Matching & The GiveGab Platform
Introductions: Your GiveGab Team

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Agenda

- What’s New for Big Give 2020?
- Leveraging Matching Gifts
  - Discussion
- Q&A / Demo
What’s New for 2020
Match Minutes
Discussion, Q&A
Donors can easily find the fundraisers they’re looking to support.

When the giving day goes “live”, tracks their progress within each individual tile.

Acts like a leaderboard.
GiveGab’s Mobile Wallet

- Over $1.1 million in online donations were made via mobile device during Big Give 2019
- Donors can opt for a faster checkout experience
- Apple Pay, Google Pay, Microsoft Pay compatible
- Mailing address is still collected for maintaining accurate donor records!
Multiply Impact with Matching Gifts
Basics of Matches & Challenges

- A pledged donation by a sponsor, donor, or pool of donors, that requires a condition to be met in order to receive the funds.
- Promotional tools used to motivate potential donors to make a greater impact with their donation.
- Opportunity to stimulate donors during non-peak hours.
- *Recorded in GiveGab as an offline donation. The actual funds must be collected outside of GiveGab, usually via check directly from the sponsor!*
During Big Give 2019...

● Matches accounted for over $690,000 of funds raised

● Organizations with matching funds raised on average 4x more than those without ($15,710 vs. $4,097)

Let’s see how we can increase in 2020!
Discussion Questions

- How has your organization promoted your matches in the past?
- What are some challenges you’ve run into with matches?
- How impactful have matches been for your organization?
- What are some successful ways you’ve stewarded a matching sponsor?
Matches vs. Challenges
Q&A
When in doubt...

- Check your start/end time, and make sure you’re selecting midnight on the correct date!
- Keep “automatching” enabled
- Time your match or challenge with a particular prize
- Begin building your relationships with matching donors. Don’t have one secured in time? Ask an already-committed donor to use their gift as a match.
- Reach out to GiveGab’s support team to review
Remember, matches don’t work alone!

- Ensure your match(es) are front and center on your campaign
- Communicate impact in a measurable way
- Promote the match through all marketing mediums, leading up to and on the day
  - Create a story around the match and communicate progress throughout the day
- Make the matching sponsor feel like a hero

GiveGab®
Thank You!