Matches & Challenges
Leveraging Matches & Challenges for the 2022 Giving Challenge

Presented by the Community Foundation of Sarasota County
This webinar will be recorded and sent out via the Community Foundation’s December 2021 Nonprofit News, posted on the Giving Challenge website.

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

● The Basics
  ○ Matches vs. Challenges
● Benefits to using Matches & Challenges
● Potential Sponsors
● Creative Matches & Challenges
● How to Feature your Match or Challenge
● Questions?
Have you used a match or challenge before?

If so, what worked well for you?
What is a matching or challenge gift/donation?

- An additional donation pledged for each donation that is made to your Giving Challenge campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities
• Matches allow donations to be doubled on a 1:1 ratio

**Ann's Coffee Cafe: Giving Day Match**

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to $1,000!

$1,000 MATCH  $125 REMAINING
Challenges allow funds to be added to the organization’s total once a goal is reached.

- Goals can be a Donor Count or Dollar Amount

**Wag: Happy Pups Challenge**

Help us unlock an extra $5,000 to Logan’s Pups with your donation!

115 more donors unlocks $5,000!

**Lizzy’s Pet Supply: Let’s boost Logan’s Pups!**

When Logan’s Pups reaches its goal of $100,000, Lizzy’s Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Benefits of Matches & Challenges

- Incentivises donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with match/challenge funds raise on average 4.5x more than organizations without a match/challenge
Potential Sponsors

- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Power Hour Matches

● Set match parameters to a specific time frame, creating a greater sense of urgency during the day

● Opportunity to stimulate donors during non-peak hours

● Great for featuring smaller matches and multiple sponsors

Morning Match!
All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie’s Pet Supply!
Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

**Social Superstars Match!**
For every like this post receives, our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!
Adding a Match Opportunity to your Giving Challenge Campaign
Access and log in to your Admin Dashboard via The Giving Partner or the Giving Challenge website using the menu on the top right.
From your Dashboard in The Giving Partner, click on the "Giving Days" tab on the far left.
Click on the top “Giving Challenge” to access the correct dashboard
From your 2022 Giving Challenge Dashboard, click “Manage Sponsor Matching”
Add Match Commitment

Click the “Add Match Commitment” button to create a new match opportunity to feature on your 2022 Giving Challenge profile.

Note: All times are assumed to be in Eastern Time.
Enter Match Information

Highlight Match Sponsor
- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
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<tbody>
<tr>
<td></td>
<td>Debby's Pet Supply</td>
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</table>

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<th>URL (optional)</th>
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<td><a href="http://www.debbyspetsupply.com">www.debbyspetsupply.com</a></td>
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</table>

Tip: Disable adblockers on this page for the best logo uploading experience.

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- [ ] Keep Sponsor Anonymous
Customize Your Match

Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor

Match Name

Giving Tuesday Match!

Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

Total Matching Funds Available

5000

Maximum Match per Individual Donation
Customize Your Match

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Auto Matching
  - Enables 1:1 donation matching to eligible online gifts in real time

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

<table>
<thead>
<tr>
<th>Donation Matching Start Time (Eastern)</th>
<th>Donation Matching End Time (Eastern)</th>
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☐ Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.
Matches are visible on your 2022 Giving Challenge profile and on the 2022 Giving Challenge Matches page when they are active. You can only set up a match once your organization has been approved to participate in the 2022 Giving Challenge.
Creative Challenge
Ideas
Dollar vs. Donor Challenges

- **Dollar** based Challenges unlock funds once a **dollars raised milestone** is met

- **Donor** based Challenges unlock the pledged funds once a **donor milestone** is met

Excite your supporters!
Motivate your donors and supporters to reach the challenge goal so that their support can go even further.
Challenge Example:

- The SPCA has a $3,000 fundraising goal for their campaign.
- PetSmart agrees to contribute $1,000 if the SPCA reaches their $3,000 goal.
- As soon as the SPCA reaches their goal, PetSmart’s $1,000 donation is released to their total funds raised.
- This is a **Dollar Challenge**.

Get local businesses involved!
• Alternately, you could set up a Donor Challenge

• Sponsored funds are released when a donor milestone is met, rather than dollar milestone

• Example: PetSmart agrees to give $1,000 to the SPCA once 100 unique donors have made their gift
Adding a Challenge to your Giving Challenge Campaign
Access and log in to your Admin Dashboard via The Giving Partner or the Giving Challenge website using the menu on the top right.
From your Dashboard in The Giving Partner, click on the “Giving Days” tab on the far left
Click on the “2022 Giving Challenge” to access the correct dashboard
From your 2022 Giving Challenge Dashboard, click “Manage Sponsor Matching”
Click the “Add Challenge” button to create a new challenge opportunity to feature on your 2022 Giving Challenge profile.
Highlight Challenge Sponsor

- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous

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Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- Keep Sponsor Anonymous
Customize Your Challenge

Update Challenge Details

- Challenge Name
- Description
- Goal Type
- Challenge Amount

Charge Name

Description (optional)

<table>
<thead>
<tr>
<th>Challenge Type</th>
<th>Challenge Goal</th>
<th>Challenge Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollar Challenge</td>
<td>How many dollars or donors are needed to complete this challenge?</td>
<td>$</td>
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*A Dollar Challenge is fulfilled when an offline donation is created when a certain amount is raised. A Donor Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.*
Customize Your Challenge

Set Challenge Details

- Start Time (Eastern)
- End Time (Eastern)

Please note that times are in Eastern Time.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times.

Start Time (Eastern)  End Time (Eastern)

- Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save  Cancel
Important Tips

● A Match/Challenge can be set up in your 2022 Giving Challenge profile once you’re Giving Challenge application has been approved.

● Your nonprofit is responsible for gaining and receiving funds from the Match/Challenge sponsor. Neither GiveGab nor the Community Foundation of Sarasota County collect the match or challenge funds from your sponsor on your behalf. The Giving Challenge platform simply reports the amount raised.

● Match/Challenge funds from the sponsor are considered “offline” donations and are not eligible for The Patterson Foundation Match.
Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge on your Giving Challenge profile and the Giving Challenge Matches page, select the “Archive” checkbox within the match or challenge editor
Giving Challenge Support & Resources

- Giving Challenge Website:
  - www.GivingChallenge.org

- Visit GiveGab’s Help Center
  - https://support.givegab.com/

- Check Out GiveGab’s Blog
  - https://www.givegab.com/blog/

- Send GiveGab an Email
  - CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Questions?

Write into Chat Box

Use the Q&A Panel