

What's the Difference?

- **Match**

- A way for donations to be matched “dollar-for-dollar” or a 1:1 ratio
- Example:
 - The Avengers Corporation has donated \$5,000 1:1 match to the Asgardian Nonprofit! This is a great opportunity to double your impact!

- **Challenge**

- Goal-driven incentives in which donors make donations to contribute to a set goal. After goal is reached, money is “unlocked”
- Can be based on dollars or donors
 - The Gotham Nonprofit has set at \$3,000 fundraising goal for their campaign. The Wayne Foundation agrees to donate \$1,000 dollars if the Gotham Nonprofit can reach their goal of \$3,000! If that happens, the \$1000 will be unlocked!



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