

The background of the slide features a photograph of two pairs of hands, one from an adult and one from a child, gently cupping 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

**Managing Collaborative  
Giving Day Match &  
Challenges**

# 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.

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in The Future is Working.

 Add Your Organization's Info >	<b>Donation Tools</b> <a href="#">Add Offline Donation</a> <a href="#">Manage Sponsor Matching</a> <a href="#">Manage Donations</a> <a href="#">Embed a Donate Button</a>
 Add Your Story >	
 Get Verified to Collect Donations >	
 Add Donation Levels >	
 Add a 'Thank You' Message > <small>Personalize your auto-response for donors ahead of time.</small>	
 Add Fundraisers >	

[Reset Profile](#)

**Other Actions**  
[Engagement Opportunities](#)  
[Add External Fund](#)  
[View Registration Info](#)

# 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.

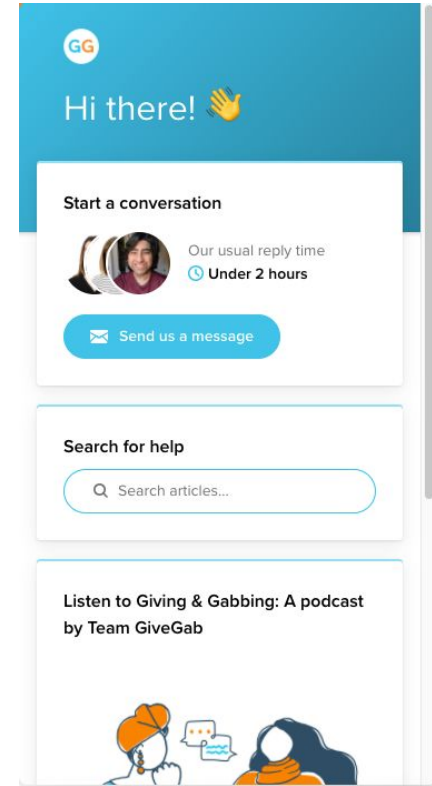
# Match & Challenge Excitement!

## 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](mailto: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 red overlay. The woman is on the right side of the frame, looking down at the baby. The baby is in the center, wrapped in a patterned blanket. The background shows a room with a bed and some furniture. The text "Thank You!" is centered in the middle of the image.

**Thank You!**