Matches, Challenges & Peer-to-Peer Fundraising

May 17, 2023

HUDSON VALLEY GIVES

Meet the Team

Amanda

Associate Project
Manager

Agenda

- What is a matching or challenge gift and why are they so impactful?

- Planning and asking for a matching gift

- How to use GiveGab's matching tools

- Creative Ideas & Best Practices

- Fundraisers

- Next Steps

GiveGab is becoming Bonterra™

What is a Matching Gift?

A pledged donation that is used to incentivize giving by multiplying the impact of the donor's gift.

"[X] sponsor will match every donation made to our organization dollar for dollar on May 17th!"

Matching gifts are usually secured in advance, and marketed alongside your Giving Day efforts

What is a Challenge?

Challenges allow funds to be added to your organization total once a goal is reached

"If our organization receives 300 donors on May 17th, [X] sponsor will contribute $2,000!"

Goals can be based on Donor Count, Dollar Amount, or Donation Count

More About Matches & Challenges

- These gifts come in all sizes, but are usually larger than your average online donation

- Matches can come from anyone! Look at your existing constituents and connections.

- Matching donors and sponsors should be stewarded and cultivated uniquely from your general supporters

- *You won't know if you don't ask!*
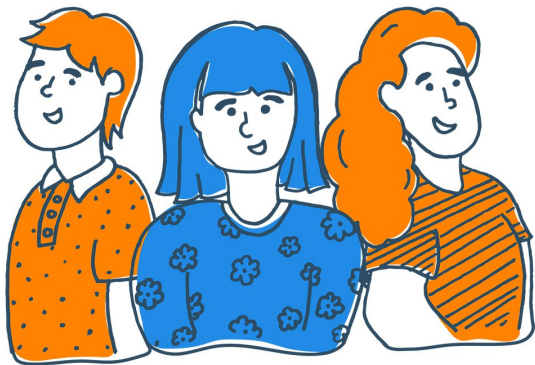
Benefits of Matches & Challenges

- 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
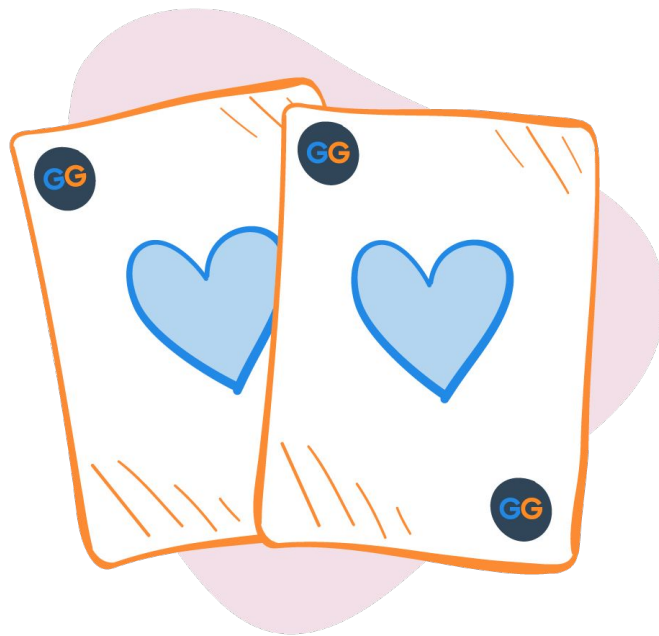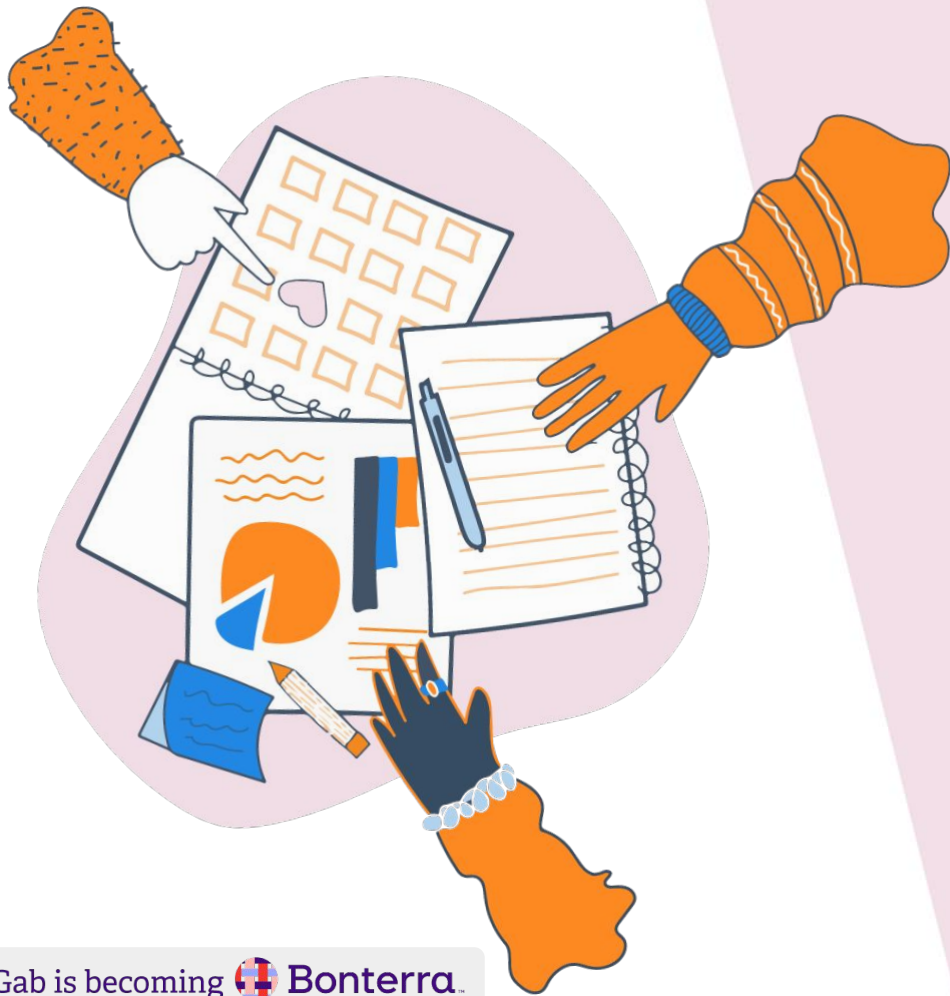
Strategize and Plan
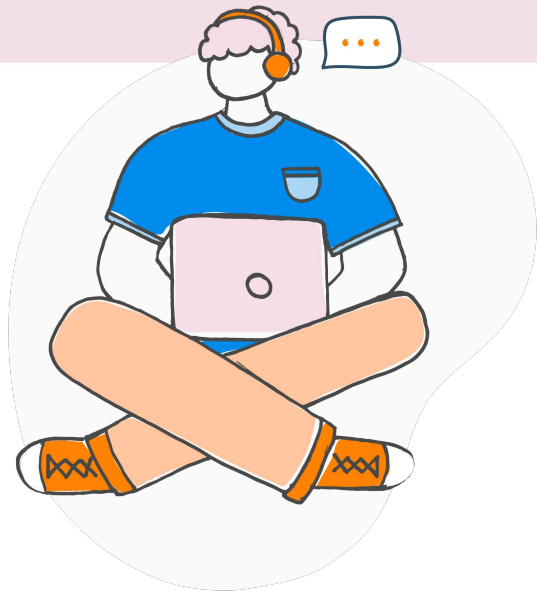
Identify Potential Sponsors

- Tap into existing donors and constituents
  - Board Members, Staff, Fundraisers, Major Donors, Other Donor Segments

- Find sponsors or businesses in the community whose values align with your mission
  - Corporations, Local Businesses, Community Members

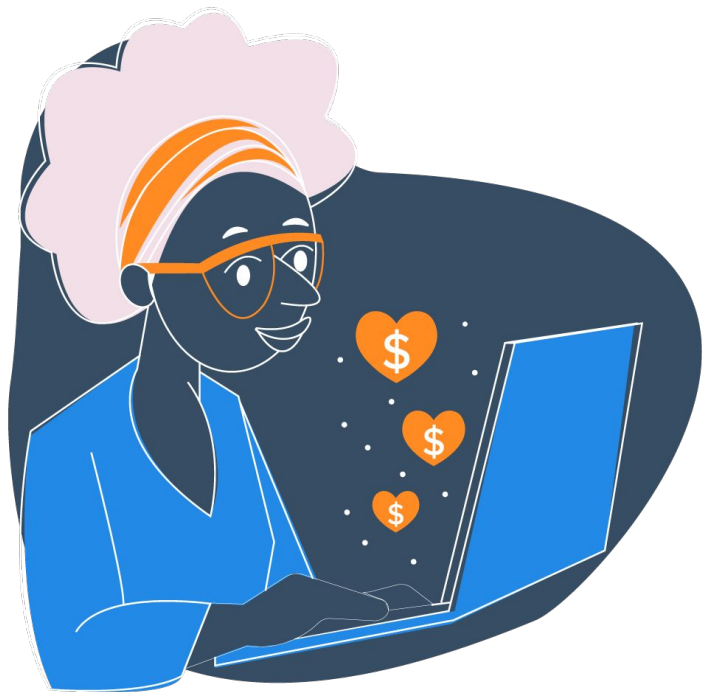- Pool together contributions to make a larger donation!

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.

Making the "Ask"

- Donors don't just give to causes. They give to people that are passionate about a cause.

- Unsure how much to request? Any amount is great!
  - Look at how much you raised last year (or plan to in 2023) - set that as benchmark.

- Be sensitive, but not timid!
  - Check in with your potential sponsors, engage before the ask

- Did you get a no? That's ok!
  - Give them another way to engage with your organization that isn't monetary and try again next year.

Timeline for Match Planning

Now — **Plan**
- Identify possible sponsors
- Plan touch points, decide on a goal amount from each
- Develop list of benefits to communicate

Late April — **Ask**
- Begin communications with potential sponsors and donors
- Keep a list with dates of touch points with each

Early May — **Ask Again**
- Didn't hear back? Follow up.
- Come up with a plan for stewarding and involving these donors year-round

Day Of — **Touch Base**
- Share progress and donor comments so they can be a part of the joy!
- Use progress as a content tool for social media posts

After the Day — **Follow Up**
- Thank personally
- Create a graphic to use
- Share progress update post-giving day on the impact of their funds

GiveGab's Matching and Challenge Tool

Matches

- Matching gifts allow donations to be doubled on a 1:1 ratio

- Great for larger gifts

- Can set a max "cap" so that one large donation doesn't run out your entire match

- This tool supports 1:1, **2:1* or 3:1*** *(New for 2023)* matches

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

Description

Select Image   **Remove**

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

- Funds are added to the organization's total after a goal is reached.

- Goals can be a Donor Count, Dollar Amount, or **Gift Amount** *(New for 2023)**!

- Rally your supporters toward a common goal

- Great for smaller gifts, or varying "ratios" that aren't 1:1, 2:1 or 3:1

- **Returning participant for #HVGives?** Use your stats from last year to define what challenge goal you will set.

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**!

Wag: Happy Pups Challenge

Help us unlock an extra $5,000 to Logan's Pups with your donation!

115 more donors unlocks **$5,000**!

Important Tips

1 If a donor committed to the full match amount, but you didn't reach it - "**deplete**" to release remaining funds!

2 When you no longer wish to display your match or challenge, select "Archive"

3 Be cognizant of the time frames you set for your matches/challenges as well as any time zone difference that may arise for your donor base

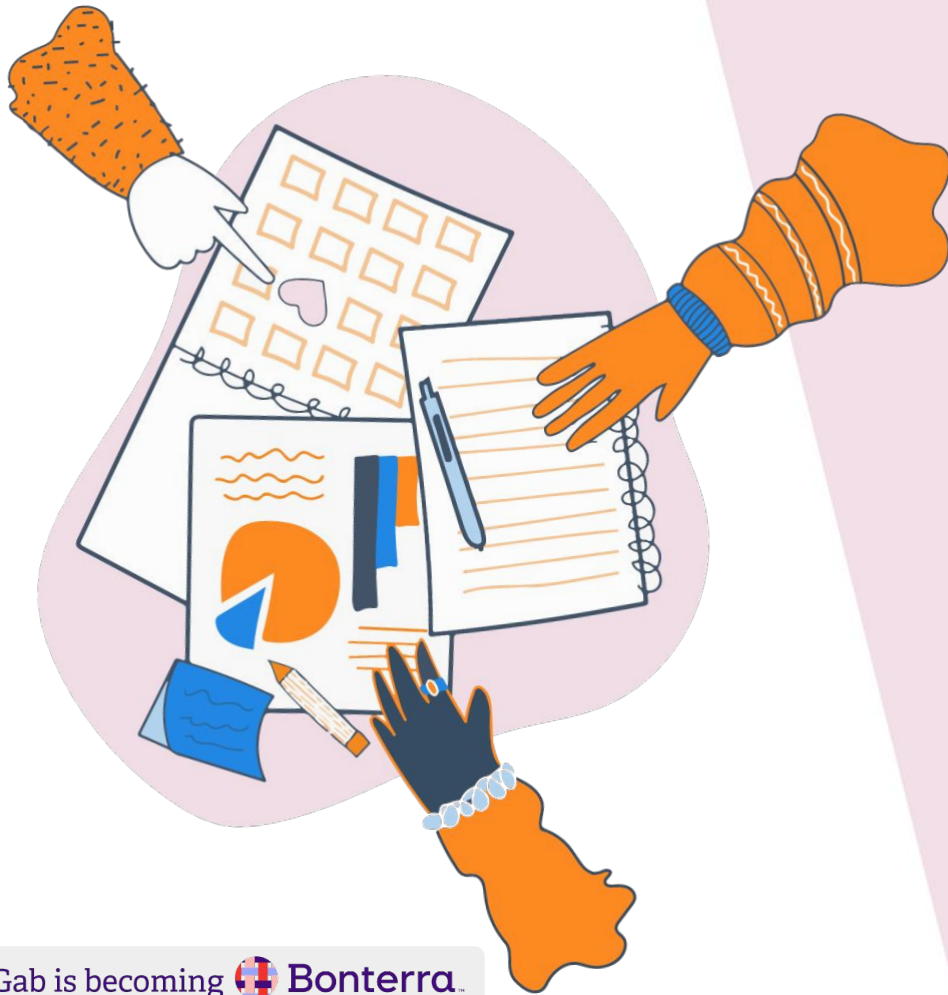*A Match or Challenge will remain active for the entire length of the set date and time parameters!*

4 Set up your matches & challenges ASAP and ask GiveGab to review!

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

Total Amount   **Amount Remaining**   ✓ Auto-Matching Enabled
$500.00   **$500.00**

Description Text

✏ Edit   🗄 Archive   ✖ Remove   📋 Deplete Match

Creative
Ideas

Timed Match

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Plan around a prize opportunity
- Stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

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
- *This match is manual*

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
- *This match is manual*

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!

Location-Based Match

- Motivate your fundraisers and supporters to spread the word to their networks across the country!
- Great way to expand your reach and visibility
- *This match is manual*

50 States Match
Let's spread our reach across the country! Tell your friends and families to help us reach our goal. The first gifts received from donors in all 50 states will be DOUBLED thanks to a match from Debbie's Pet Supply!

Dollar-Based Challenge

- Dollar based Challenges unlock funds once a dollars raised milestone is met

- Motivate your donors and supporters to reach the challenge goal so that their support can go even further.

- Great opportunity to get local businesses involved!

$1,000 More Challenge
If the SPCA reaches their $3,000 fundraising goal, PetSmart has agreed to contribute an additional $1,000!

Donor or Gift Based Challenges

- Donor based Challenges unlock the pledged funds once a donor milestone is met

- Donation (Gift) based Challenges unlock funds once a gift milestone is met

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.

100 Donors Challenge
PetSmart agrees to give $1,000 to the SPCA once 100 unique donors have made their gift, or once the SPCA has received 200 gifts

200 Gifts Challenge
PetSmart agrees to give $1,000 to the SPCA once they have received 200 gifts

Peer-to-Peer Fundraising
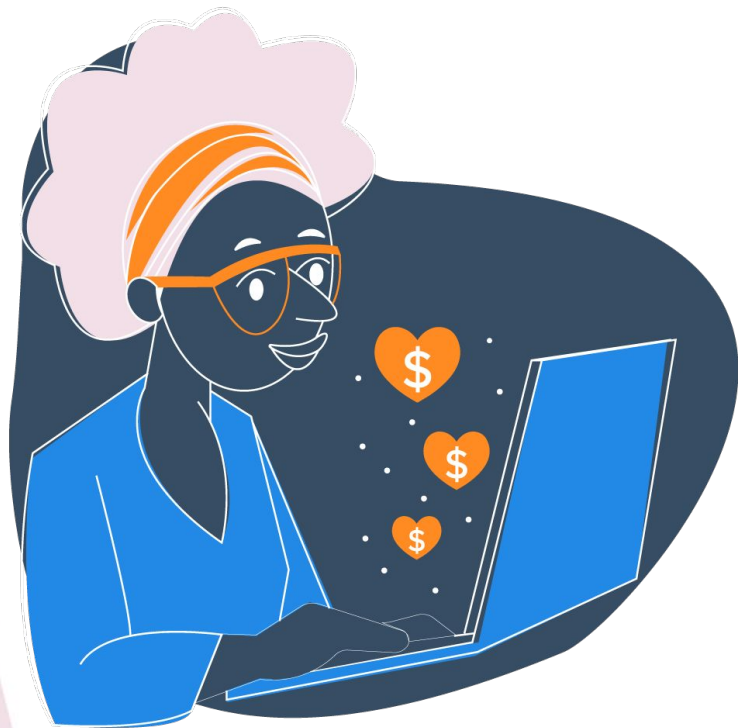
What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Hudson Valley Gives 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
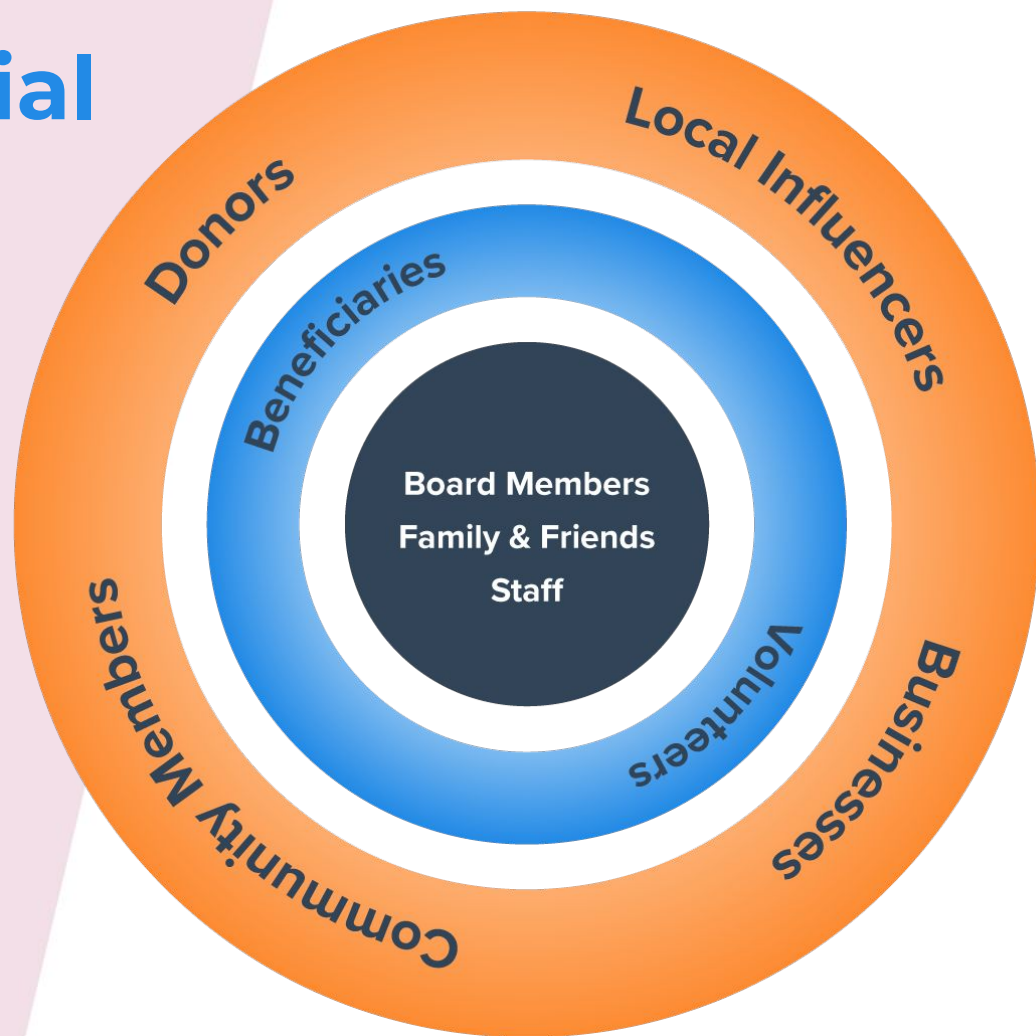- Increases your social media presence
- Establishes another avenue for engagement with your organization

Average Raised by Organizations With and Without P2P Fundraisers

■ With P2P   ■ Without P2P

	With P2P	Without P2P
	$8,732.90	$2,194.46
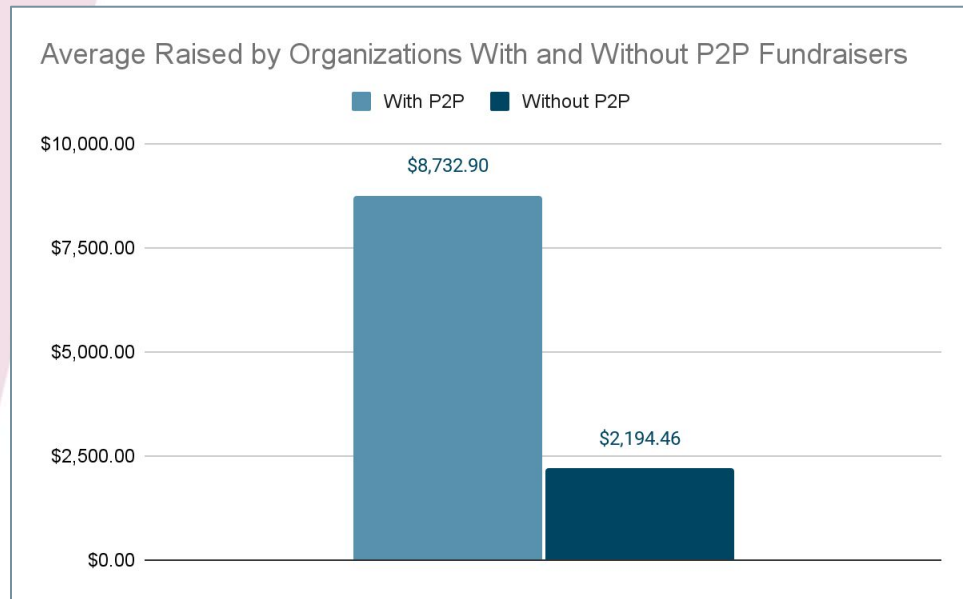
Hudson Valley Giving Day 2022: P2P Fundraising

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

Concentric circle diagram (innermost to outermost):
- Board Members, Family & Friends, Staff
- Volunteers, Beneficiaries
- Donors, Local Influencers, Businesses, Community Members

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?
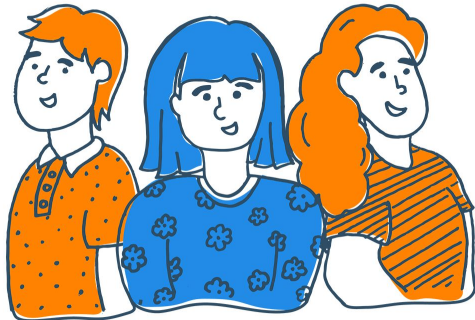
Steward Your Fundraisers

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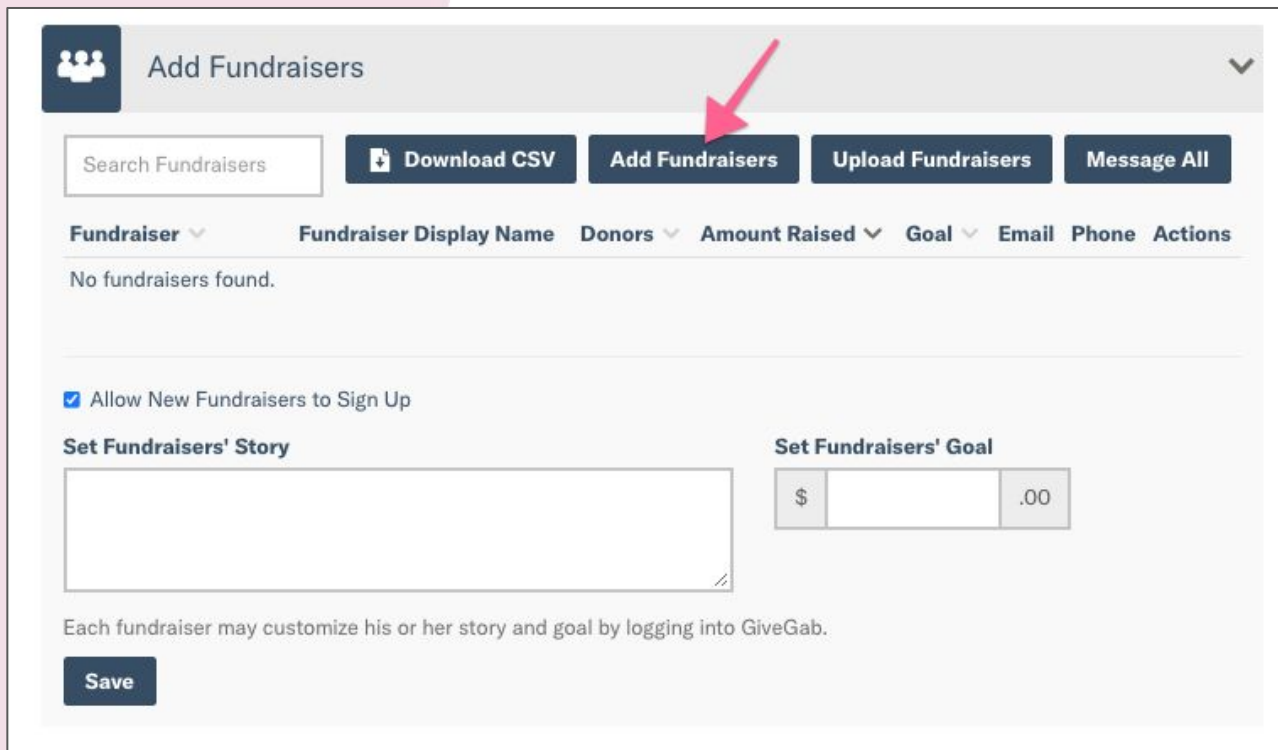
- Provide the content they need
- Take time to check-in

Inviting Your Fundraisers

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select "Add Fundraisers"

Demo

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

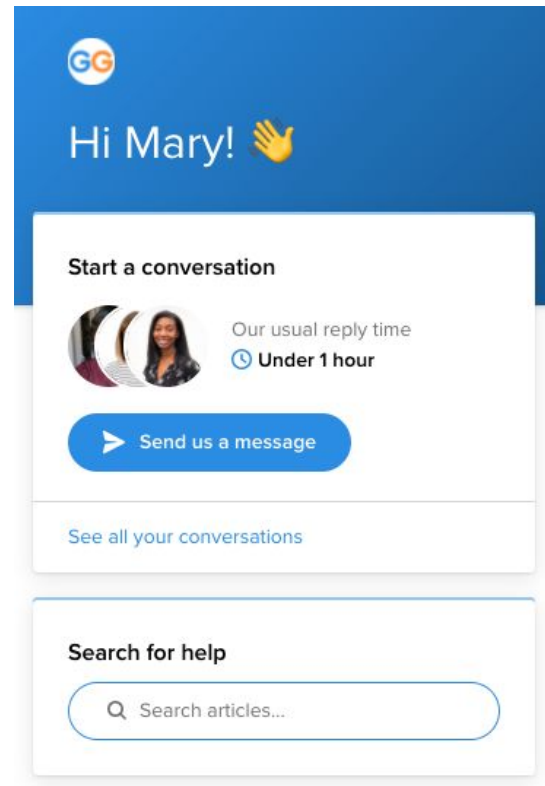GiveGab is becoming Bonterra™
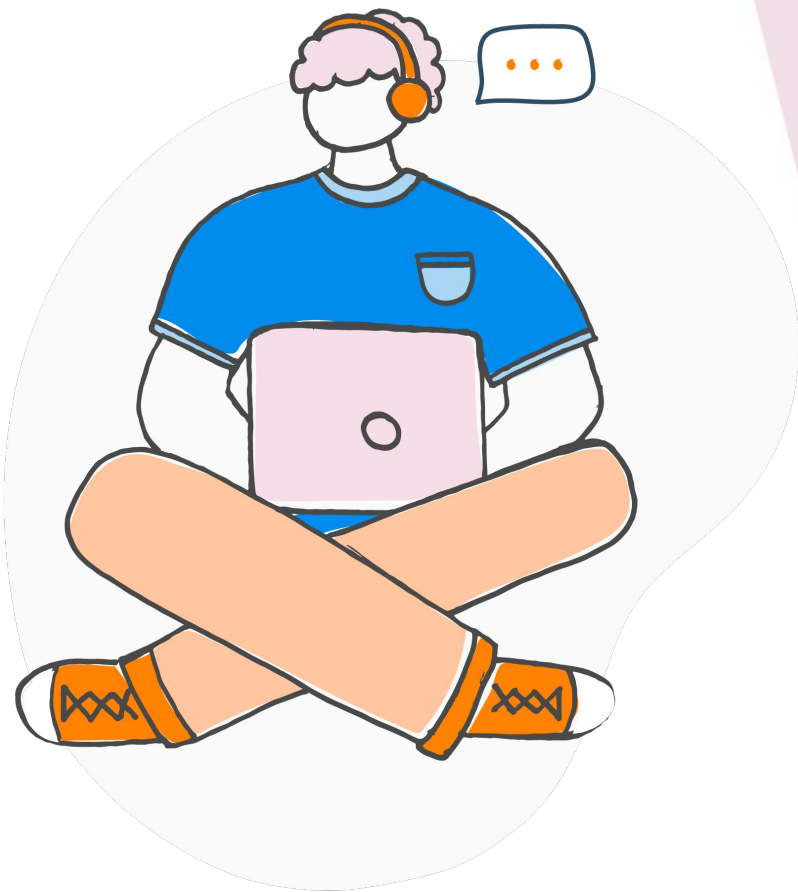
Resources

Giving Day Support & Resources

Visit our **Help Center**

Check out **Our Blog**

Send us an email at
CustomerSuccess@GiveGab.com

Keep an eye on upcoming **trainings!**

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

Questions?