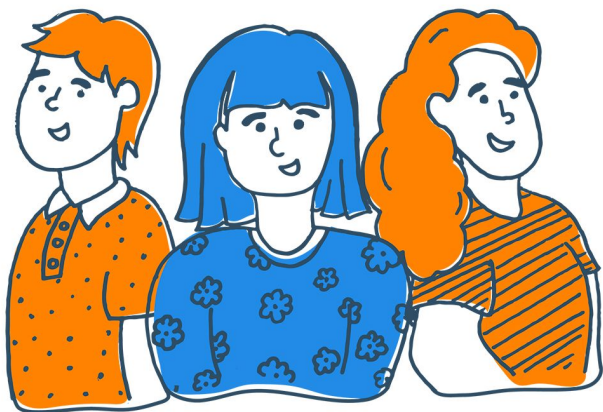
**\$21,298.13** more unlocks **\$10,000!**

# 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

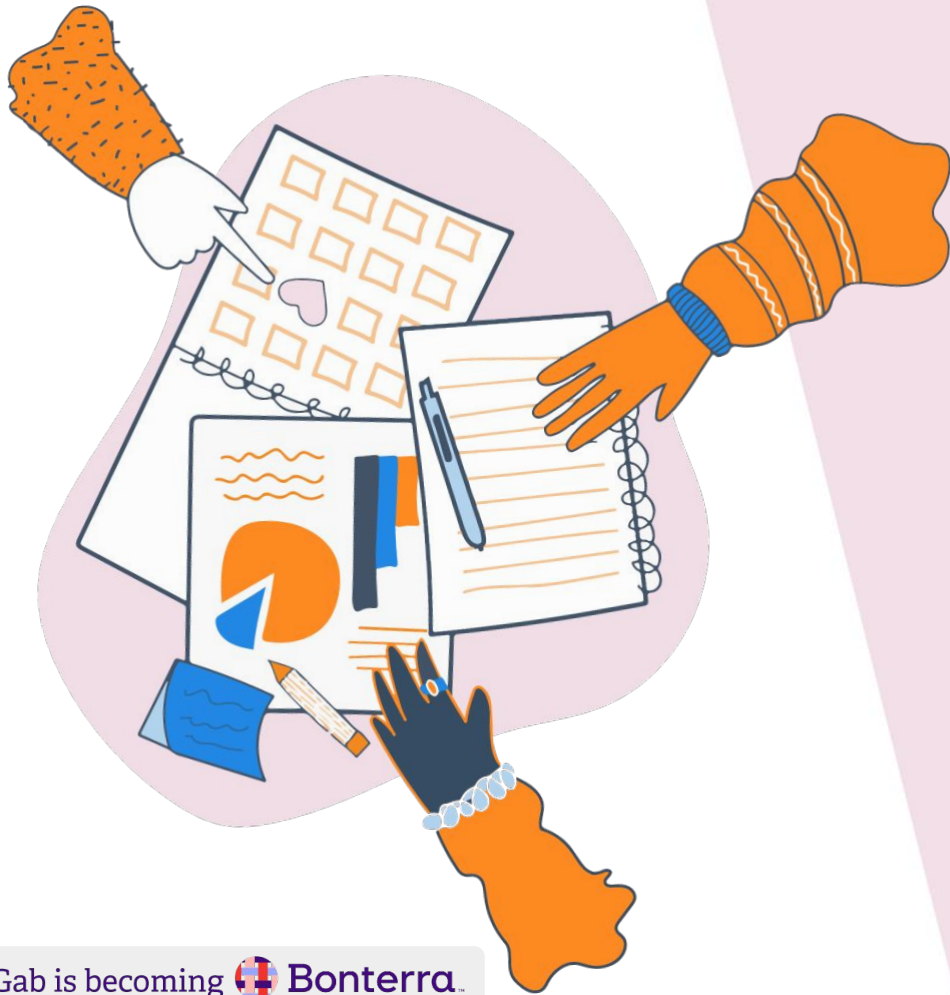


# Potential Sponsors



- 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!



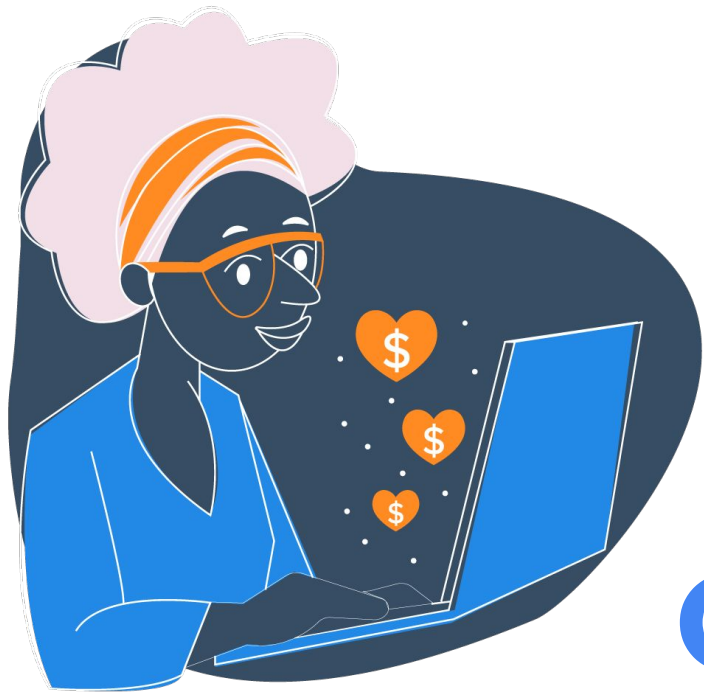
# New Donor Match



- 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)

Maximum Match per Individual Donation

\$

Enable Auto Matching ⓘ

## Update Match Parameters

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

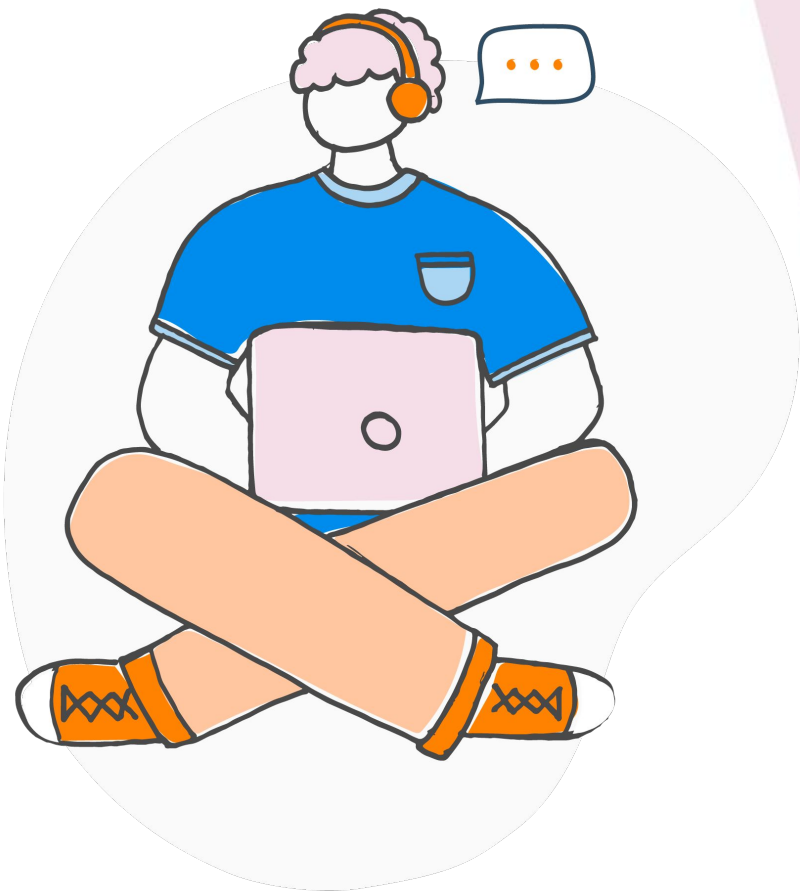
# View Your Match

## Debbie's Pet Supply: Giving Tuesday Match!

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**\$50** MATCH

**\$50** REMAINING



# 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!

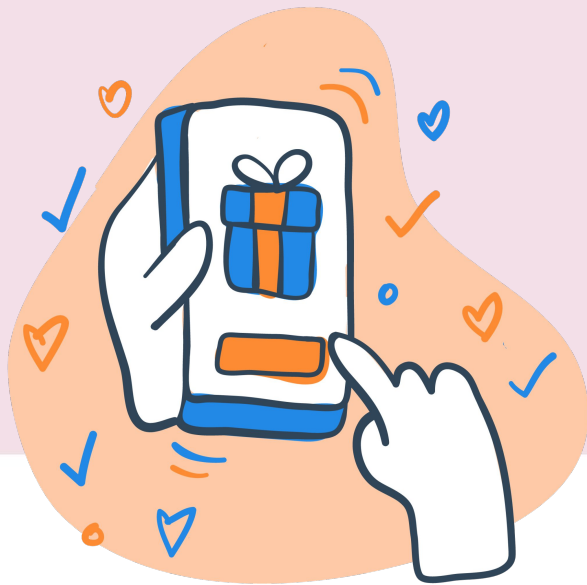


## Example:

- 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

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

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📄 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

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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 **i**

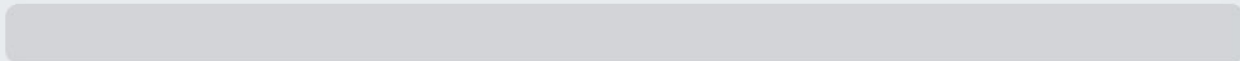
**Save** **Cancel**



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

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



Edit



Archive



Remove



Deplete Match

# Giving Day Support & Resources

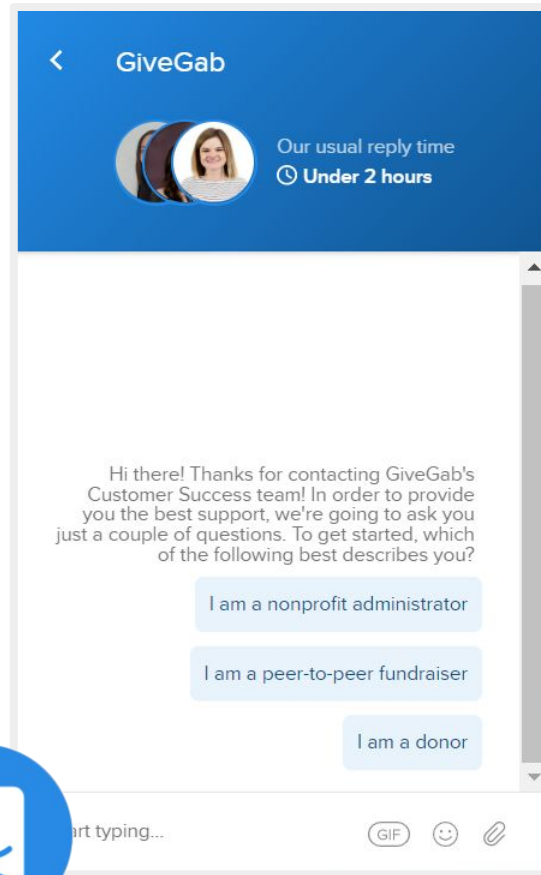
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[CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

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

GiveGab is becoming  **Bonterra.**



# Questions?

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*April 17, 2024*