Further Managing of Collaborative Giving Day Match & Challenges
Corporate Social Good & Philanthropy

Nonprofit Fundraising & Relationship Management

Case Management

are coming together as

Bonterra™

We power those who power social impact.
What are Matching Gifts?

- Matching Gifts are pledged donations from generous donors that enhance the giving day experience.
- GiveGab's online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match**: Each time an eligible gift is made, a corresponding offline gift is added to your totals.
  - **Challenge**: When a threshold or goal is met, the whole pledged donation amount will be added to your totals.
Benefits to Matches & Challenges

- Organizations with matching funds raise on average 4.5x more than organizations without a match
- Opportunity to highlight existing donors and sponsors
- Motivates potential donors to have a greater potential impact by donating when their gift is matched
- Easily feature active matches on your Giving Day profile
● **Matches:** Allow each online donation to be matched on a 1:1 ratio.

● **Matches:** Organizations with matches raise on average **4.5 x more** than organizations without a match.
Match or Challenge?

- **Match**: Opportunity to highlight existing donors and sponsors
- **Match**: Motivates potential donors to have a greater impact by donating when their gift is matched
- **Challenge**: Great tool for smaller gift amounts. For example, gifts under $500 may be considered too small to set up dollar for dollar matches with, however, they can be great if used as a challenge to encourage teamwork among donors to unlock additional funds for your organization.
**Match or Challenge?**

- **Challenge:** Perfect for non 1:1 ratios of donations to sponsor funds. Matches currently support 1:1 matching only. With a challenge, you have more flexibility, such as 50 cent to every dollar donation up to $1,000 can be set as a challenge where $2,000 unlocks a $1,000 challenge!

- **Challenge:** Promotes a friendly, game-like challenge where friends, family, or board members can work together to unlock a “prize” for the organization they wish to support. Since it requires the goal to be met for any money to be received, it is more of a test of teamwork than using a match, which essentially rewards every incoming donation.
Match & Challenge Excitement!

Do you have more than one sponsor match?

- Consider staggering and stacking them!
- Set a match or challenge for a specific hours of the day!
- Use as an exciting marketing tool!
  - Recognize the sponsor
  - Highlight giving day progress
  - Create an even greater sense of urgency
Customer Success

● Visit Our Help Center
  https://support.givegab.com/

● Chat with Give Gab's Customer Success Team whenever you have questions or need a hand creating or updating your profile
  ○ CustomerSuccess@givegab.com
  ○ Look for the little blue chat bubble: 6AM-2PM PT

● Day Of Support: 12:00AM PT - 1:00AM PT; 5:00AM PT - 1:00AM PT
Thank You!