Matches & Challenges

September 14, 2023
Meet the Team

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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.
Agenda

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

GiveGab is becoming Bonterra.
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

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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
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 4.5x 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.*
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
- 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
- Manage Support Areas
Adding a Match

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

**Update Match Details**
- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
  - 1:1
  - 2:1
  - 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)**

Update Sponsor Details
- Sponsor Name
- Optional Sponsor Business URL
- Or keep your sponsor anonymous
Customize Your Match

Update Match Criteria
- Match Start Time (optional)
- Match End Time (optional)
- Auto Matching
  - Enables donation matching to eligible online gifts in real time
Manually Applying a Matching Gift to a Donation

If a CFL Fund donation, which will appear as “Offline - Donor Advised Fund” in reporting, should be matched, it must be applied manually.
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

Matches and Challenges
Give For Good Louisville

Kaitie's Match  Sponsored by Kaitie's Business
Total Amount  Amount Remaining  Per Donation Cap
$1,000.00  $1,000.00  $50.00

Kaitie's Business will match all donations to the Co...
Deplete Match

- 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
- 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**
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- Manage Donations
- Embed a Donate Button

**Other Actions**
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
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 Details

<table>
<thead>
<tr>
<th><strong>Challenge Name</strong></th>
<th><strong>Image</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="match_commitment_image_1118032056" alt="Image" /></td>
</tr>
</tbody>
</table>

**Description**

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

**Challenge Unlock Amount**

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)

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

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

Challenge Goal
- How many dollars are needed to complete this challenge?

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

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!

$880 more unlocks $5,000
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

Send us an email at CustomerSuccess@GiveGab.com

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

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