



Matches & Challenges



A 36-hour, online-giving event
to support local nonprofits



Agenda

- The Basics - Matches vs. Challenges
- The Great Give[®] Match / Challenge Requirements
- Benefits to using Matches & Challenges
- Creative Matches & Challenges
- How to Feature your Match or Challenge
- 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 1:1 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

\$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 4.5 x 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.

CFGNH Match / Challenge Requirements

CFGNH Requirements

- Gift(s) of \$500 or more received from a private or family foundation, or donor advised fund, or by check from a personal account will be eligible for The Great Give® prize and matching pool if the gift is donor-directed for a matching gift incentive.

CFGNH Requirements

To qualify a check of \$500 or more as eligible to be included in match and prize calculations, an organization must:

1. submit a copy of the check and the donor's confirmation that it is to be used as a match to The Community Foundation by 5:00 p.m. on May 3, 2021
2. log on to the organization's administrator dashboard on www.thegreatgive.org[®] and publish details about the match challenge under "Fundraising – Sponsor Matching – Add Match Commitment before 5:00 p.m. on May 3, 2021"

The Great Give 2020[®]

- 54 organizations featured a match or challenge
 - 87 match/challenge opportunities
 - Funds available: \$384,900

\$27,238.77 vs **\$5,709.87**

**Average amount raised by organizations with vs without matches and challenges*

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

Your Giving Day Dashboard



Time to launch

61

days

Get Set Up

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

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

- + Add An Administrator
- ✉ Add Offline Donation
- ⚙ Manage Sponsor Matching**
- ✂ Manage Donations
- 📄 View Registration Info

Share Your Page

<https://dog-staging.givegab.com/organizator>



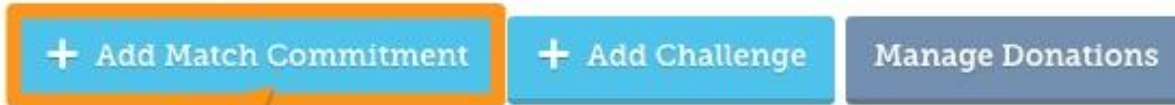
[View Your Page](#)

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

Organization Sponsor Matching

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



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

Enter Match Information

Highlight Matching Sponsor

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

Logo

Select Image

Remove

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

Sponsor Name

Debbys Pet Supply

URL (optional)

www.debbypetsupply.com

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

Customize Your Match

Update Match Details

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

Match Name	
<input type="text" value="Giving Tuesday Match!"/>	
Description	
<input type="text" value="Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!"/>	
Total Matching Funds Available	Maximum Match per Individual Donation
<input type="text" value="5000"/>	<input type="text"/>

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

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (you can always edit them later if needed.)

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

View Your Match



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Covers cost of rescuing a senior pup from a kill shelter



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

More Than Just A Shelter



At Logan's Pups we offer more than just a home to dogs in need, we're in the business of turning lives around. Each

Matches

[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!

\$5,000 MATCH

\$4,850 REMAINING

Fundraising Champions

[Laryssa Hebert](#)

\$500.00

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 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



Giving Day

September 5, 2018

Get Set Up

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

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- ✓ Add a 'Thank You' Message >
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Time to launch

61

days

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)
- [View Registration Info](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>

[View Your Page](#)

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

Adding a Challenge

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



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

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 ▼

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?

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.

Customize Your Challenge

Set Challenge Details

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

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Start Time (Eastern)

End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save

Cancel

View Your Challenge



Meet Buster



sanctuary.

Meet Emily



Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.

received between February 19th and February 25th up to \$1,000!

\$1,000 MATCH

\$125 REMAINING

[Katrina's Pet Supply Store: \\$5,000 for Logan's Pups!](#)

For every donation that comes in, Katrina's Pet Supply will match up to 100!

\$5,000 MATCH

\$4,651 REMAINING

Happy Pups: Happy Pups Challenge

\$5,000 unlocked!

Anonymous: Board Member Match

The members of the board are going to match each gift up to \$10,000!

\$10,000 MATCH

\$9,477 REMAINING



[The American Fundraisers: Double Your Dollar Day!](#)

Every dollar you donate will be DOUBLED by The American Foundation! Double your gift when you give today!

\$5,000 MATCH

\$5,000 REMAINING

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

\$1,000 for Logan's Pups! Sponsored by **Puppy Essentials**

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled	✕ Archived
\$1,000.00	\$558.00	\$100.00		

Starts: 04/09/18 12:00 AM Ends: 04/30/18 12:00 AM

Edit Remove Deplete Match

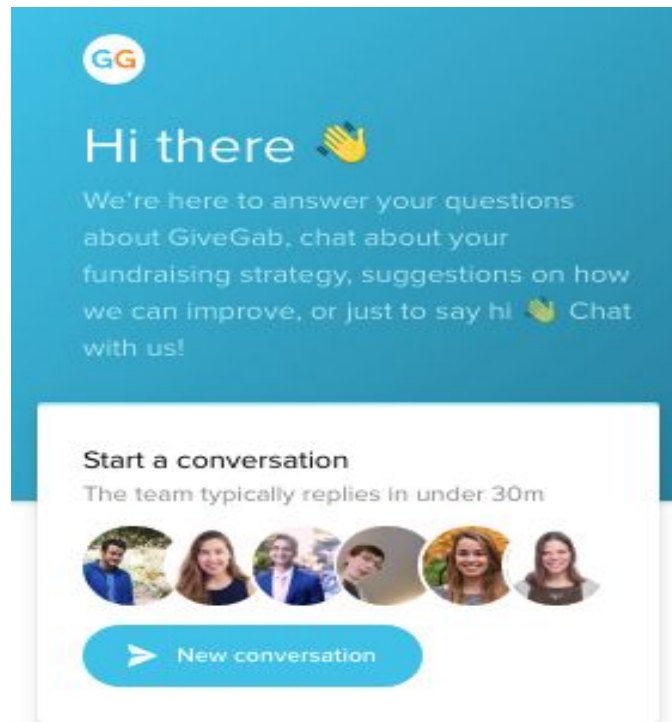
Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!

○ **Look for the little blue chat bubble!**

A screenshot of the GiveGab chat interface. At the top left is the GiveGab logo (GG in a circle). Below it, the text "Hi there" is followed by a yellow hand icon. A paragraph of text follows: "We're here to answer your questions about GiveGab, chat about your fundraising strategy, suggestions on how we can improve, or just to say hi 🙌 Chat with us!". Below this is a white box with the heading "Start a conversation" and the text "The team typically replies in under 30m". Underneath are six circular profile pictures of team members. At the bottom is a blue button with a white right-pointing arrow and the text "New conversation".

GiveGab[®]

Questions?



A 36-hour, online-giving event
to support local nonprofits



The **COMMUNITY** Foundation
for Greater New Haven



VALLEY COMMUNITY

FOUNDATION