Matches and Challenges

Montana Giving Days
2024 Training Series
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Your GiveGab Team

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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?
Matches vs Challenges
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
Matches

- Matching gifts allow donations to be doubled on a predetermined 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  $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 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.
Motivating Matches
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!
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!
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!
Adding a Matching Opportunity to your Giving Day
From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Organization Sponsor Matching

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

Highlight Match Details

- Match name
- Description
- Total funds
- Ratio
- Image
Customize Your Match

Update Match Details

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

Update Sponsor Details

- Sponsor Name
- Display publicly?
- URL

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)
Customize Your Match

Update Match Criteria

- Time Zone- start and end time
- Maximum Match
- Auto matching
- Save

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
- [ ]

Archive
- [ ]

Save  Cancel
Creative Challenges
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.
Get local businesses involved!

Example:
- The Avengers Initiative has a $3,000 fundraising goal for their campaign
- Asguard agrees to contribute $1,000 if they reach their $3,000 goal
- As soon as the Avengers Initiative reaches their goal, Asguard’s $1,000 donation is released to their total funds raised
- This is a Dollar Challenge

GiveGab
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: Bruce Wayne agrees to give $1,000 to the Arkham Asylum 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
From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Adding a Challenge

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

**Challenge Details**

**Challenge Name**

**Description**

**Challenge Unlock Amount**

**Image**

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

GiveGab
Customize Your Challenge

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

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
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.
Leveraging Additional Tools and Features
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!
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>
&lt;/script&gt;
<ebutton 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</ebutton>

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)
Engagement Opportunities

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

Get Prepared
- Webinars and Workshops
- Giving Day Toolkit
- Help Center

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

Share Your Page
https://www.missoulagives.org/organizations/missoula-coi

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Engagement Opportunities
Engagement Opportunities
Viewing Engagement Opportunities

Puppy Party
Hosted by: Logan's Pups

Date
February 23, 2019
Add to Calendar

Time
12:00PM

Location
25 Ruff Ln
Austin, Texas 73301

Contact
Katie T.
Katie@giveGab.com
555-555-5555

About Puppy Party
Come check out our adorable and adoptable puppies!

GiveGab
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!
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

Look for the little blue chat bubble!
Questions?