Matches & Challenges

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

Chat Box

Q&A

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
Meet the Team

Claire Ripley
Associate Project Manager

Danielle Hunter
Project Manager
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?
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
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
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

Update Match Details:

- Match Name
- Description
- Total Funds Available
- Max Match per Individual Donation
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)
Giving Day Matches

Update Match Parameters
● Match Start Time
● Match End Time
● Auto Matching
● Enables 1:1 donation matching in real time!
10 ORGANIZATIONS ARE COMING TOGETHER TO RAISE $100,000 IN 24 HOURS TO SUPPORT HEALTHY TEEN RELATIONSHIPS IN OC ON FEBRUARY 10, 2021.

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
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!
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!
Giving Day Challenges

Matches and Challenges

Preserving Dignity

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<tr>
<th>Matches</th>
<th>Challenges</th>
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Click the “Add Challenge” button above to create a new matching opportunity to feature right on your Giving Day profile.
Update Challenge Details

- Challenge Name
- Challenge Description
- Sponsor Image
- Challenge Unlock Amount
- Challenge Type
- Challenge Goal
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)
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) [ ]
**Donor 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!

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**Dollar Challenge**

**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!
**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.
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
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] (CustomerSuccess) Look for the little blue chat bubble!@givegab.com
Questions?

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