Matches & Challenges

September 14, 2023



Meet the Team





Christina

Jessica



Kate





Michael

Kaitie

Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **EOD** July 12.

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



Q&A

Send

Agenda



• The Basics

- Matches vs. Challenges
- Benefits to using Matches & Challenges
 - Potential Sponsors
 - How to Feature your Match or Challenge
 - Questions?

The Basics



What are Matches & Challenges?

- An additional donation pledged for each donation that is made to your giving day campaign
- An additional donation that can be unlocked by meeting a goal.
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

Matches

• Matching gifts allow donations to be matched on a 1:1, 2:1, or 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



Challenges

- Challenges allow funds to be added to the organization's total once a goal is reached
 - Goals can be a Donor Count, Gift 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

- 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 <u>4.5 x more</u> 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.

Adding a Matching **Opportunity to** your Giving Day

Your Giving Day Dashboard

Add Your Organization's Info	
Add Your Story	
Get Verified to Collect Donations	3
Add Donation Levels	3
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 a donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point. Donation Tools Other Actions	any
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📴 Manage Donations 🐼 Add External Fund	
Embed a Donate Button	

Adding a Match

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

Matches and Challenges

Give For Good Louisville

Matches Challenges

+ Add Match

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
Read and the second s
Select Image Remove
Tip: Disable adblockers on this page for the best image uploading experience.
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)

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 ①

Archive 0

Customize Your Match

Match Details

Match Name

Image



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
- $\bigcirc~\textbf{2:1}$ example: \$10 donation is matched by \$20
- $\bigcirc~\textbf{3:1}$ example: \$10 donation is matched by \$30

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Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
 - 1:1, 2:1, or 3:1

Customize Your Match

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)

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Update Sponsor Details

- Sponsor Name
- Optional Sponsor Business URL
- 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) 0 8 Maximum Match per Individual Donation \$ Enable Auto Matching ① Archive Save Cancel

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Update Match Criteria

Ŧ

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

Enable Auto-Matching



Manually Applying a Matching Gift to a Donation

				Home	Support	·• Submit an Idea		Kaitie ❤			
To Give For G	ood Louisville D	ashboard									
Your Do	onation	ns for	Give F	ſ	Add Mat	ch					
Actions	Donation ID	Date 🗸	Donor 🗸	+	Matching \$	100.00 donatio	on made	by Kaitie	Branton		
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Add Match

Cancel



Kaitie's Business: Kaitie's Match

Community Foundation of Louisville

Kaitie's Business will match all donations to the Community Foundation of Louisville dollar for dollar up to \$1000! (Maximum match per individual donation of \$50 to keep the fun going!)

\$1,000 MATCH	\$1,000 REMAINING
VIEW PROFILE DONATE	
	Community Foundation of Louisville
	Home
	Ö Giving Days
	📋 Reports
	🌣 Manage Organization
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📥 Home 📿 Support 🏾 🏺 Submit an Idea 📗

Kaitie 🗸

🕈 Back

Matches and Challenges

Give For Good Louisville

Matches Challenges

+ Add Match





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Kaitie's Match Sponsored by Kaitie's Business



Deplete Match

Deplete Match

Remove

🖍 Edit 🔂 Archive

- There is an option to deplete a match if it was not naturally depleted by donations made to your organization
- Matches must be depleted by the end of the Giving Day for totals to count toward leaderboards
- Matches sponsored by a CFL Fundholder will be depleted by GiveGab before 11:59pm on 9/14.
- When it is depleted, an offline donation will be generated matching the remaining amount



Challenge Examples

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.



Create Dollar Challenges



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 Giving Day

Your Giving Day Dashboard

Add Your Organization's Info	
Add Your Story	
Get Verified to Collect Donations	3
Add Donation Levels	3
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 a donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point. Donation Tools Other Actions	any
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📴 Manage Donations 🐼 Add External Fund	
Embed a Donate Button	

Adding a Challenge

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

Matches and Challenges

Give For Good Louisville

Matches Challenges

+ Add Challenge

Challenge Name	Image
Description	Select Image Remove Tip: Disable adblockers on this p for the best image uploading
Challenge Unlock Amount 🕕	experience.
\$	
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Sponsor Donor Name is for your reporting purposes and will no	ot display publicly unless you check the box below.
	Display Sponsor Donor Name Publicly
Sponsor Business URL (optional)	
Sponsor Business URL (optional) Challenge Criteria	
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Sponsor Business URL (optional) Challenge Criteria Select the time period applicable for this challenge Time Zone Eastern Time Start Time (US/Eastern Time) Challenge Type 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 qualifying donations have been made.	End Time (US/Eastern Time) Challenge Goal How many dollars are needed to complete this challen

Customize Your Challenge

Challenge Details

Challenge Name

Description

Challenge Unlock Amount ()

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Image

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Select Image Remove

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

Set Challenge Details

- Challenge Name
- Challenge Description
- Challenge Amount

Customize Your Challenge

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)

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Highlight Challenge Sponsor

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

Customize Your Challenge

Set Challenge Details

- Start Time (Eastern)
- End Time (Eastern)
- Select Donor, Dollar, or Gift Challenge
- Set Challenge Goal

Time Zone	
Eastern Time	
Start Time (US/Eastern Time)	End Time (US/Eastern Time)
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Challenge Type	Challenge Goal
Challenge Type	Challenge Goal
Challenge Type Dollar Challenge Dollar Challenge is fulfilled and an offline donation is	Challenge Goal
Challenge Type Dollar Challenge	Challenge Goal
Challenge Type Dollar Challenge Dollar Challenge 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	Challenge Goal
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Save Cancel



Kaitie's Business: Kaitie's Challenge

Community Foundation of Louisville

If the Community Foundation of Louisville raises \$1000 during Give for Good Louisville, we will unlock an additional \$5000 from Kaitie's Business!



Important Tips

- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select "Deplete Match"
- There is no actual button or feature to manually deplete a challenge like there is for a match. However, there is a way!
- A Match or Challenge will remain active for the entire length of the set date and time parameters
- When you no longer wish to display your match or challenge, select the "Archive" checkbox within the match or challenge editor
- Matches, Challenges, and Prizes stats do count toward topline stats, but do not count toward challenges

Giving Day Support & Resources

Visit our Help Center

Check out Our Blog

GiveGab is b

Send us an email at CustomerSuccess@GiveGab.com

GG
Hi Mary! 👋
Start a conversation
Our usual reply time Our Under 1 hour
Send us a message
See all your conversations
Search for help
Q Search articles

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

Questions?



September 14, 2023