

Maximize your Impact with Matches and Challenges



Agenda

- **What are matches and challenges**
- **Why use them**
- **Who can provide them**
- **How to set them up**
- **Q&A**

What are Matches?

- Pledged donations from generous donors that enhance the giving day experience
- Must be set with your donor in advance of Give Local
- Provide **dollar for dollar match** on gifts given by others

Example of a match

The Jones Family will add a \$1,000 match when Awesome Organization raises \$1,000 from other donors during Give Local 2021

What are Challenges?

- Also must be pledged donations in advanced from generous donors
- Challenges allow funds to be added to the organization's total once a **specific goal** is reached
- Goals can be a based on either **Donor Count** or **Dollar Amount**

Example of Donor Count Challenge

The Jones Family will make a \$1,000 gift when Awesome Organization receives gifts from 50 other donors during Give Local 2021

Example of Dollar Amount Challenge

The Jones Family will make a \$1,000 gift when Awesome Organization raises \$5,000 from other donors during Give Local 2021

Benefits

For the organization:

- Gives your organization something to talk about
- Easy to feature on your Giving Day profile

For the Donors:

- Match/Challenge donor gains visibility
- Donors can see their contribution going twice as far!

Wow Fact:

Organizations with matches/challenges raise on average 4.5x!

Potential Match/Challenge Donors

Think about your supports that you have strong relationships with such as...

- Board Members
- Existing Donors
- Local Businesses
- Staff or Volunteers
- Community Members

Pro Tip:

You can pool several donors' gifts together to create one larger match/challenge

Offline Gifts Policy

- Checks valued at \$5,000 or higher will be accepted
- Made payable to Connecticut Community Foundation and received by April 15th
- Bonus funds will be added to offline gifts
- Donors with donor advised funds at the Foundation may make offline gifts in any amount during Give Local
- Please communicate with the Foundation if you expect offline gifts

Pro Tip:

It is possible for donors to make a distribution from their IRA via Give Local. Please allow ample time for processing - donors should request their checks **no later than March 20.**



Foundation Matching Form



Matches and Challenges Form

All Matching Funds paperwork and profile updates must be completed by 5 p.m. on Tuesday, April 6.

1. Complete this document if your organization has secured outside [matching funds or challenges](#) that will be used to provide added incentive during Give Local. Please complete one form for each donor that will be providing a match.
2. Attach proof (via letter or email from your donor) to substantiate your matching funds.
3. Add the match or challenge to your GiveGab profile by April 6. Detailed instructions are [available here](#).

Organization Name

Organization Contact

Donor Information

Name

Address

Email Address

Gift Information

Amount

Type

- Check payable to your organization Online gift will be made during
- Give Local via credit card or ACH
- Offline Gift (\$5K minimum, check payable to CCF and due 4/15/2021)
- Donor Advised Fund transfer (grant request form due 4/15/2021)

Please describe any conditions for receiving the funds

(Common examples: "This \$xx will be given once my organization raises \$xx during Give Local". Or, "This \$xx will be given when my organization receives gifts from xx different donors during Give Local".

Please return by 4/6/2021 to: Connecticut Community Foundation, Fax: 203-756-3054, or email to givelocal@connccf.org. Contact Sarah Edelson Baskin at 203.753.1315 x101 with any questions.

Please complete a form for each match/challenge gift you anticipate. We're working on getting it uploaded to the Give Local site, but will add the document in the chat for you now.



Promoting your Match or Challenge

- Feature any active matches on your Giving Day profile
- Keep the details of your match as clear as possible
 - What goal do you need to reach? When is the match active? What is the gift to match ratio?
What do donors need to do to have their gift matched?
- Brand your match and promote on all online platforms
 - **Example:** Support Logan's Pups on 11/28 during the Double Dollar Dash! Every donation received on 11/28 will be matched thanks to our sponsor!

Adding Matches and Challenges

Adding a Match or Challenge



Give Local Greater Waterbury and Litchfield Hills

April 21, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Local Greater Waterbury and Litchfield Hills.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Reset Profile

Participation Approval Status

Approved

Time to launch

125

days

Donation Tools

 [Add Offline Donation](#)

 [Manage Sponsor Matching](#)

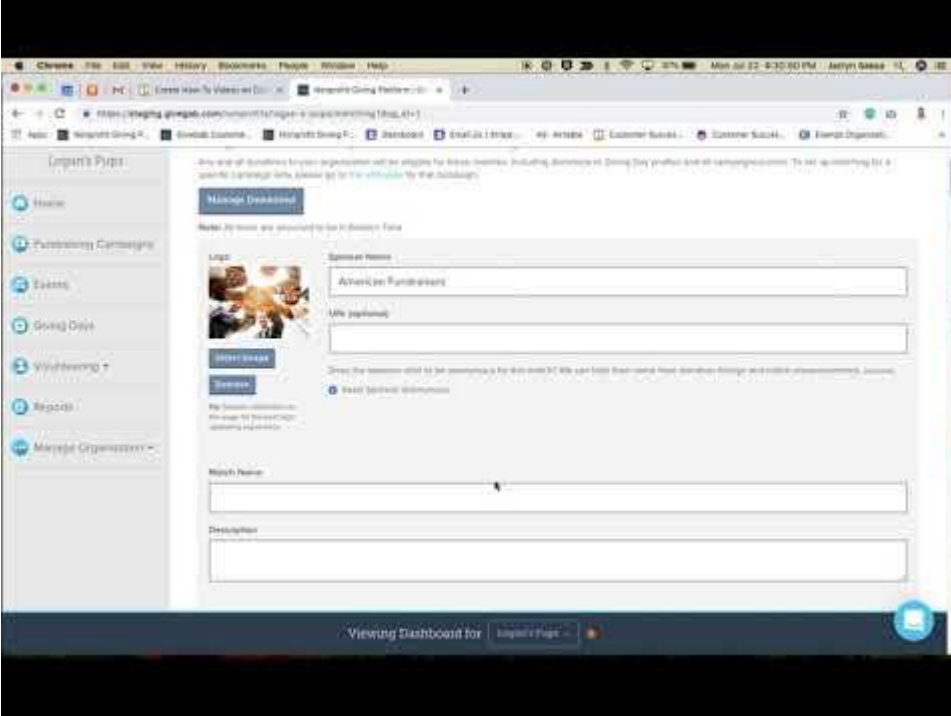
 [Manage Donations](#)

 [Embed a Donate Button](#)

Other Actions

 [Engagement Opportunities](#)

Video - How to add a Match



The screenshot shows a web browser window displaying the 'Organizer's Page' on Give.org. The page is titled 'Organizer's Page' and features a sidebar with navigation options: Home, Fundraising Campaigns, Events, Giving Days, Volunteerism, Reports, and Manage Organization. The main content area is titled 'Manage Dashboard' and includes a 'Note: All items are assumed to be in Review state.' Below this, there is a 'Link' section with a 'Link' button and a 'Special Notes' section with a text input field containing 'Activate Fundraising'. There is also a 'Match Name' input field and a 'Description' input field. At the bottom of the page, it says 'Viewing Dashboard for [Organization Name] Support Page'.

Adding a Match or Challenge

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.

+ Add Match Commitment

+ Add Challenge

Manage Donations



Customize Your Match

Highlight Matching Sponsor

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

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.

Manage Donations

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

Logo	Sponsor Name
<p>Select Image</p> <p>Remove</p> <p><small>Tip: Disable adblockers on this page for the best logo uploading experience.</small></p>	<input type="text" value="Debbie's Pet Supply"/> URL (optional) <input type="text" value="debbiespetsupply.com"/> <small>Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)</small> <input type="checkbox"/> Keep Sponsor Anonymous



Customize Your Match

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

Please note that times are in Eastern Time.

Donation Matching Start Time

Donation Matching End Time

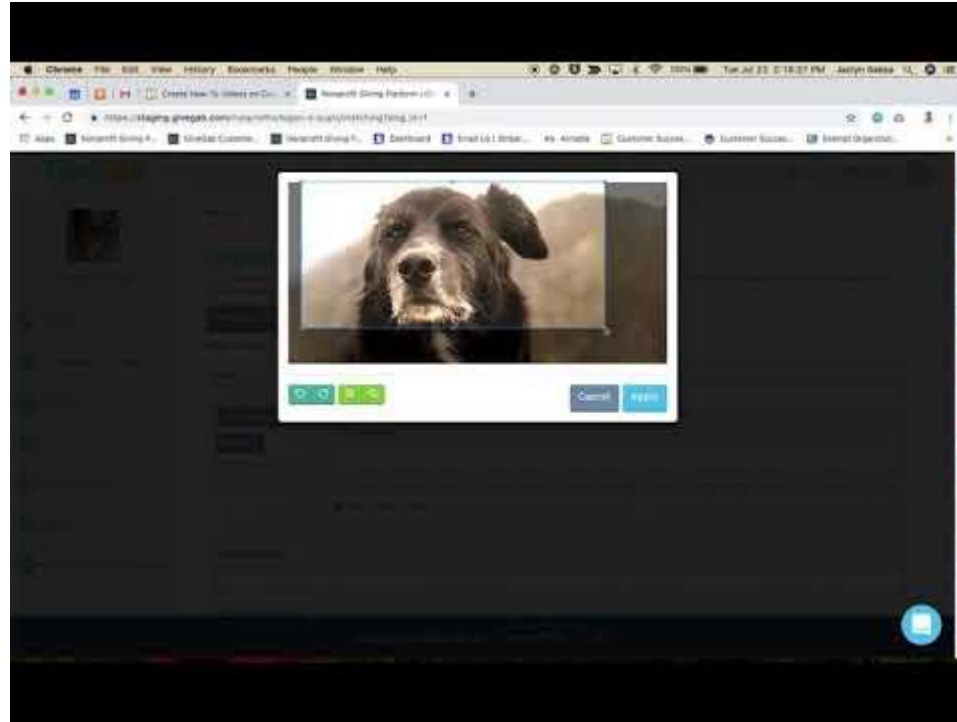
Enable Auto Matching

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.



Video - How to add a challenge



Customize your Challenge

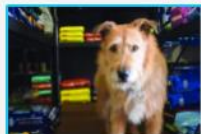
Update Challenge Details

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

Challenge Name		
<input type="text"/>		
Description (optional)		
<input type="text"/>		
Challenge Type	Challenge Goal	Challenge Amount
<input type="text" value="Dollar Challenge"/>	<input type="text"/>	\$ <input type="text" value=""/> .00
<small>A Dollar Challenge is fulfilled and 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.</small>	<small>How many dollars or donors are needed to complete this challenge?</small>	<small>How much money is awarded when this challenge is completed?</small>



View Your Match



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Covers cost of rescuing a senior pup from a kill shelter



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

More Than Just A Shelter



At Logan's Pups we offer more than just a home to dogs in need, we're in the business of turning lives around. Each

Matches

[Debbie's Pet Suply: Giving Tuesday Match!](#)

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

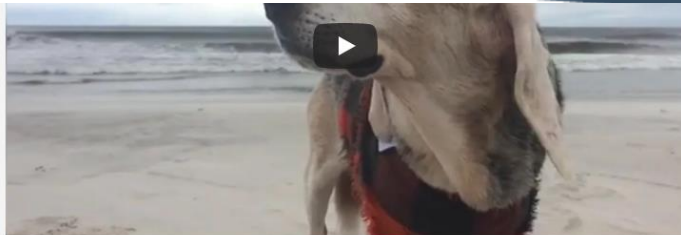
\$5,000 MATCH

\$4,850 REMAINING

Fundraising Champions

[Laryssa Hebert](#) **\$500.00**

View Your Challenge



Meet Buster



sanctuary.

In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups

Meet Emily



Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.

received between February 19th and February 25th up to \$1,000!

\$1,000 MATCH

\$125 REMAINING

[Katrina's Pet Supply Store: \\$5,000 for Logan's Pups!](#)

For every donation that comes in, Katrina's Pet Supply will match up to 100!

\$5,000 MATCH

\$4,651 REMAINING

Happy Pups: Happy Pups Challenge

\$5,000 unlocked!

Anonymous: Board Member Match

The members of the board are going to match each gift up to \$10,000!

\$10,000 MATCH

\$9,477 REMAINING



[The American Fundraisers: Double Your Dollar Day!](#)

Every dollar you donate will be DOUBLED by The American Foundation! Double your gift when you give today!

\$5,000 MATCH

\$5,000 REMAINING

Additional Tips

- Be mindful of the date/time parameters - the match/challenge will remain active for the time you set
- 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, select the “Archive” checkbox within the match or challenge editor

\$1,000 for Logan's Pups! Sponsored by **Puppy Essentials**

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled	✕ Archived
\$1,000.00	\$558.00	\$100.00		

Starts: 04/09/18 12:00 AM Ends: 04/30/18 12:00 AM

Edit Remove Deplete Match

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

Archived

Note: In the original image, an orange box highlights the 'Deplete Match' checkbox and an arrow points to it. Another orange box highlights the 'Archive' section and an arrow points to it.



Questions

More Training Opportunities

The Power of Peer to Peer

March 9 at 10 a.m. via Zoom

Do you have a few key supporters that want to do more for your Give Local campaign? Invite them to become a Peer to Peer (P2P) fundraiser to officially fundraise on behalf of your organization! This training will explain how to set up a winning P2P campaign for your organization.

Final Steps to Success

April 12 at 2 p.m. via Zoom

This session will review last minute tips and best practices to create a smooth giving day experience. We'll review key profile elements, highlight some communications action items, and spend some time talking about where to find and what to do with donor information. We'll also update you on our timeline for getting your Give Local earnings into your hands.

Plus additional training opportunities available anytime at

<https://www.givelocalccf.org/info/trainings>



Contact us

- Contact Connecticut Community Foundation

- 203.753.1315
- givelocal@conncf.org

- Contact GiveGab

- Help Center: <https://support.givegab.com/>
- Email: CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success team via the blue bubble

