Matches & Challenges
Submit Your Questions!

Chat Box

Q&A

To: All panelists

Type:

All panelists and attendees

Please input your question

Send Anonymously

Send
Agenda

● The Basics
● The Great Give Match / Challenge Requirements
● Benefits to using Matches & Challenges
● Creative Matches & Challenges
● How to Feature your Match or Challenge
● Questions?
What are Matches and Challenges?
The Basics

- Matches and Challenges are a great way to motivate your donors to unlock additional funds for your organization!
- Double as an opportunity to highlight key contributions by sponsors and large donors
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 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

The Great Give 2021

- 62 organizations featured a match or challenge
  - 116 match/challenge opportunities
  - Funds available: $633,320

$26,948.66 vs $4,166.21

*Average amount raised by organizations with vs without matches and challenges*
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 or electronic transfer 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.
To qualify a check of $500 or more as eligible, an organization must:

1. 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, 2022

2. If the donor is not publicly acknowledged on the profile, a copy of the check or transfer and a note from the donor expressing intent for the gift to serve as a matching incentive must be sent to Jackie at The Community Foundation before 5:00 p.m. on May 3, 2022
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

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

Sponsor Name: Debby's Pet Supply
URL (optional): www.debbyspetsupply.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

Giving Tuesday Match!

Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

Total Matching Funds Available

5000

Maximum Match per Individual Donation
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

Matches

Hafners Landscaping: Fresh Faces Match!
Have you been waiting for the perfect opportunity to make your first donation to Pawnee Nature Conservancy? Now’s your chance! First time donors will have their gift DOUBLED thanks to a match from Hafners Landscaping!

$1,000 MATCH
$1,000 REMAINING

Anonymous: 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!

$1,000 MATCH
$1,000 REMAINING

See More Matches
Creative Challenges
Once you’ve determined your fundraising goal, reach out to local businesses with a smart ask that will help you reach that goal!

- The SPCA has a $3,000 fundraising goal for their campaign
- PetSmart agrees to contribute $1,000 if the SPCA reaches $2,000
- As soon as the SPCA reaches their goal, PetSmart’s $1,000 donation is released to their total funds raised
Create Donor Challenges

Challenges can also help you reach your donor goal!

- 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
From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Click the button above to create a new challenge opportunity to feature right on your Giving Day profile.
Enter Challenge Information

- **Logo**
- **Sponsor Name**
  - Select Image
  - Remove

  **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**
  - 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
Orca Conservancy Board Members: Board Challenge!

If we reach 200 donors, our board members will make an additional donation of $5,000.

196 more donors unlocks $5,000
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.
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)
- Check Out Our Blog
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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!](#)
Questions?

THE great Give
MAY 4-5, 2022
A 36-hour, online-giving event to support local nonprofits