

Leveraging Matching Gifts for #HudsonGives



Zoom Tips

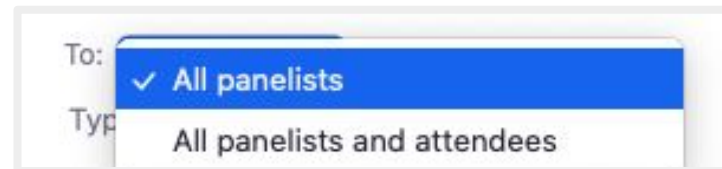
This is being recorded. The recording will be available on the /trainings page by **March 24.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



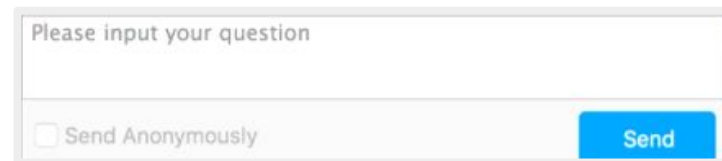
Chat Box



The screenshot shows the 'To:' dropdown menu in the Zoom chat interface. The dropdown is open, showing two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees'.



Q&A



The screenshot shows the Zoom Q&A input form. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.



Have you used Matches or Challenges for #HudsonGives?

If so, what's been your biggest challenge?

Agenda



- What is a matching gift and why are they so impactful?
- Planning and asking for a matching gift
- How to use GiveGab's matching tools
- Creative Ideas & Best Practices
 - Next Steps

Matching Basics

What is a Matching Gift?

A pledged donation that is used to incentivize giving by multiplying the impact of the donor's gift.

"[X] sponsor will match every donation made to our organization dollar for dollar on May 13th!"

Matching gifts are usually secured in advance, and marketed alongside your Giving Day efforts



More About Matches

- These gifts come in all sizes, but are usually larger than your average online donation
- Matches can come from anyone! Look at your existing constituents and connections.
- Matching donors and sponsors should be stewarded and cultivated uniquely from your general supporters
- ***You won't know if you don't ask!***

Impact in 2022

- 20% of organizations had a match
- \$112,267.00 matching funds available
- Average raised with: \$20,466.76
- Average raised without: \$4,313.40

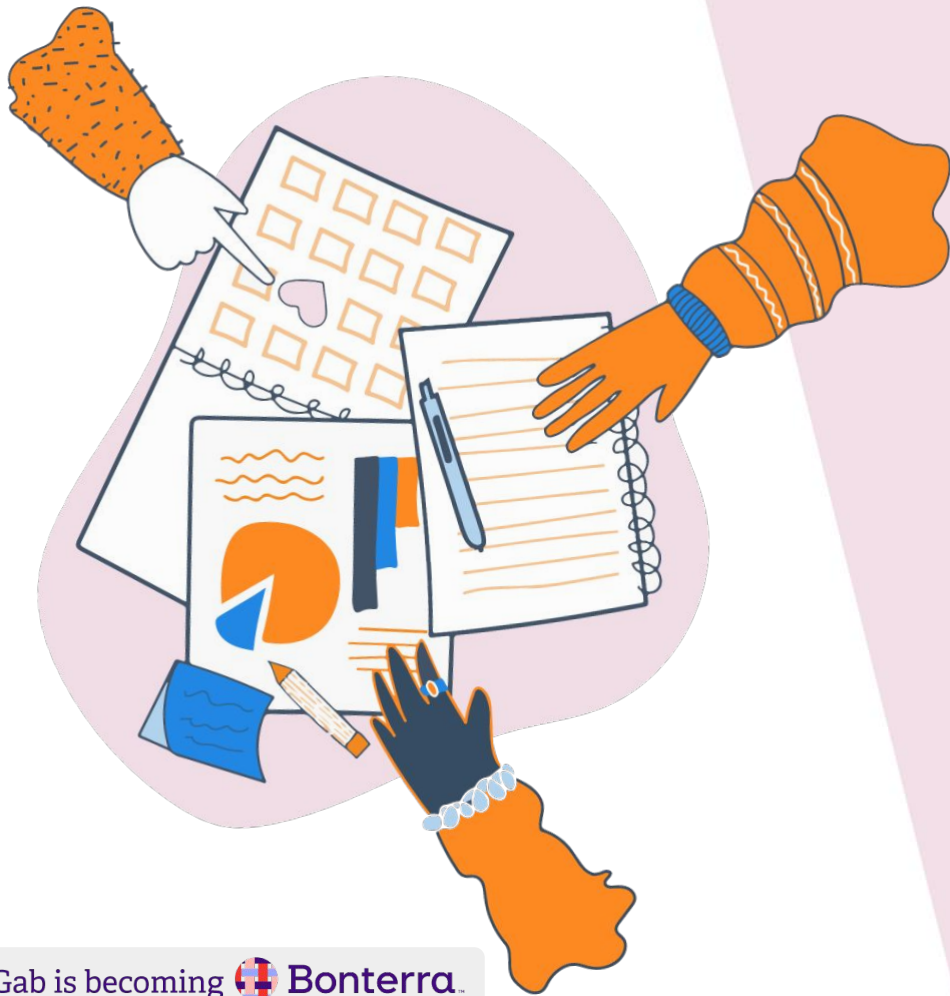


Average Raised by Nonprofits

4.7x's more with Matches

Why is it so effective?

- Engagement strategy for existing supporters, or fostering new ones
- Matching donors get to feel like the hero, no matter the size of their gift! Their generosity pays dividends.
- Leverage built-in content for marketing
- Strengthens relationships for year-round support. What you do during #HudsonGives impacts development the rest of the year, and vice versa!



Strategize and Plan

Identify Potential Funders

- Tap into existing donors and constituents
 - Board members, staff, fundraisers, major donors, another segment of donors
- Find sponsors or businesses in the community whose values align with your mission
 - Corporations, small businesses, community members
- Pool together contributions to make a larger donation!

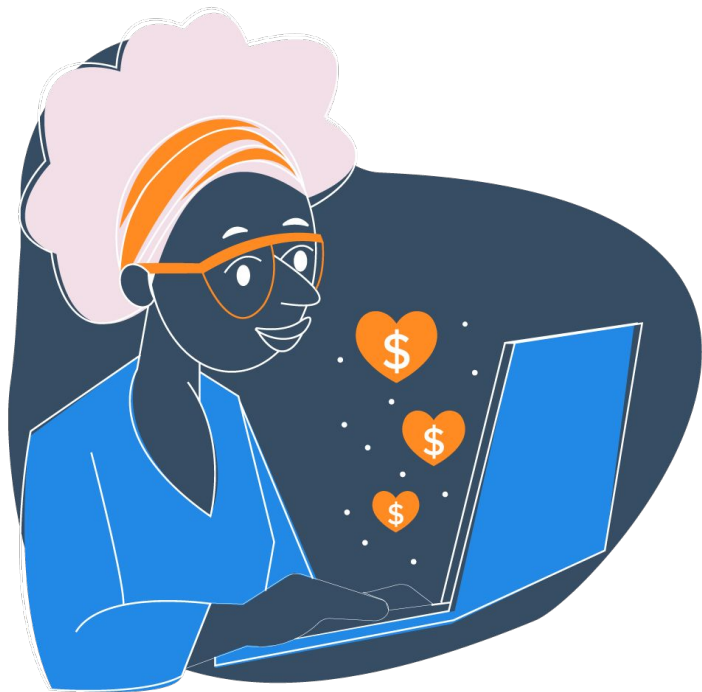
Making the “Ask”

- Donors don't just give to causes. They give to people that are passionate about a cause.
- Unsure how much to request? Any amount is great!
 - Look at how much you raised last year (or plan to in 2022) - set that as benchmark.
- Be sensitive, but not timid!
 - Check in with your potential sponsors, engage before the ask
- Did you get a no? That's ok!
 - Give them another way to engage with your organization that isn't monetary and try again next year.



Timeline for Match Planning





GiveGab's Live Matching Tool

GiveGab is becoming  Bonterra.

Matches vs. Challenges:

Matches

- Matching gifts allow donations to be doubled on a 1:1 ratio
- Great for larger gifts
- Can set a max “cap” so that one large donation doesn’t run out your entire match
- This tool only supports 1:1 matches

Matches vs. Challenges: *Matches*



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

Matches vs Challenges:

Challenges

- Funds are added to the organization's total after a goal is reached.
- Goals can be a Donor Count or Dollar Amount!
- Rally your supporters toward a common goal
- Great for smaller gifts, or varying “ratios” that aren't 1:1, 2:1 or 3:1
- **Returning participant for #HudsonGives?** Use your stats from last year to define what challenge goal you will set.

Matches vs. Challenges: *Challenges*

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!

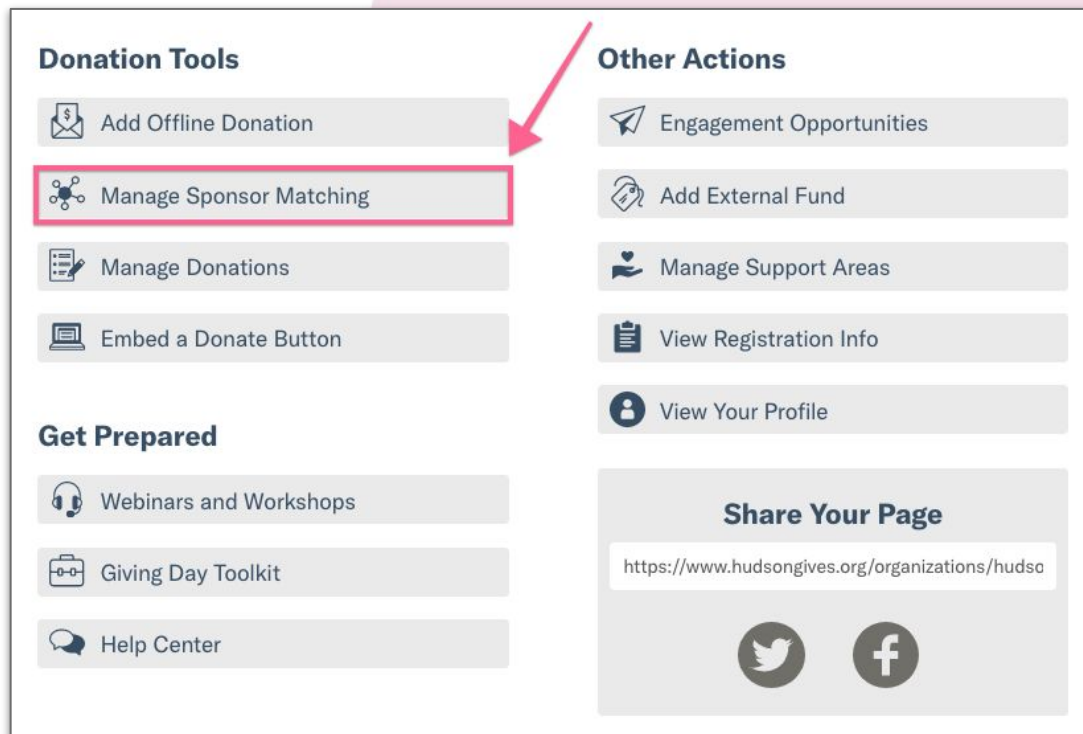
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



\$21,298.13 more unlocks **\$10,000!**

Demo

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



Demo

Click “+**Add**” button to create a new live opportunity right on your Giving Day profile.

Matches and Challenges

#HudsonGives

+ Add Match Commitment

+ Add Challenge

Manage Donations

Note: All times are assumed to be in Eastern Time.

Demo

- Name
- Description
- Funds Available
- **Desired Ratio for Matches**

Match Name

Description

Total Matching Funds Available ⓘ
\$

Matching Ratio ⓘ

- ☒ **1:1** example: \$10 donation is matched by \$10
- ☐ **2:1** example: \$10 donation is matched by \$20
- ☐ **3:1** example: \$10 donation is matched by \$30

Demo

- Sponsorship Information
- Date/Time Settings
- Enable Auto-Matching?

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)

Demo

- Finalize Match Criteria
- Auto-Matching
- Archiving

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

Demo

- Finalize Challenge Criteria
- Challenge Type & Goal
- Archiving

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

How many dollars are needed to complete this challenge?

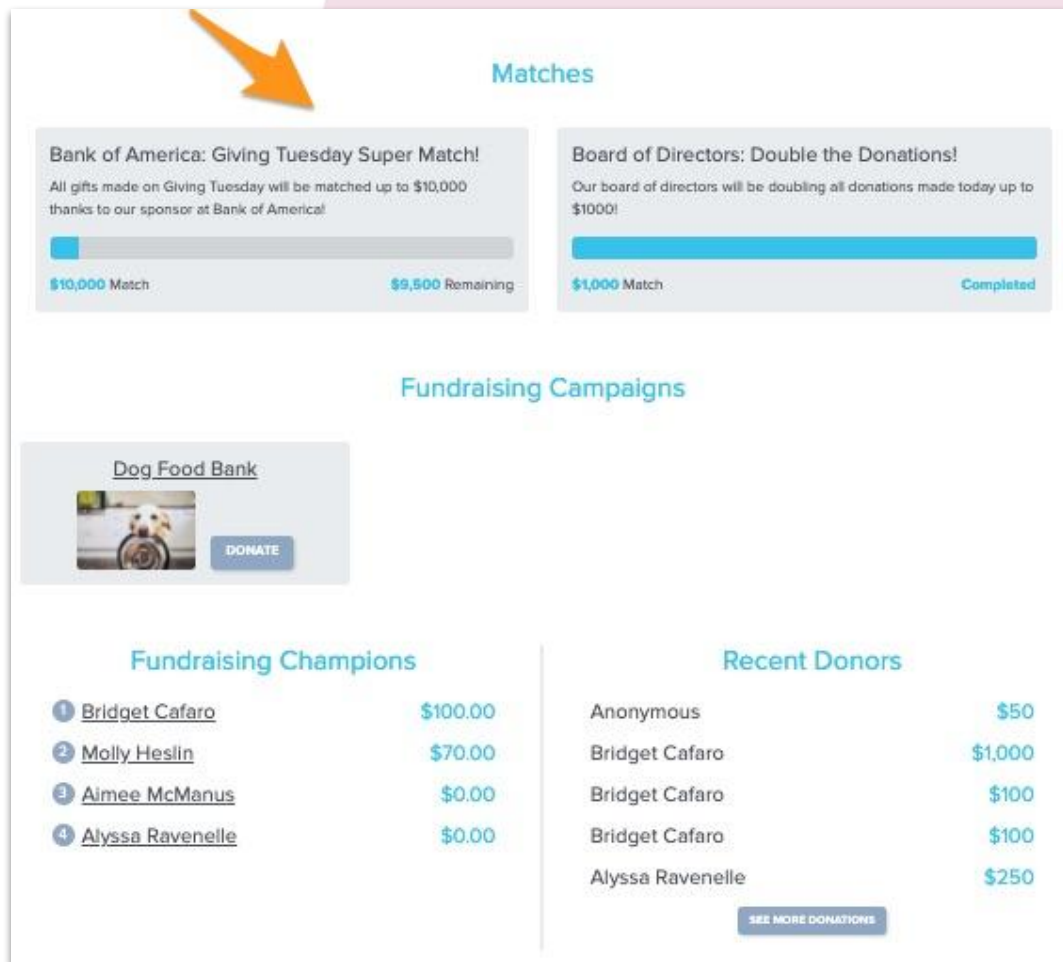
A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

☐ Archive ⓘ

Save Cancel

Demo

- **View your matches on your profile!** How do they look?



The screenshot shows a user's profile on the GiveGab platform. An orange arrow points to the 'Matches' section. The 'Matches' section contains two cards: 'Bank of America: Giving Tuesday Super Match!' and 'Board of Directors: Double the Donations!'. The 'Fundraising Campaigns' section features a 'Dog Food Bank' campaign with a 'DONATE' button. Below this are two tables: 'Fundraising Champions' and 'Recent Donors'.

Matches

Bank of America: Giving Tuesday Super Match!
All gifts made on Giving Tuesday will be matched up to \$10,000 thanks to our sponsor at Bank of America!


\$10,000 Match \$9,500 Remaining

Board of Directors: Double the Donations!
Our board of directors will be doubling all donations made today up to \$1000!

\$1,000 Match Completed

Fundraising Campaigns

Dog Food Bank



DONATE

Fundraising Champions

1	<u>Bridget Cafaro</u>	\$100.00
2	<u>Molly Heslin</u>	\$70.00
3	<u>Aimee McManus</u>	\$0.00
4	<u>Alyssa Ravenelle</u>	\$0.00

Recent Donors

Anonymous	\$50
Bridget Cafaro	\$1,000
Bridget Cafaro	\$100
Bridget Cafaro	\$100
Alyssa Ravenelle	\$250

SEE MORE DONATIONS

A few tips with matches...

- 1 If donor committed to the full amount, but you didn't reach it - **“deplete”** to release remaining funds!
- 2 Your cash/check gifts will automatically count towards your matches and challenges. You can always remove them if needed!
- 3 Set up your match(es) ASAP and ask GiveGab to review!

Creative Ideas



Timed Match

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Plan around a prize opportunity
- 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
- **This match is manual**

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
- **This match is manual**

Fresh Faces Match!

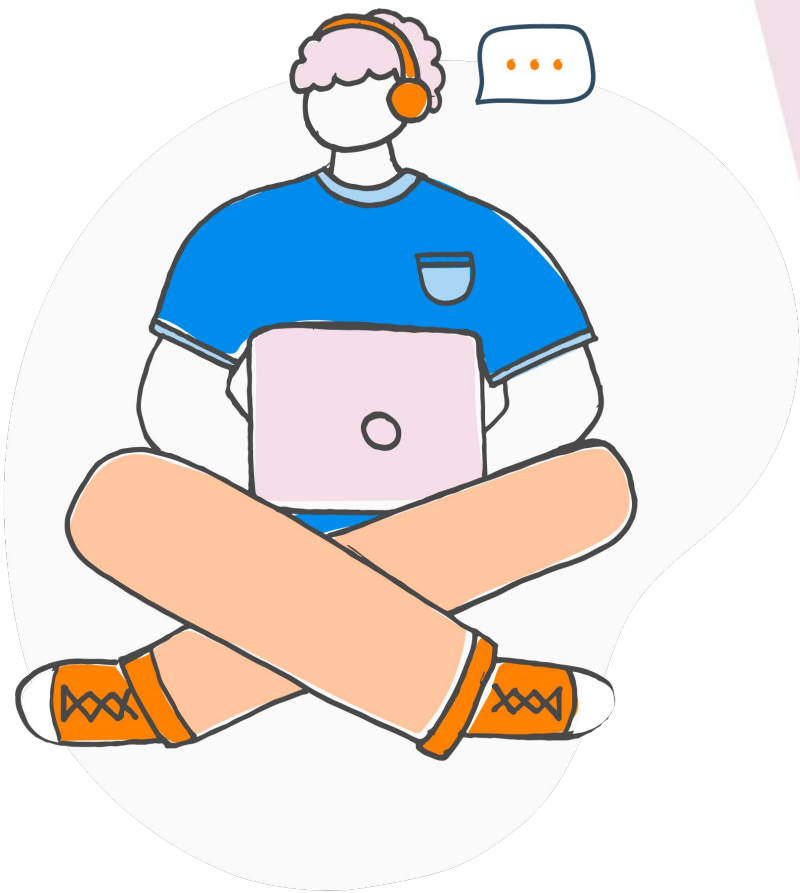
Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!

Location-Based Match

- Motivate your fundraisers and supporters to spread the word to their networks across the country!
- Great way to expand your reach and visibility
- **This match is manual**

50 States Match

Let's spread our reach across the country! Tell your friends and families to help us reach our goal. The first gifts received from donors in all 50 states will be DOUBLED thanks to a match from Debbie's Pet Supply!



Takeaways & Resources

Key Takeaways



- Start small - get comfortable with the process!
- Treat matching donors like heroes
- Engage them year-round, even when it's not #HudsonGives
- Work with connections you already have
- Just ask! Give them another way to engage if answer is no.

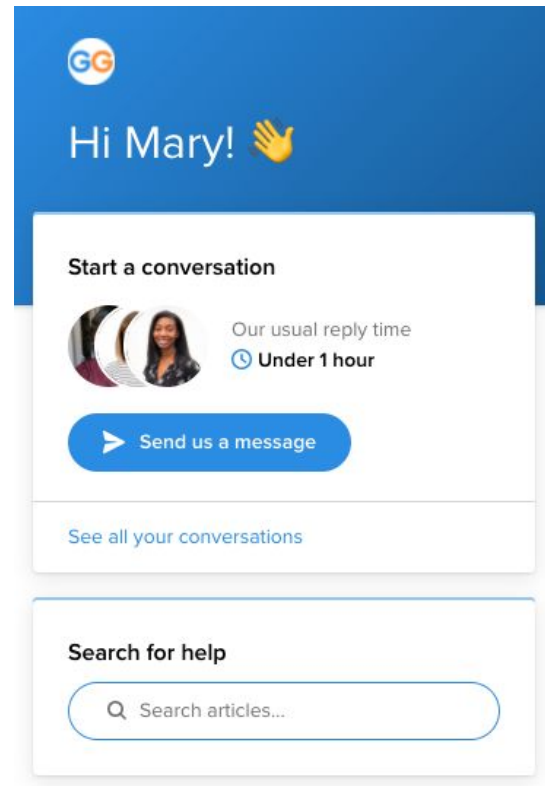
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  **Bonterra.**



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Reminders & Next Steps

- Begin mapping out your matching gifts plan.
- Make an ask sooner rather than later!
- Watch trainings and access resources on the #HudsonGives site
- Attend an upcoming Monday Office Hours with Robinson & Christine for more strategizing!
- Finish and review your #HudsonGives profile - is it ready?

Questions?

