

# 2024 TRAINING DAY

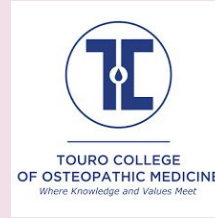
Montgomery, NY



COMMUNITY  
FOUNDATION  
*of*  
ORANGE and SULLIVAN



# 2024 HV Gives Sponsors

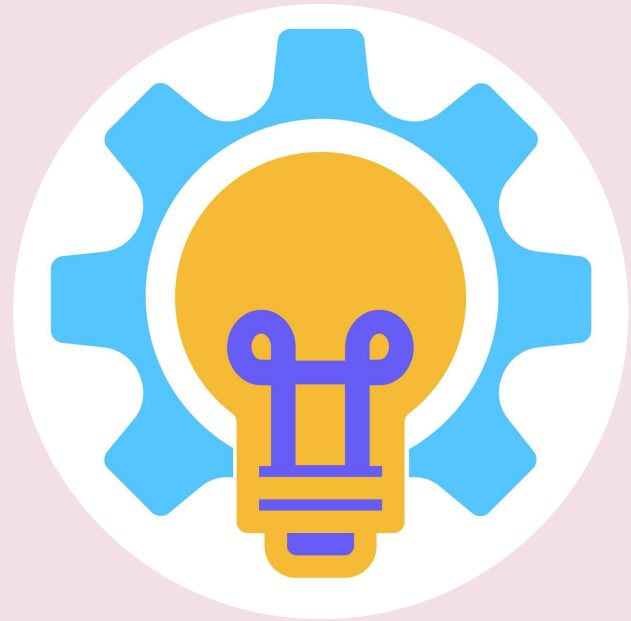


GiveGab is becoming  Bonterra.

Sponsorship still available

# Thank you to our host

Mid-Hudson Discovery Museum



# Matches, Challenges & Peer-to-Peer Fundraising

May 15, 2024



# 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

# Match & Challenge Basics



# 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 15th, [X] sponsor will contribute \$2,000!"*

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



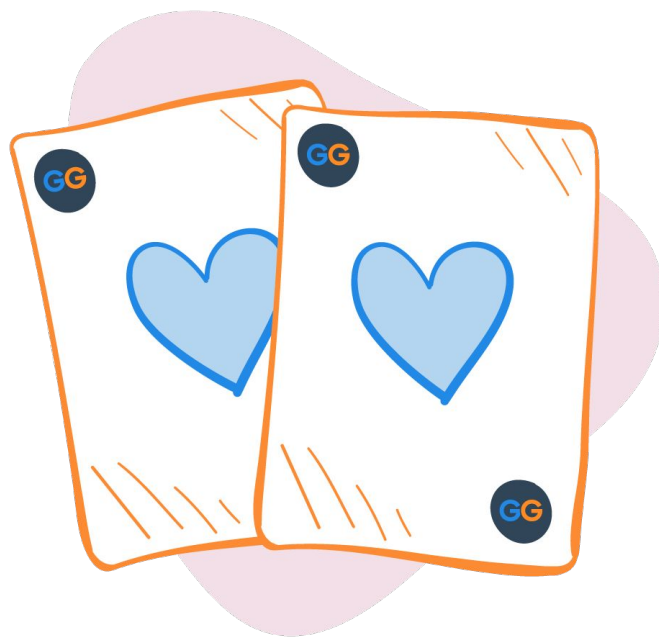
# More About Matches & Challenges

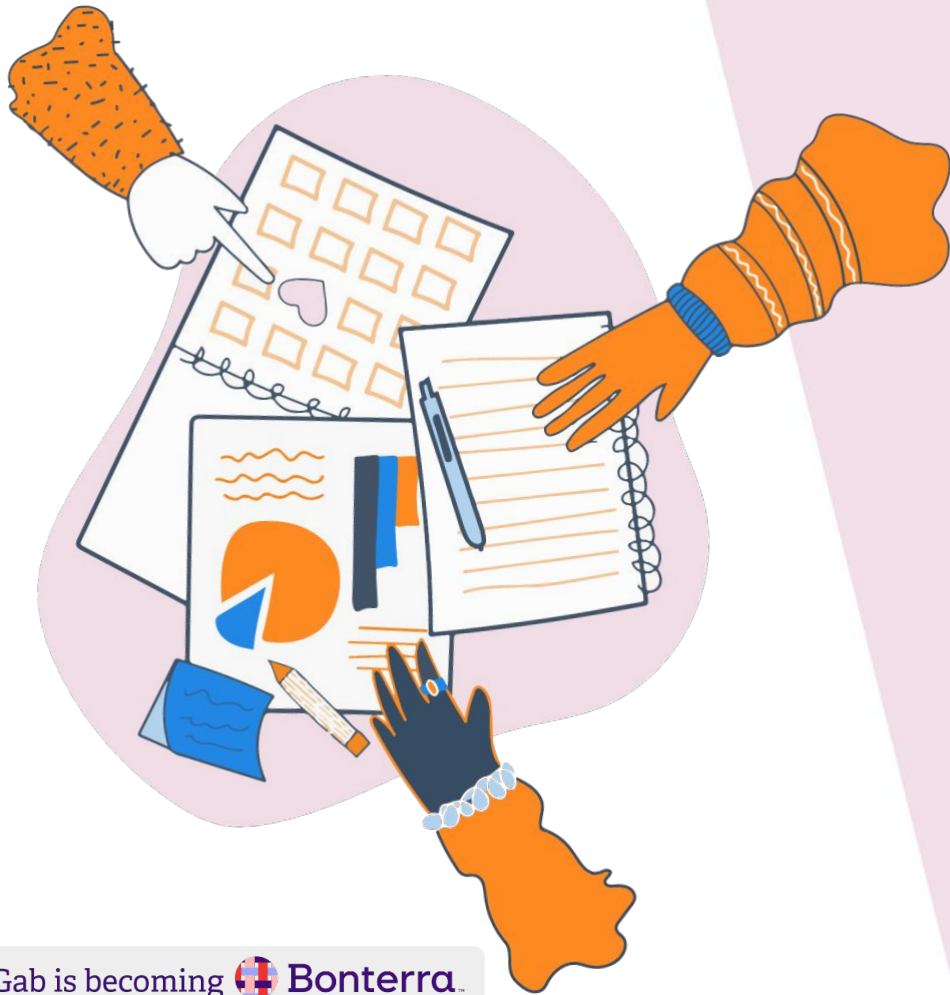


- These gifts come in all sizes, but are usually larger than your average online donation
- Matches can come from anyone! Look at your existing constituents and connections.
- Matching donors and sponsors should be stewarded and cultivated uniquely from your general supporters
- ***You won't know if 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

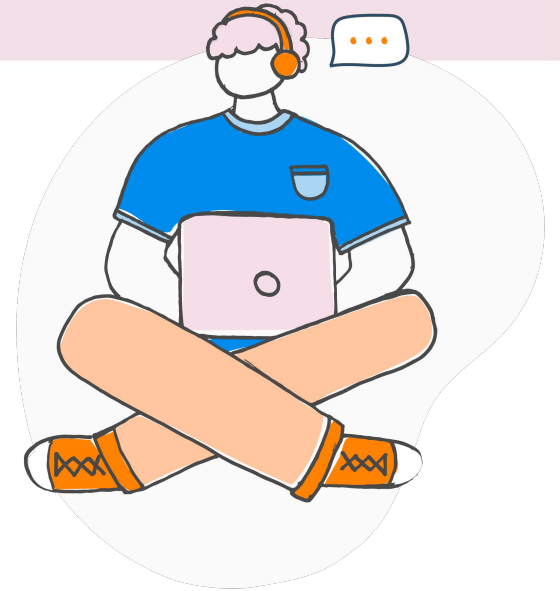


*Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.*

- 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!

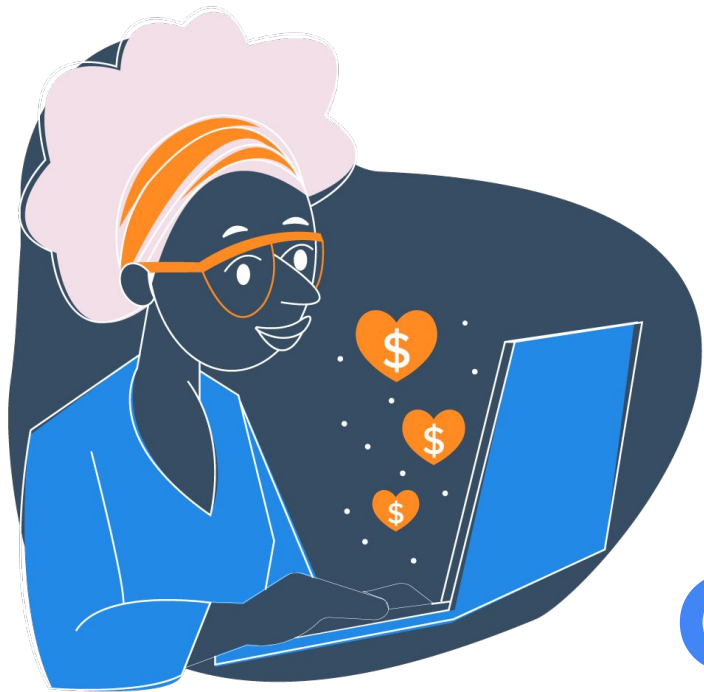
# Making the “Ask”

- 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 2024) - 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





# 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!

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

**\$50** MATCH

**\$50** REMAINING



# Adding a Challenge 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 >
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- 📄 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

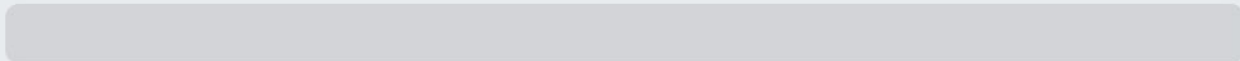
A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Archive ?

# 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

- 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!*

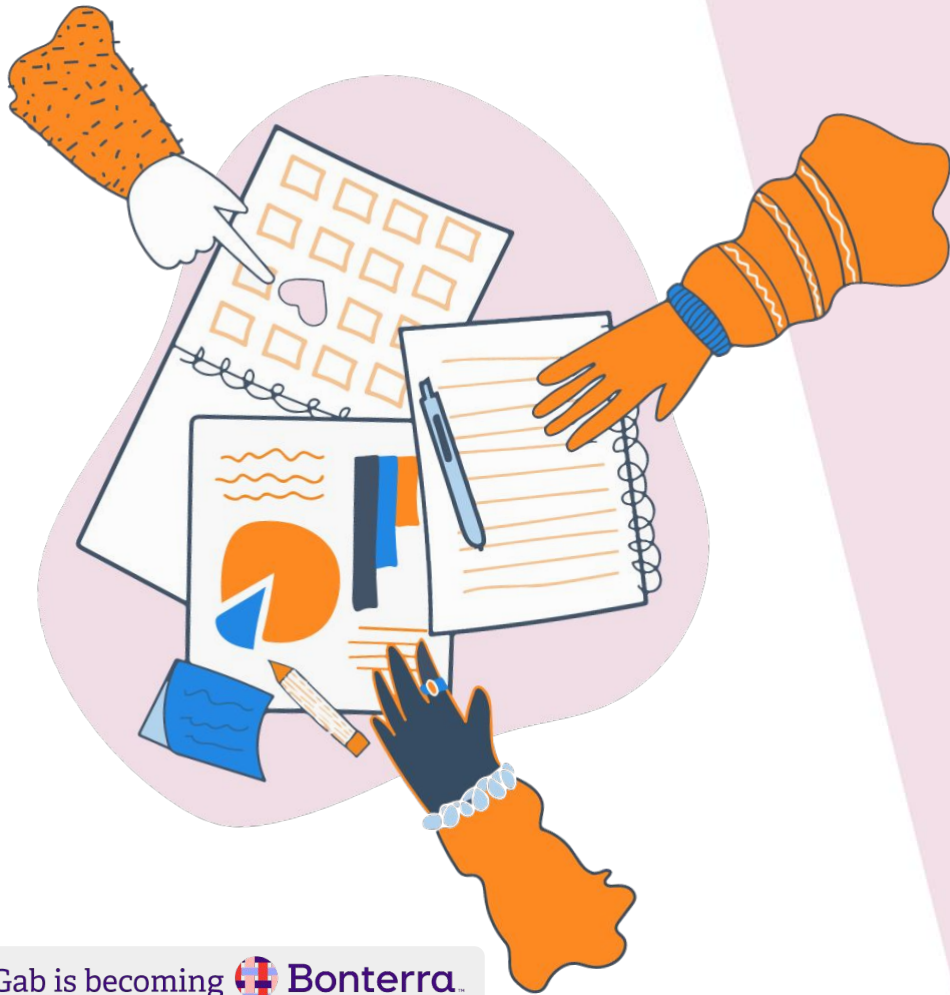
- 4 Set up your matches & challenges ASAP and ask GiveGab to review!

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

Total Amount	Amount Remaining	✓ Auto-Matching Enabled
<b>\$500.00</b>	<b>\$500.00</b>	

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.

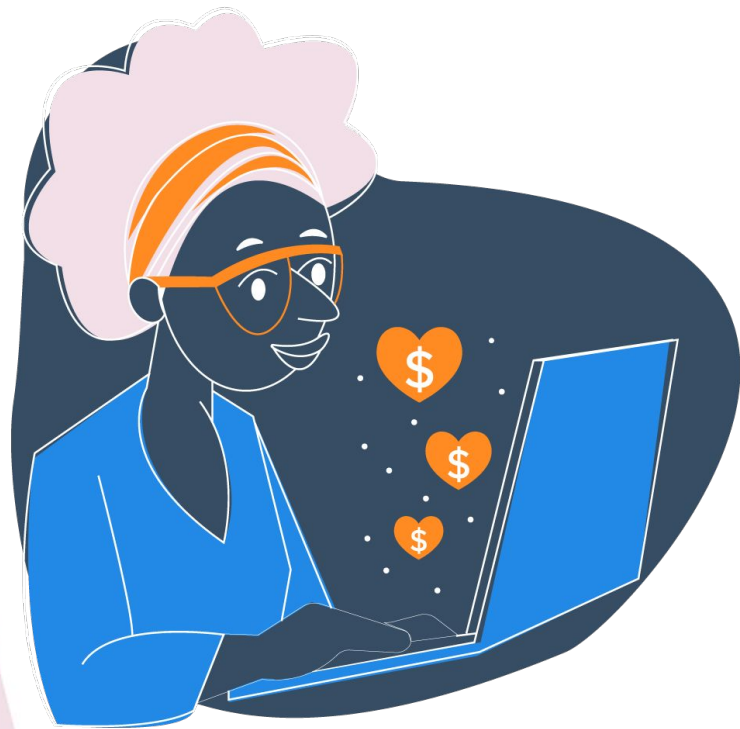
## **100 Donors Challenge**

*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



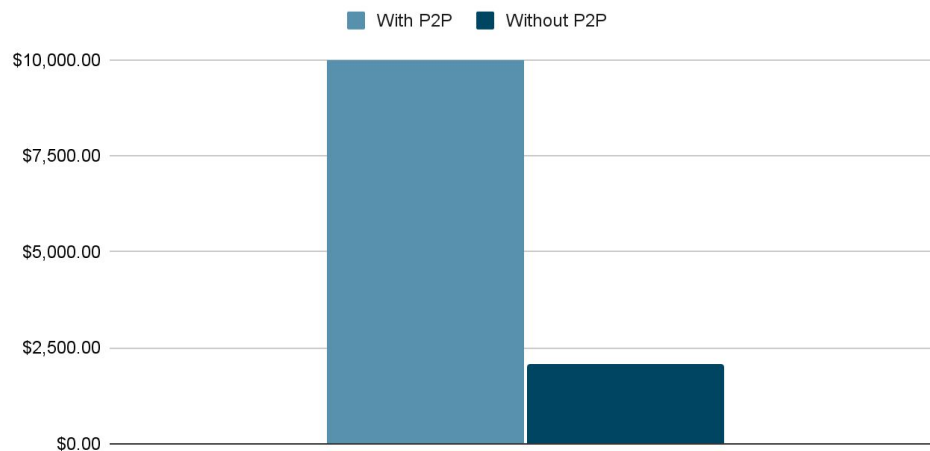
# What is P2P Fundraising?

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!

# Impact on HV Gives 2023

19% of organizations used P2P  
\$48,303 P2P raised funds  
Accounted for 10.8% of online donations

Average Raised by Organizations With and Without P2P Fundraisers



## Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **4.9x more** with P2P fundraising!

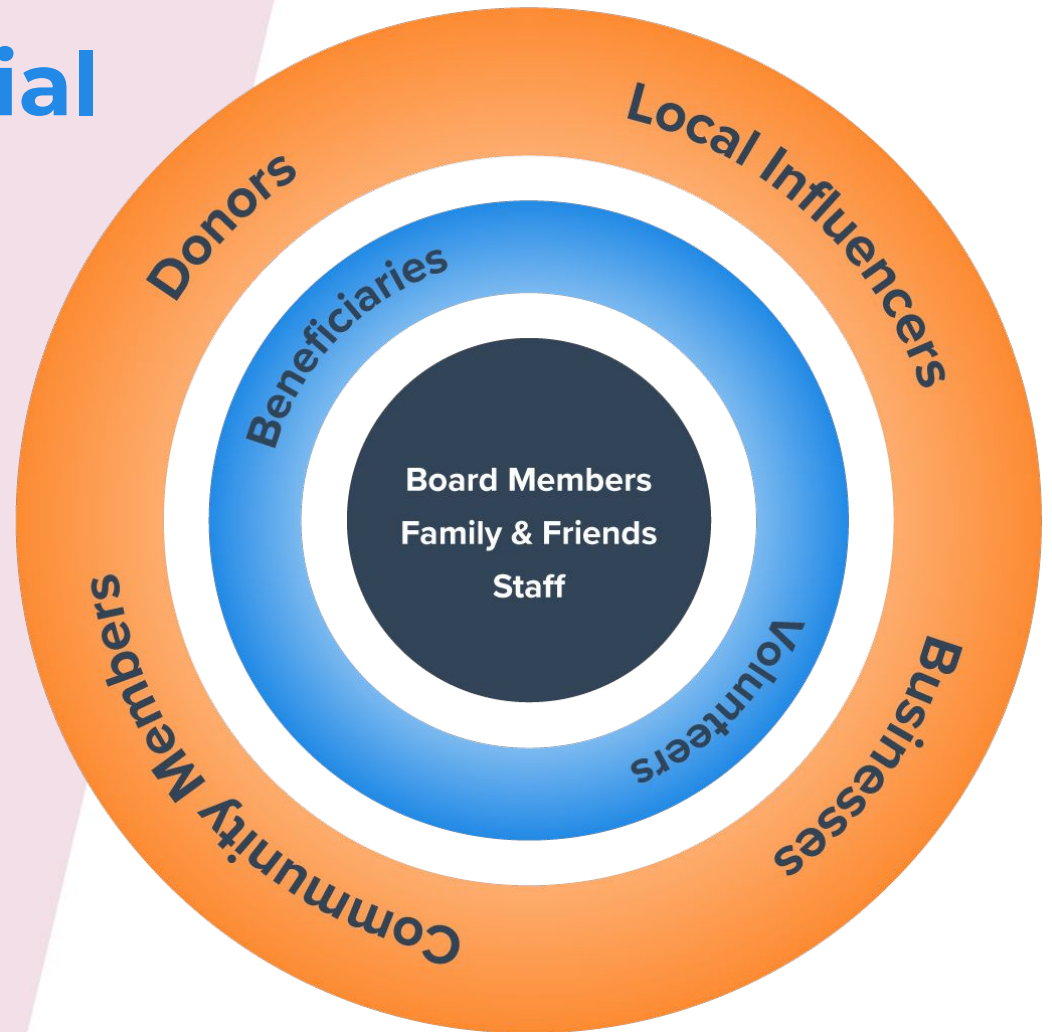
# 4 Steps to Fundraising Success

- 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





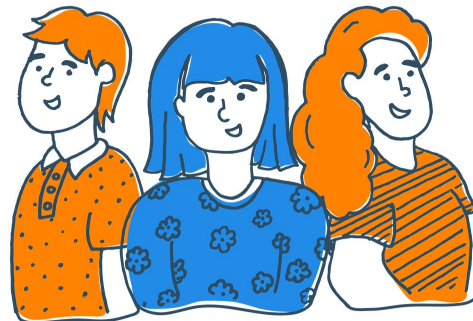
# Identify Potential Fundraisers



# 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

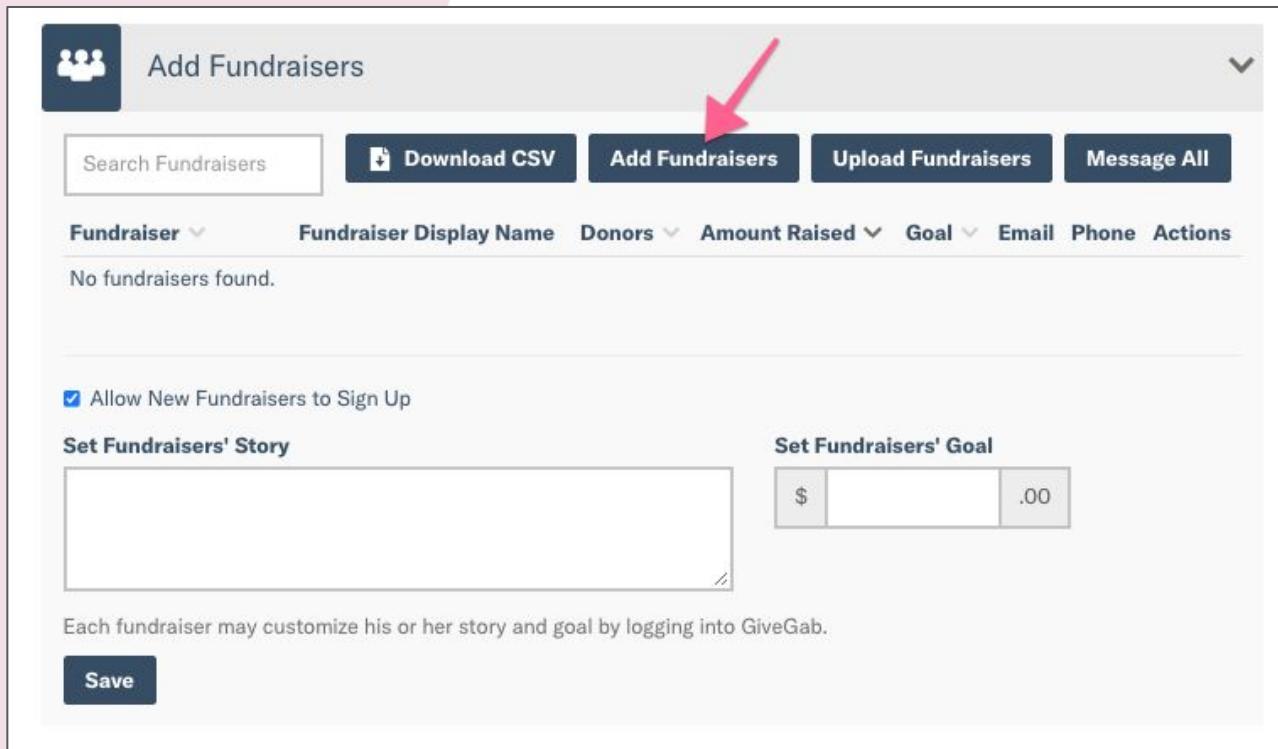
- Provide the content they need
- Take time to check-in



# Inviting Your Fundraisers

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header with a group of people icon and the text 'Add Fundraisers'. Below the header, there is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. A red arrow points to the 'Add Fundraisers' button. Below the buttons, there is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.' Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a goal amount input field showing '.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)**

<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> ✖

**Fundraiser Display Name (optional)**


<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> ✖

**+ New Fundraiser**


**Cancel** **Next: Compose Your Message**




# Fundraiser Dashboard




**Tell Your Story**




**Make a Donation**



**Reach Out**

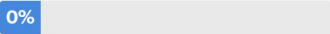


**Share Socially**



**Give Thanks**



### Progress

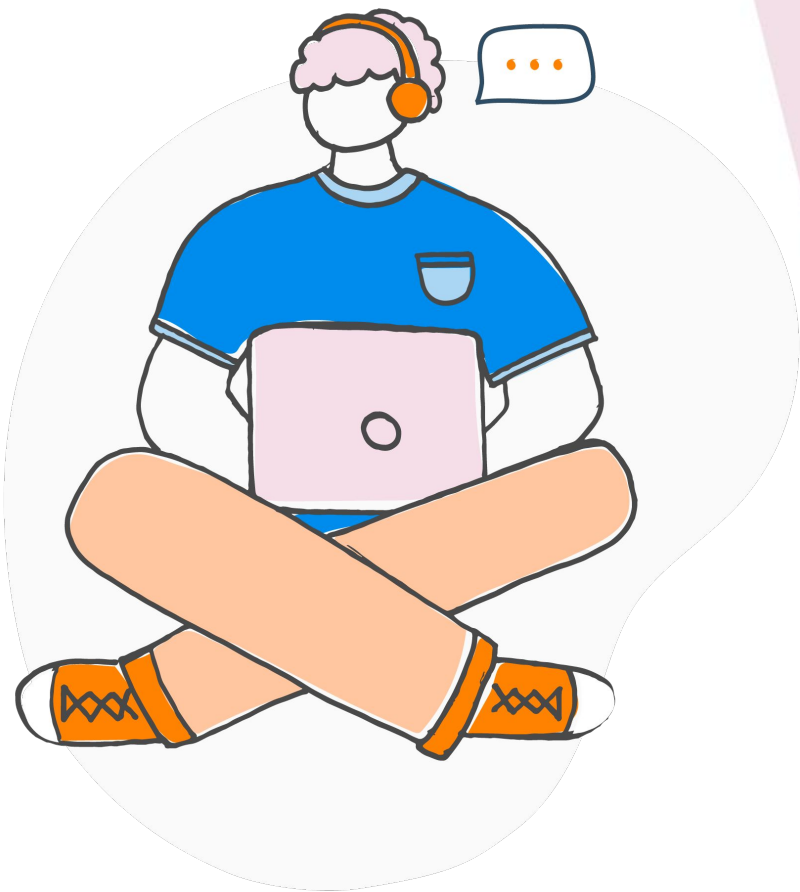
0% 

<b>\$0</b> Raised of \$500 Goal	<b>58</b> Days Left
<b>0</b> Donors	<b>0</b> Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>



# Resources

# Giving Day Support & Resources

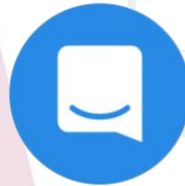
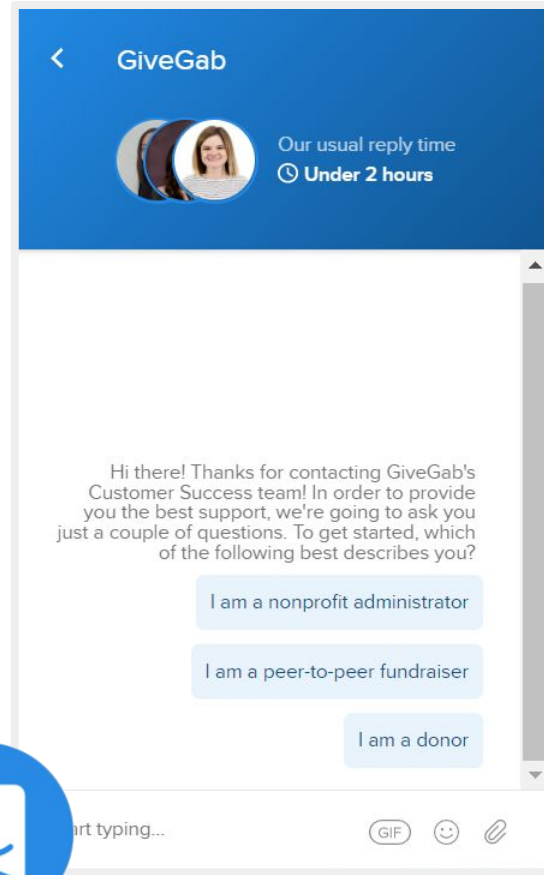
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[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?

