



2022 Giving Challenge

Business Engagement Opportunities

Interest in giving back to our community via the Giving Challenge has increased from businesses over the past few years. In response to this trend, the Giving Challenge is expanding its features in 2022 to include two clear, easy opportunities for businesses in our community to participate in meaningful ways.

Two Engagement Opportunities



Business Fundraiser:

- Encourage employees to give (a.k.a. Employee Engagement Program)
- Does not require financial donation from the business but can also include an employee match/challenge



Donation Match/Challenge:

- Support a specific nonprofit organization with a donation match/challenge
- Requires financial donation from the business to a specific nonprofit organization

Business Fundraiser (*Employee Engagement Program*)

For a business in the community that wants to encourage their employees to give in the 2022 Giving Challenge, Business Fundraising on the 2022 Giving Challenge platform will provide an easy, fun and efficient way for an entire company to give together while helping local cause-driven nonprofits.

Benefits & Opportunities:

- A dedicated link to share with employees to get more information about the Giving Challenge and your businesses matching opportunities (if applicable)
- A dedicated dashboard to track employee giving and any matching initiatives you have
- Your business will be included on the business fundraiser leaderboard on the Giving Challenge website
- Inspire employees to make a difference by connecting them to causes they are passionate about
- Community visibility: your company name/logo on the Giving Challenge website
- Business Fundraising toolkit, including templates for flyers/posters, social media and email communications



Presented by the
Community Foundation of Sarasota County

Donation Match/Challenge for Specific Nonprofit Organization

A business identifies a cause-driven nonprofit it wants to support directly through a match or challenge that incentivizes donors to make greater impact with their 2022 Giving Challenge donation. Both match and challenge are very customizable based on how a business wants to set it up.

Match: A 'sponsor match', or simply a 'match', is a pool of funds that a business donates to a specific nonprofit organization that raises a similar amount from other donors. This is intended to be used to amplify the amount raised by individual donors.

Example: ABC Corp. donated a \$5,000 1 - to - 1 match to XYZ Nonprofit. XYZ Nonprofit will receive \$1 from ABC Corp. for each \$1 that is donated by supporters. XYZ Nonprofit can now promote this match from ABC Corp. as a chance for donors to double their impact: a \$25 gift becomes a \$50 gift, a \$50 gift becomes \$100, and so on.

Challenge: A "challenge" is a gift that can be unlocked by meeting a goal. This goal can be measured by total dollars given or total donors engaged.

Example: XYZ Nonprofit sets a \$3,000 fundraising goal for their campaign. ABC Corp agrees to donate \$1,000 dollars once the XYZ Nonprofit reaches their \$3,000 goal. As soon as the XYZ Nonprofit reaches their goal, ABC Corp's \$1,000 donation will be "unlocked"--or released to the XYZ Nonprofit donation pool. This type of challenge is referred to as a "Dollar Challenge."

*To learn more about the 2022 Giving Challenge and
Business Engagement Opportunities, visit*

www.GivingChallenge.org

Please direct any questions to

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of Sarasota County