Matches & Challenges

THE great Give
MAY 1-2, 2024
A 36-hour, online-giving event
to support local nonprofits

The COMMUNITY Foundation
for Greater New Haven

VALLEY COMMUNITY
FOUNDATION

GiveGab

Chat Box

To:
✓ All panelists
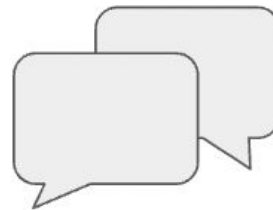All panelists and attendees

Q&A

Please input your question

☐ Send Anonymously   Send

GiveGab

Agenda

- The Great Give Match / Challenge Requirements

- The Basics - Matches vs. Challenges

- Benefits to using Matches & Challenges

- How to Feature your Match or Challenge

- Creative Matches & Challenges

GiveGab

Meet the Team

Claire Ripley

Associate Project Manager

Danielle Hunter

Project Manager

GiveGab

CFGNH Match/Challenge 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, and organization must:
  - Log onto the administrator dashboard on www.thegreatgive.org and publish details about the match challenge under "Fundraising- Sponsor Matching- Add Match Commitment" before 5PM on May 2, 2024
  - 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 5PM on May 2, 2024

Matches vs Challenges

What's the difference?

GiveGab

Matches vs Challenges

Match:

- Donations matched (1:1, 2:1, 3:1)
- Useful for steady momentum

Challenge:

- Goal driven incentives to contribute to a set goal
- Useful for a burst of momentum

GiveGab

Benefits of Match/Challenge

- In 2023:
  - 75 Groups featured a match
  - 163 match/challenge opportunities
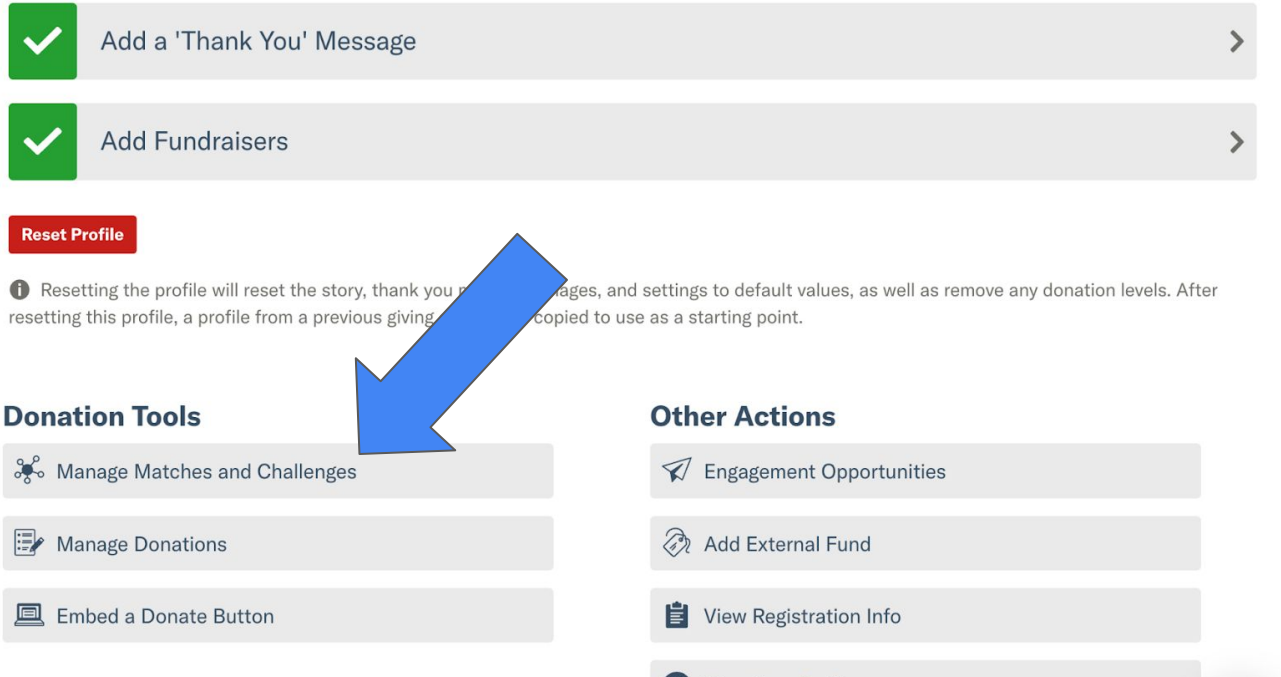- Funds raised WITH match/challenge:
  - $623,240

$21,303   VS   **$3,890**

GiveGab

Setting Up a Match or Challenge

Click the "**Manage Sponsor Matching**" button in the Donation Tools section on the right hand side of the giving day dashboard!
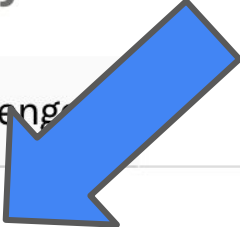
Giving Day Matches

Matches and Challenges

Preserving Dignity

Matches   Challeng

+ Add Match

GiveGab

Giving Day Matches

Update Match Details:

- Match Name

- Description

- Total Funds
  Available

- Max Match per
  Individual Donation

Match Details

Match Name

Image

[Select Image] [Remove]

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

Description

Total Matching Funds Available ⓘ

$

Maximum Match per Individual Donation

$

GiveGab

Giving Day Matches

Highlighting Match Sponsor
- Sponsor Name
- Sponsor Website
- Keep Anonymous

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

Giving Day Matches

Update Match Parameters
- Match Start Time
- Match End Time
- Auto Matching
- Enables 1:1 donation matching in real time!

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 ⓘ

GiveGab

Wednesday
February 10

HONOR

EMPOWER

10 ORGANIZATIONS ARE COMING TOGETHER TO RAISE $100,000 IN 24 HOURS TO SUPPORT HEALTHY TEEN RELATIONSHIPS IN OC ON FEBRUARY 10, 2021.

wtlc

Learn More About Our Organization

Matches

Anonymous: Double Your Impact

Every dollar is doubled thanks to a generous anonymous investor!

$3,000 MATCH   **COMPLETED**

Discovery Charity Foundation : Discovery Charity Foundation

$525 MATCH   **COMPLETED**

SEE MORE MATCHES

Give

Match Ideas: Social Engagement

- Encourage more online engagement through a social media match by 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!

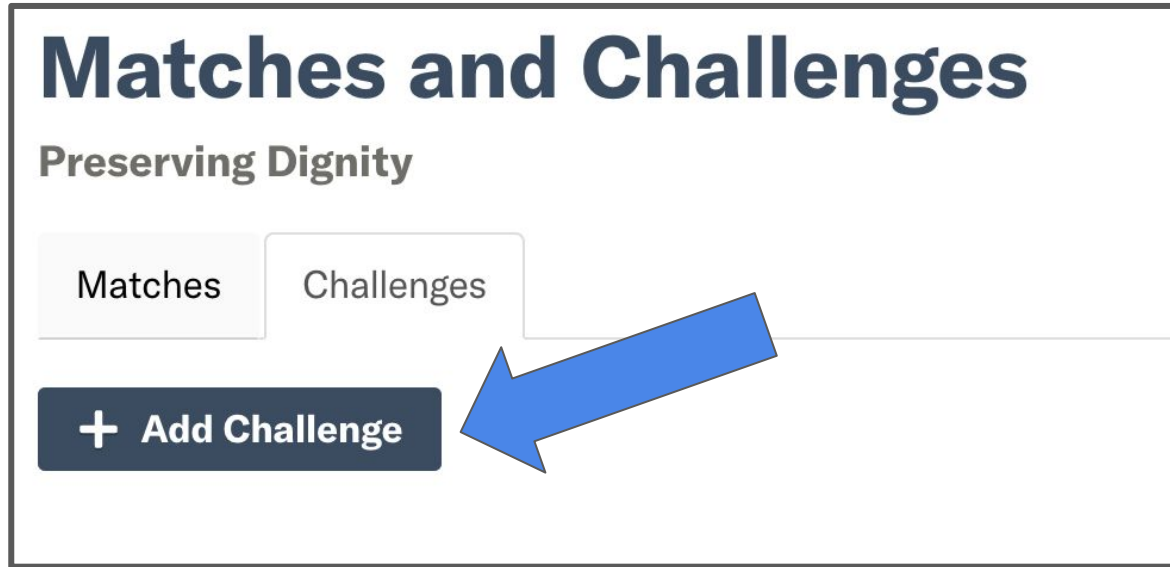**GiveGab**

Match Ideas: 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!

GiveGab

Giving Day Challenges

Matches and Challenges

Preserving Dignity

Matches | Challenges

+ Add Challenge

Click the "**Add Challenge**" button above to create a new matching opportunity to feature right on your Giving Day profile

GiveGab

Update Challenge Details

- Challenge Name

- Challenge Description

- Sponsor Image

- Challenge Unlock

- Challenge Type

- Challenge Goal

Challenge Details

Challenge Name

Description

Image

Select Image   Remove

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

Challenge Unlock Amount ⓘ

$

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 are needed to complete this challenge?

GiveGab

Highlight Challenge

Sponsor

- Sponsor Name

- Sponsor's Website

- Or keep your sponsor anonymous

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

Update Challenge Parameters

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time ▾

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

GiveGab

Donor Challenge

Dollar Challenge

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**!

GiveGab

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   Ends
04/09/18 12:00 AM   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.
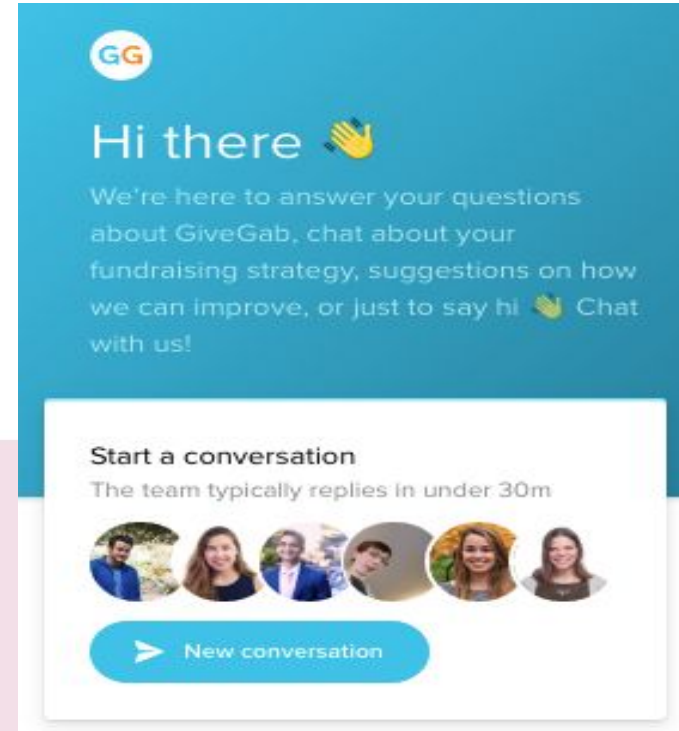☐ Archived

Save   Cancel

GiveGab

Depleting Match/Challenge

In the last hour of The Great Give, The Community Foundation staff will sweep all of the unearned match/challenge dollars into your total so that you end the event with the highest possible total.

If you are actively using the match/challenge as an incentive up to the last few minutes, contact Allison Abramson aabramson@cfgnh.org

GiveGab

- Visit Our Help Center

  - https://support.givegab.com/

- Check Out Our Blog

  - https://www.givegab.com/blog/

- Send us an Email

  - CustomerSuccess**Look for the little blue chat bubble!**@givegab.com

-

GiveGab

Questions?

THE great Give

MAY 1-2, 2024

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

The **COMMUNITY** Foundation
for Greater New Haven

VALLEY COMMUNITY
FOUNDATION

GiveGab