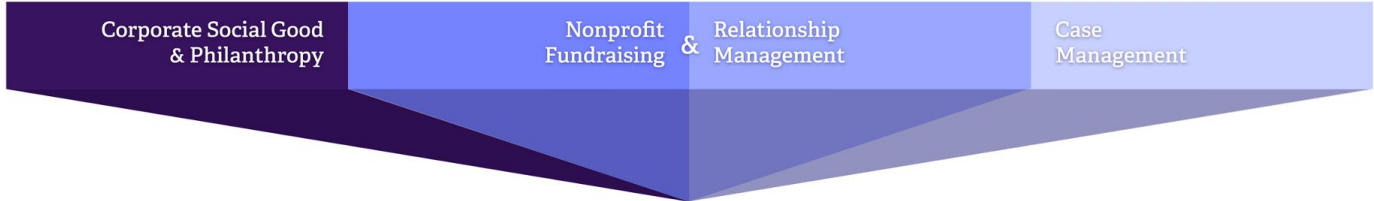


The background of the slide features a photograph of several hands of different skin tones cupped together, holding a mound of dark soil. The entire image is overlaid with a semi-transparent red filter. The text is centered and rendered in white.

i ♥ OC

**Further Managing of
Collaborative Giving
Day Match & Challenges**



are coming together as



We power those who power social impact.



What are Matching Gifts?

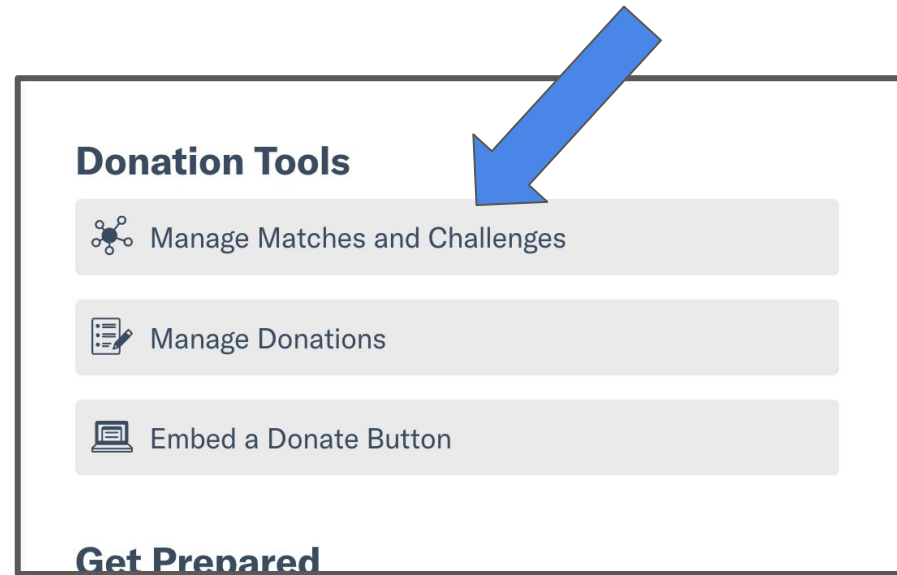
- Matching Gifts are pledged donations from generous donors that enhance the giving day experience
- GiveGab's online matching tool helps donors multiply their impact, no matter the donation size!
 - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals
 - **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

Match or Challenge?

- **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.

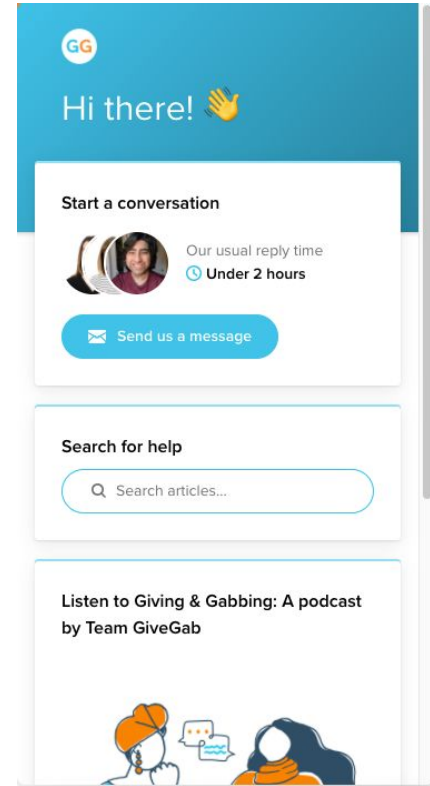
Match & Challenge Excitement!

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 great sense of urgency

Customer Success

- Visit Our Help Center
<https://support.givegab.com/>
- Chat with GiveGab'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



A photograph of a woman smiling and holding a baby, with a large group of people in the background. The image is overlaid with a semi-transparent red filter. The text "Thank You!" is centered in white.

Thank You!