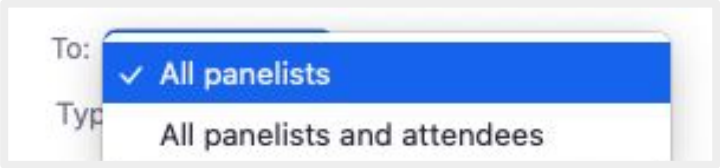
Matches and Challenges

Montana Giving Days
2022 Training Series

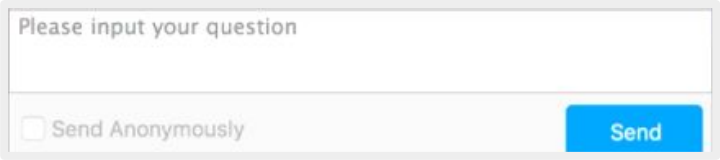
GiveGab

Submit Your Questions

Chat Box



Q&A



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

GiveGab

Your GiveGab Team

Victoria

Project Manager

Laurel

Project Manager

GiveGab

Agenda

- The Basics - Matches vs. Challenges
- Benefits to using Matches & Challenges
- Creative Matches & Challenges
- How to Feature your Match or Challenge
- Leveraging additional tools and features
- Questions?

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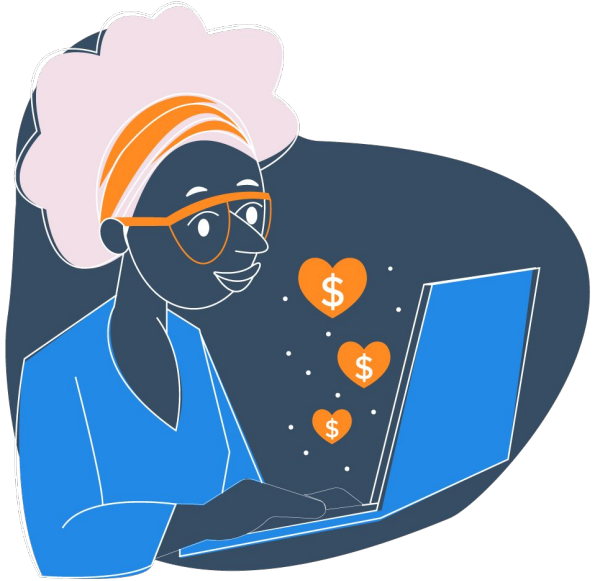
Matches vs Challenges



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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

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Matches

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

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Challenges

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

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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 4.5 x more than organizations without a match

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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.

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Motivating Matches

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Timed 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

Morning Match!

All donations made from 8am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!

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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!

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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!

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Adding a Matching Opportunity to your Giving Day

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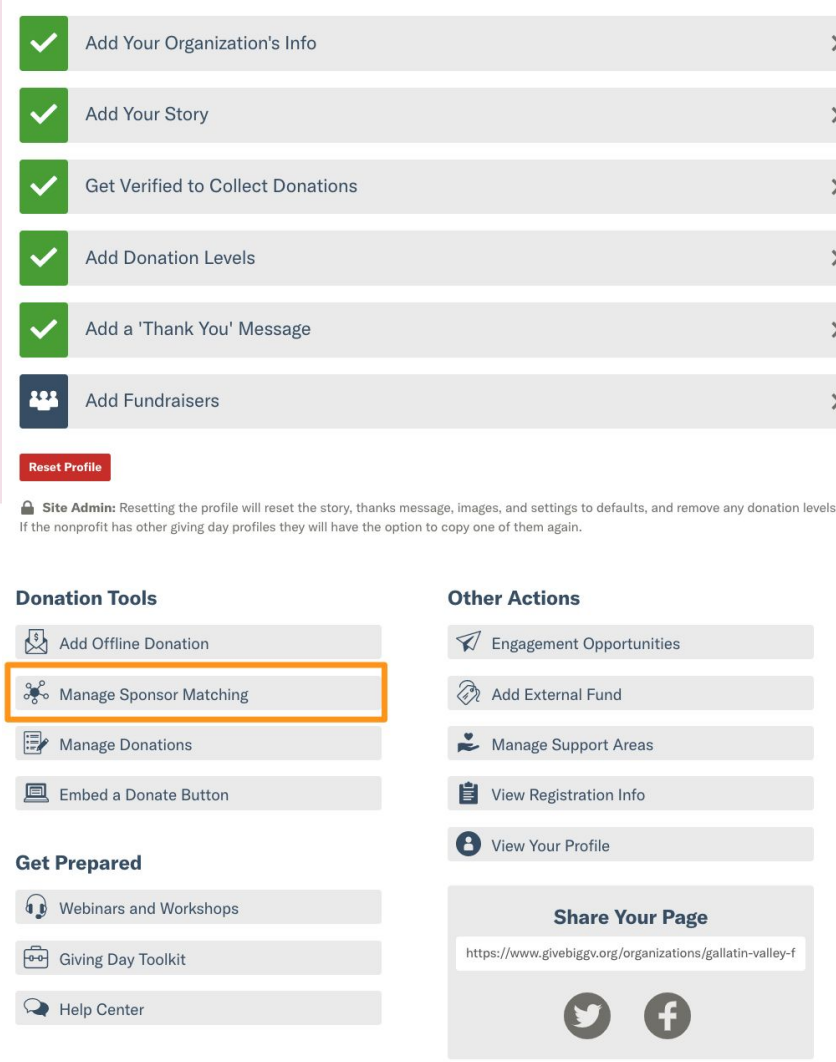
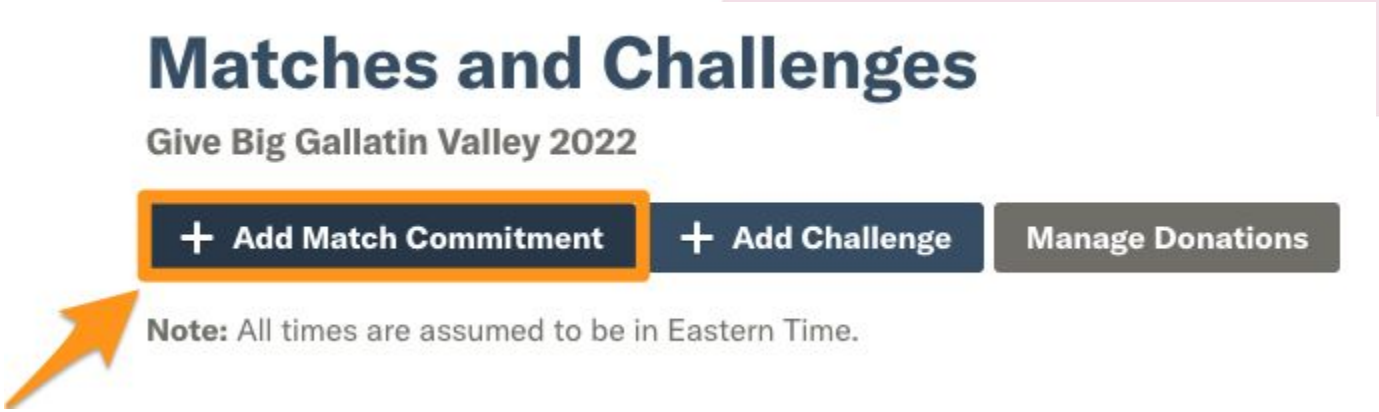
Your Giving Day Dashboard



From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”

GiveGab

Organization Sponsor Matching



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

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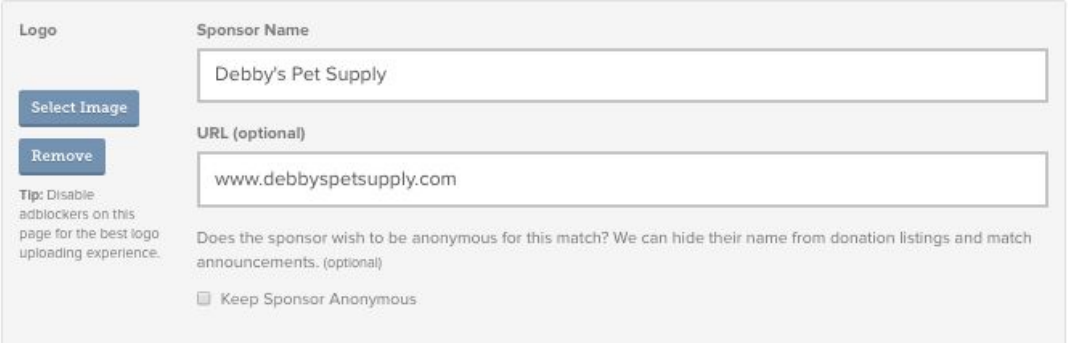
Enter Match Information

Highlight Matching Sponsor

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



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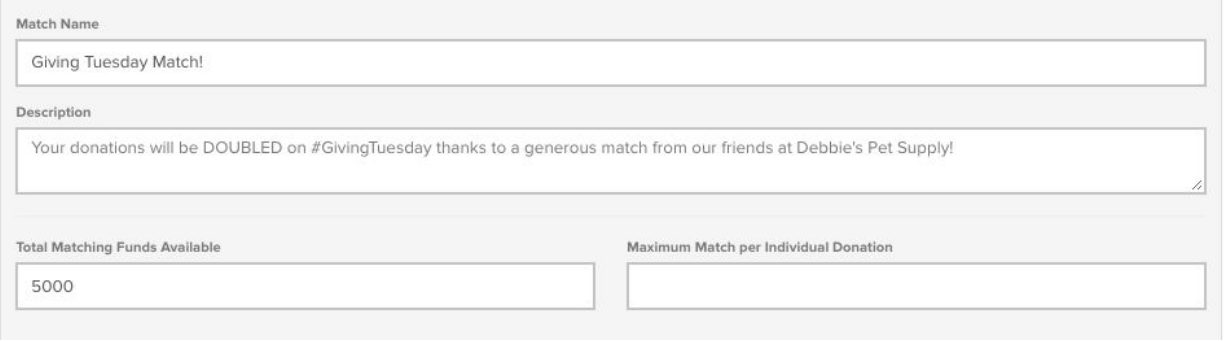
Customize Your Match

Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor



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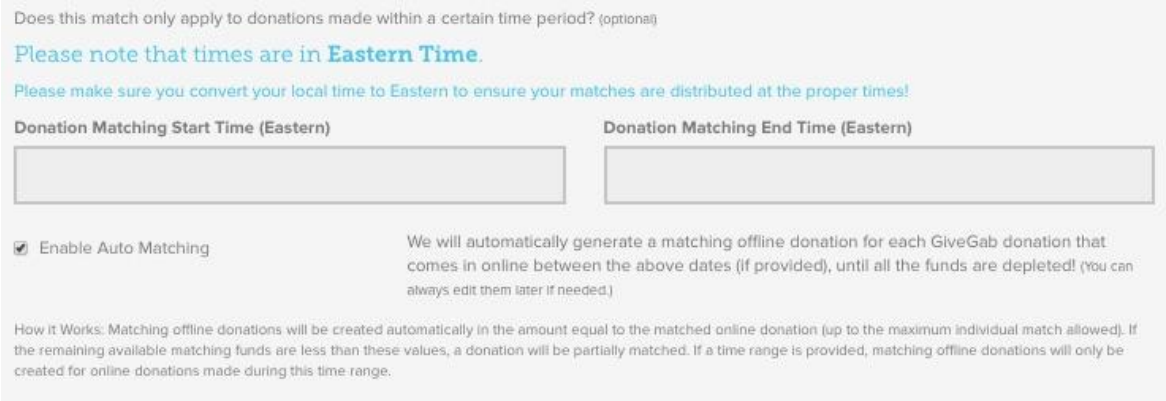
Customize Your Match

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Auto Matching
  - **Enables 1:1 donation matching to eligible online gifts in real time**



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Creative Challenges

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Dollar vs. Donor 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

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

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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**

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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.*

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Adding a Challenge to your Giving Day

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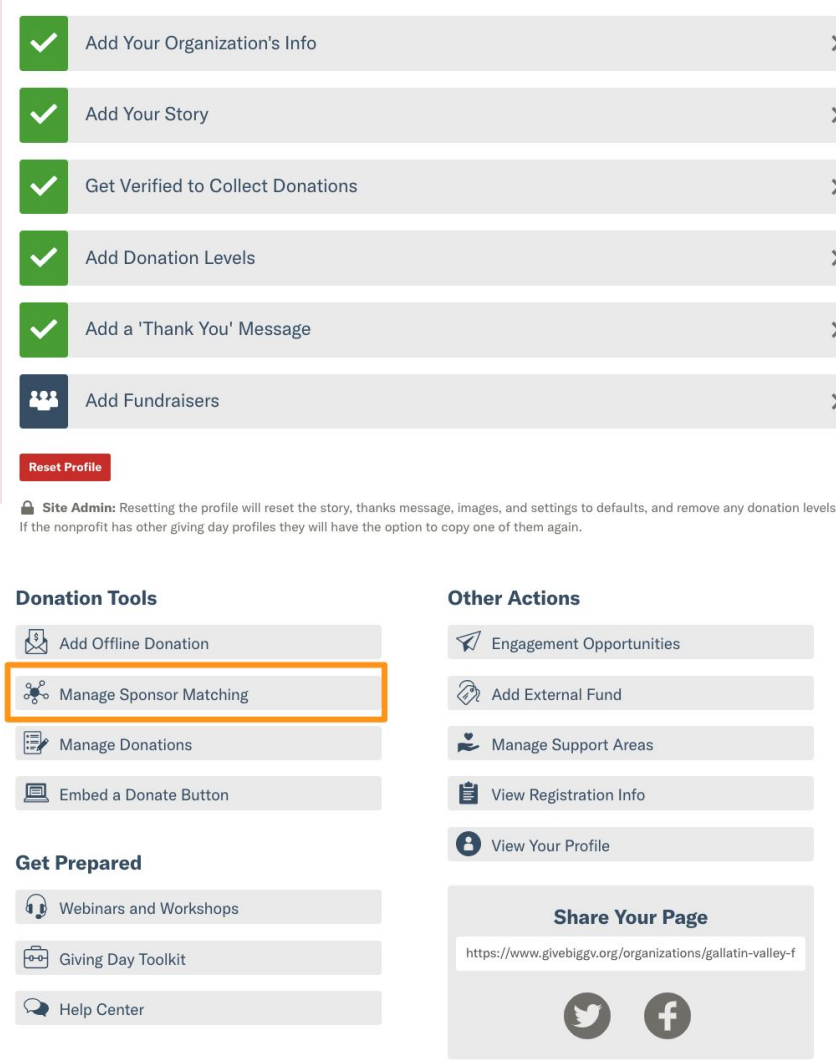
Your Giving Day Dashboard



From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”

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Adding a Challenge

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

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Enter Challenge Information

Logo

Select Image

Remove

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

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type

Dollar 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.

Challenge Goal

How many dollars or donors are needed to complete this challenge?

Challenge Amount

$ .00

How much money is awarded when this challenge is completed?

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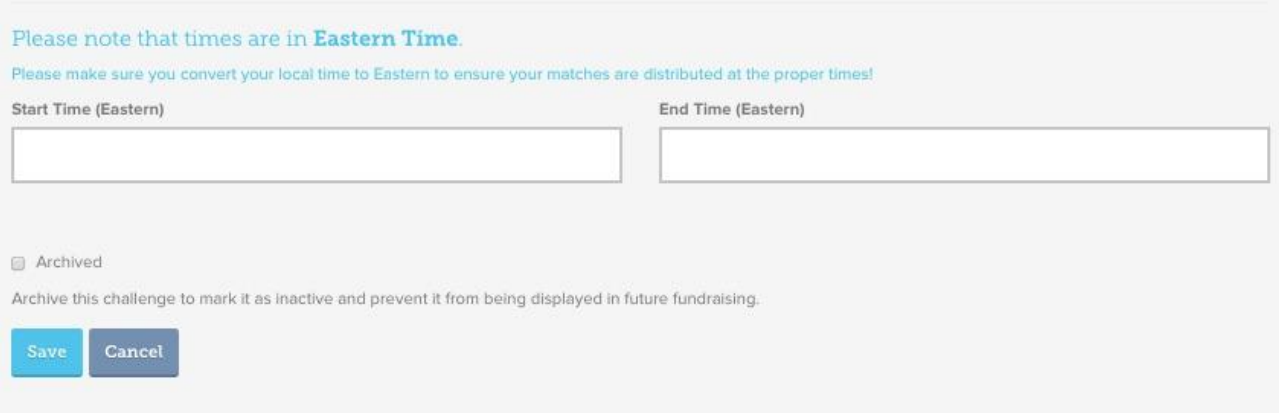
Customize Your Challenge

Set Challenge Details

- Start Time (Eastern)
- End Time (Eastern)



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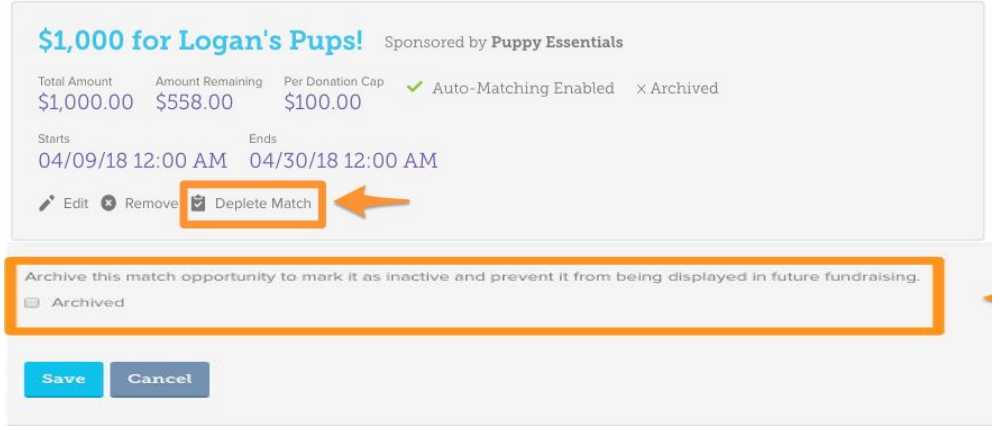
Important Tips

- 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”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor



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Leveraging Additional Tools and Features

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Embeddable Donate Button

- Same seamless donation process as on the Giving Day website
- Ties in your profile's branding and Giving Day branding
- Only active during Giving Day donation period
- All donations count towards your Giving Day totals
- Easy to set up

Contact GiveGab support for help center articles, tips, and resources to get set up!

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Missoula Gives May 5 - 6, 2022

$0.00 Raised • 0 Donors • 0 Gifts

Analytics

38 Days to Launch

A Message From The Host

Mark your calendar for upcoming trainings and events. Be sure to check the main admin on your account.

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Missoula Gives.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Get Verified to Collect Donations
- Add Donation Levels
- ✓ Add a 'Thank You' Message
- Add Fundraisers

Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Share Your Page

https://www.missoulagives.org/organizations/missoula-commu

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Missoula Gives

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#269E32

Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js">
</script><button class="givegab-button" data-campaign-id="128608" data-
host="https://www.givegab.com" data-org-id="439798" data-preview=""
style="background-color: #269E32;">Donate Now</button>
```

Copy to Clipboard

Engagement Opportunities

- Highlight **volunteer opportunities**, **events**, or other **unique opportunities** for supporter involvement on its own page
- Connected to your Giving Day profile
- Add a unique description & details
- Allow supporters to sign up as a volunteer (if applicable)

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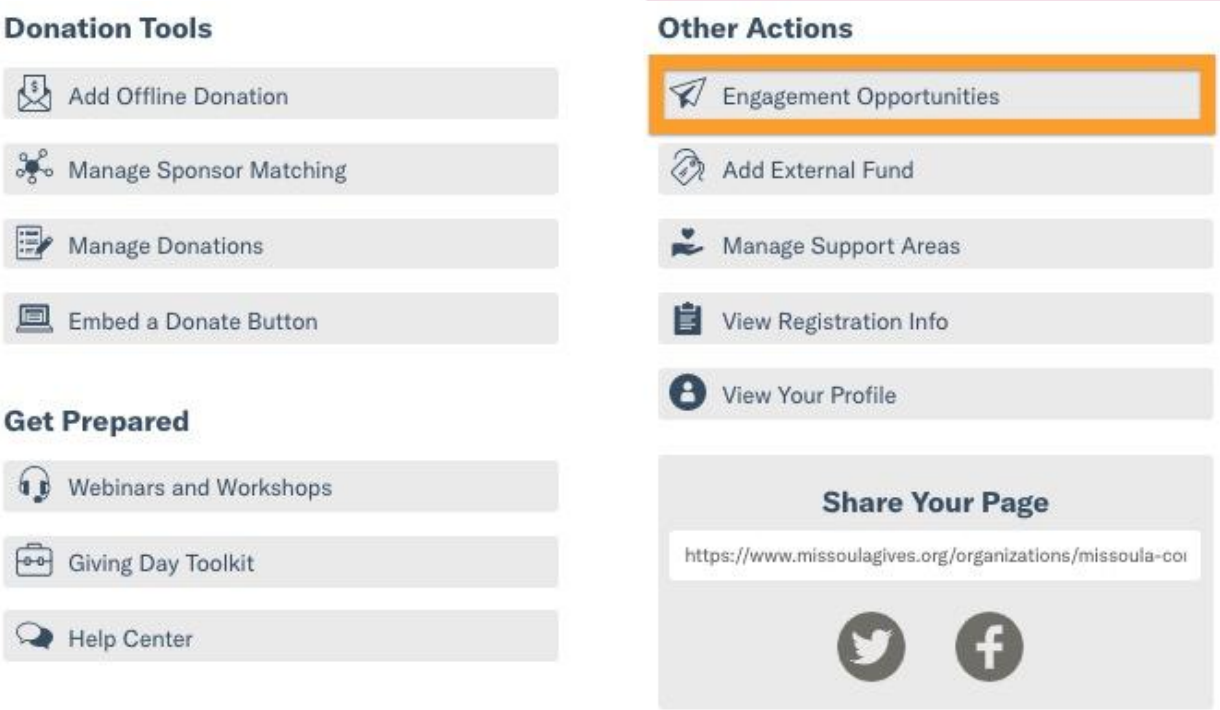
Engagement Opportunities



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Engagement Opportunities

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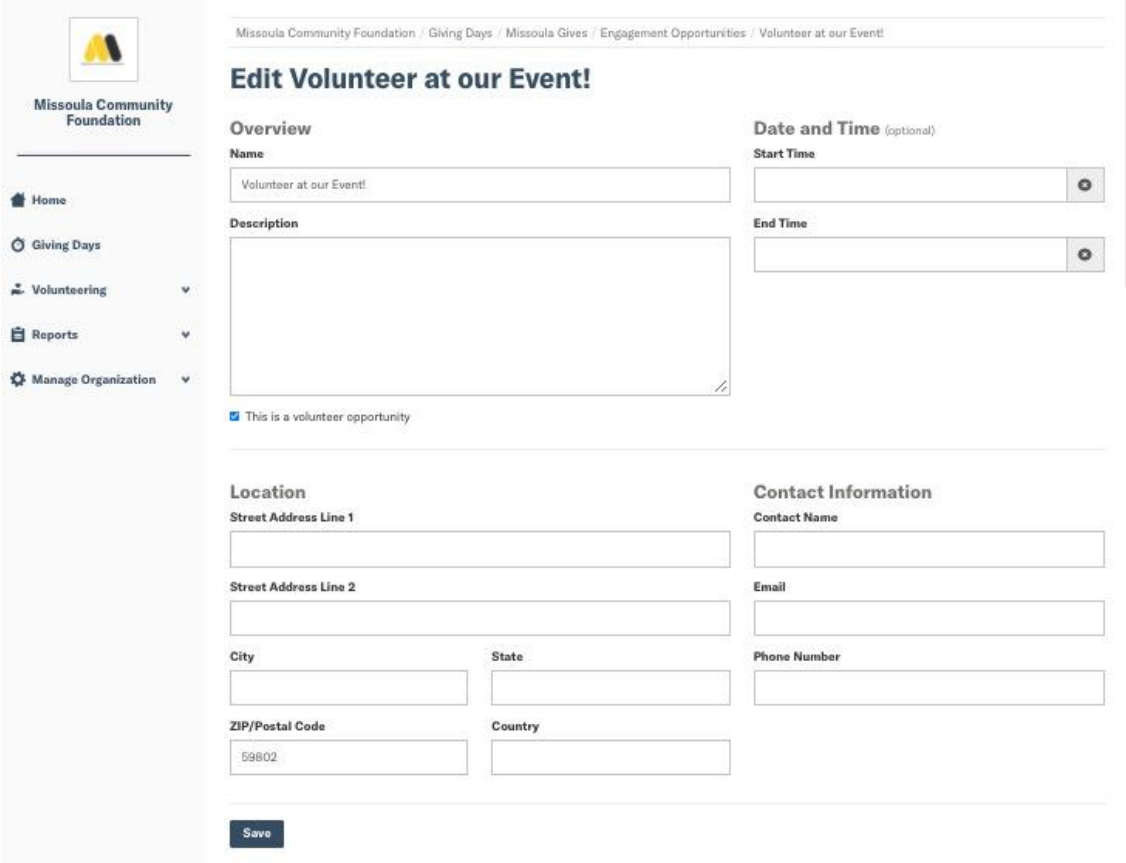
Engagement Opportunities



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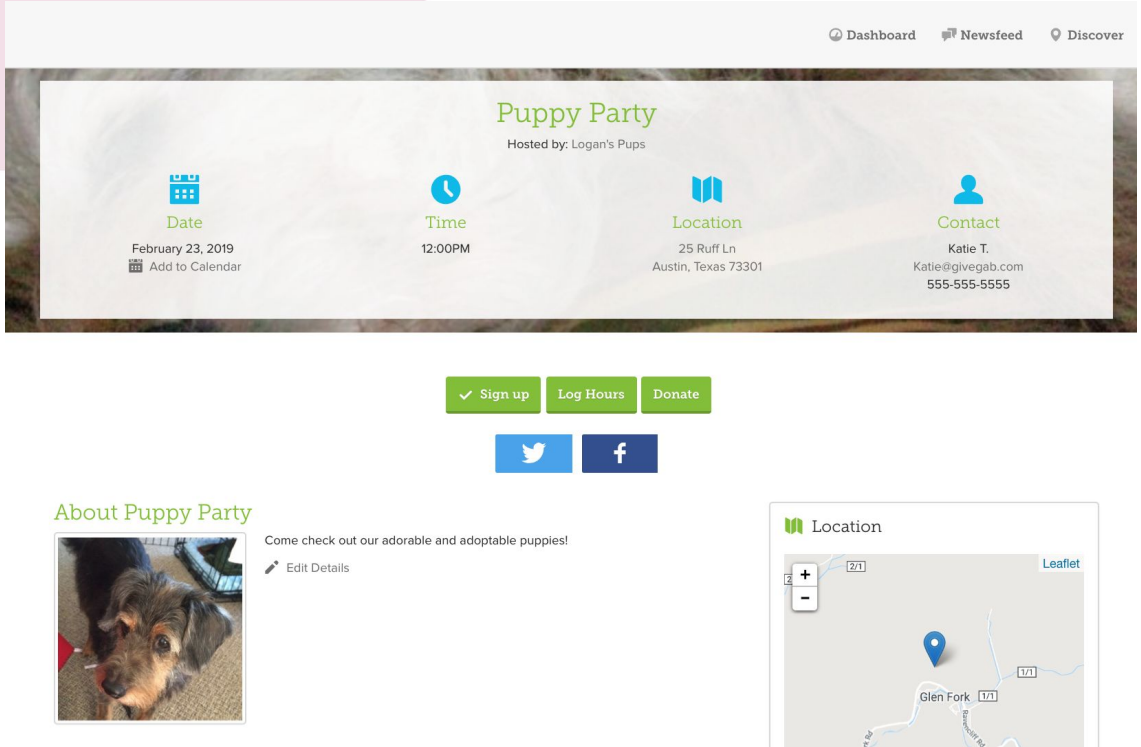
Viewing Engagement Opportunities



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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your giving day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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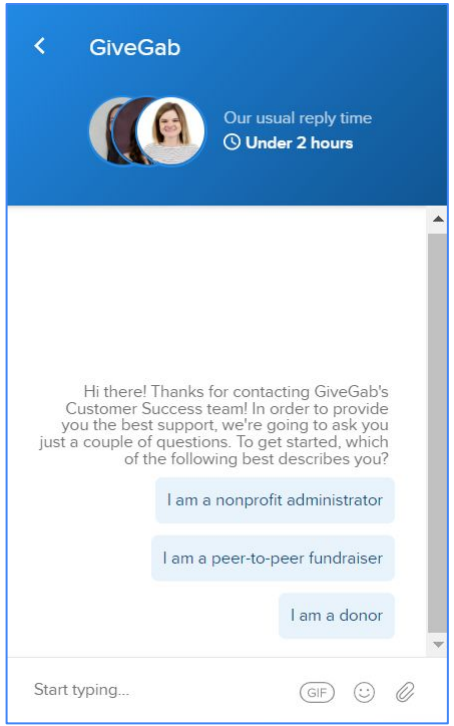
Giving Day Support & Resources

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



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Look for the little blue chat bubble!

Questions?

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