

Matches & Challenges

The Big Share 2024

March 4 - 5, 2024



Meet the Team



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Zoom Etiquette

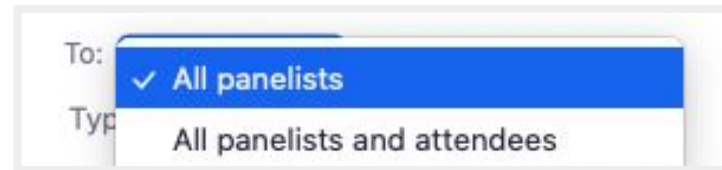
This is being recorded. The recording will be available on the /trainings page by **December 8.**

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

Introduce yourself! Name, location, organization.



Chat Box

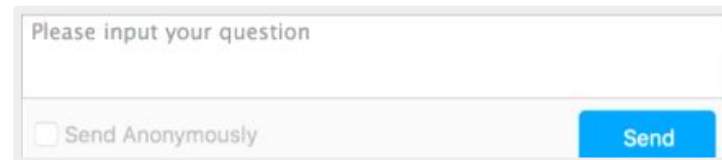


The screenshot shows the 'To:' dropdown menu in the Zoom chat box. The 'All panelists' option is selected and highlighted in blue. Below it, the 'All panelists and attendees' option is visible.

To:
✓ All panelists
All panelists and attendees



Q&A



The screenshot shows the Zoom Q&A form. It has a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Please input your question	
<input type="checkbox"/> Send Anonymously	Send

Agenda



- **Telling your Story**
 - **The Basics**
 - **Matches vs. Challenges**
 - **Benefits to using Matches & Challenges**
 - **Potential Sponsors**
 - **Creative Matches & Challenges**
 - **How to Feature your Match or Challenge**
 - **Questions?**

Storytelling Strategies



The Significance of Storytelling

Storytelling helps donors connect to your organization!

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

Curating Your Story

Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

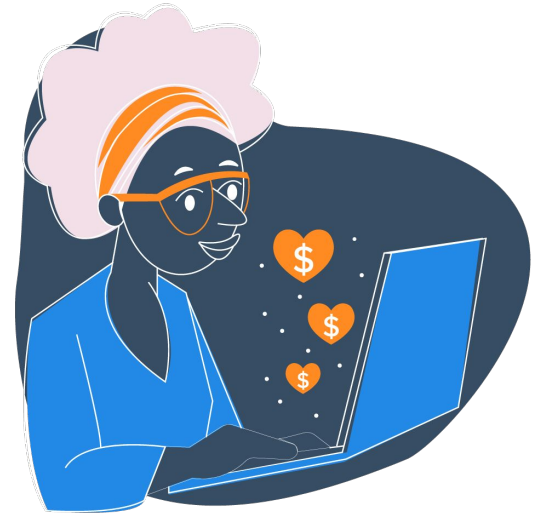
Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future

Story Writing Prompts

People Story: Told from the perspective of a current employee, volunteer, or supporter

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?



Story Writing Prompts

Focus Story: Not a mission statement, but a story built around your mission

- What services do you provide (who is being helped)?
- How are services delivered (how do you help them)?
- What are the outcomes of these services?



Story Writing Prompts

Impact Story: Before-and-after tales of beneficiaries who have felt the direct impact of your organization and its mission

- Tell us about your life before you worked with our organization
- What led you to reach out to our organization?
- How was our organization able to help you?
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us? What are you looking forward to in your future?

Asset Checklist

Images

- 5-10 Photos of your mission in action
- Stock Photos that encapsulate your mission

Videos

- Host on YouTube or Vimeo for easy sharing
- Thank You Video

Infographics

- Highlight donor impact & data
- Testimonials



Online Engagement & Storytelling



Be Active on Social Media

- Use the #CSWBigShare hashtag in all of your social media posts!
- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just The Big Share announcements or donation solicitations
- Use visual content whenever possible



Incorporating Your Story

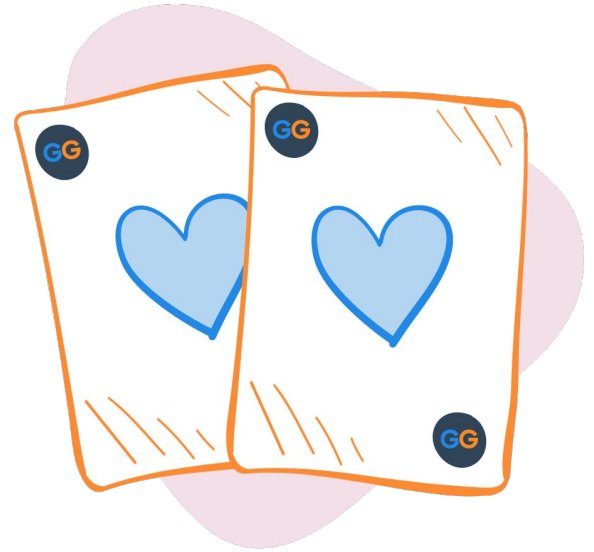
- Use social media and/or email to tell your story to a wider audience
- Split up your story into smaller pieces to tell in installments leading up to The Big Share 2024
 - Or, tell one short story each week over several weeks
- Use images and videos as much as possible to convey your point
- Remind your audience when and where they can support you during The Big Share 2024
 - Don't forget to add a link to your profile!



Online Engagement Checklist

- ❑ Finalize your goals and story for The Big Share 2024
- ❑ Decide which online platforms work best for your organization and its supporters
- ❑ Complete your The Big Share 2024 profile
- ❑ Develop a weekly communications plan leading up to the Giving Day
- ❑ Divide tasks among your staff, volunteers, and ambassadors
- ❑ Utilize the resources in your Nonprofit Toolkit for easy planning

Matches & Challenges



The Basics



What is a matching gift?

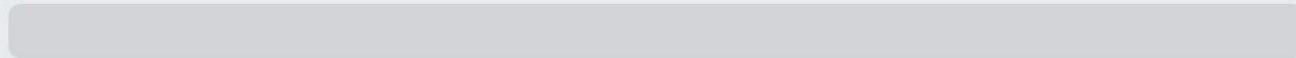
- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

Matches

Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio

Debbie's Pet Supply: Giving Tuesday Match!

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



\$50 MATCH

\$50 REMAINING

Challenges

Challenges allow funds to be added to the organization's total once a goal is reached

Goal can be a **Donor Count, Donations 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!

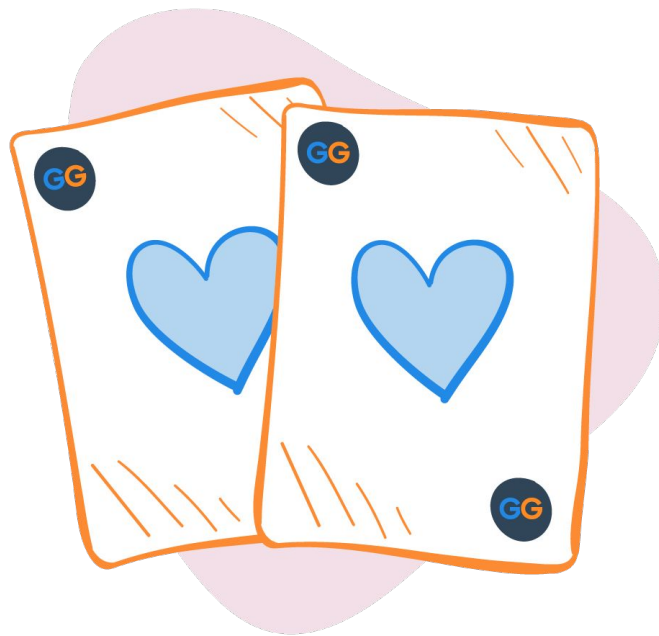
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



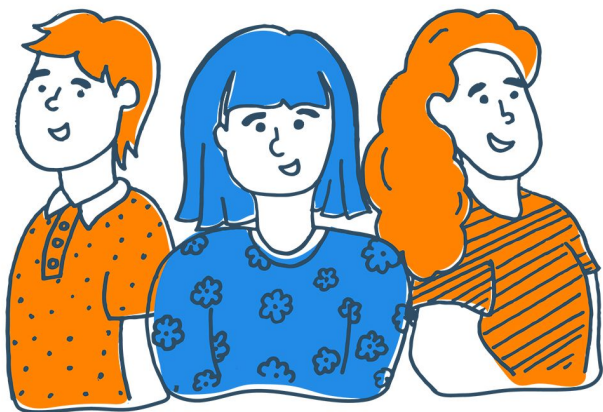
\$21,298.13 more unlocks **\$10,000!**

Benefits of Matches & Challenges

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

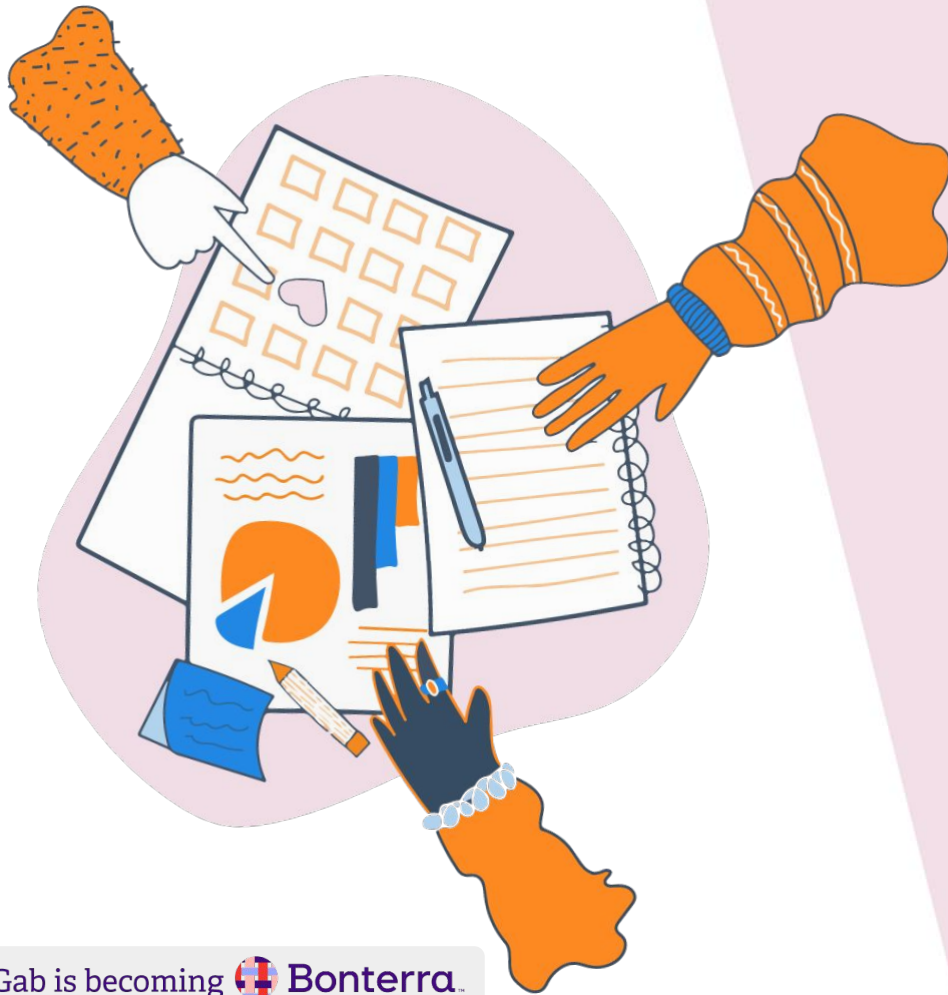


Potential Sponsors



- 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.



Motivating Matches

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!



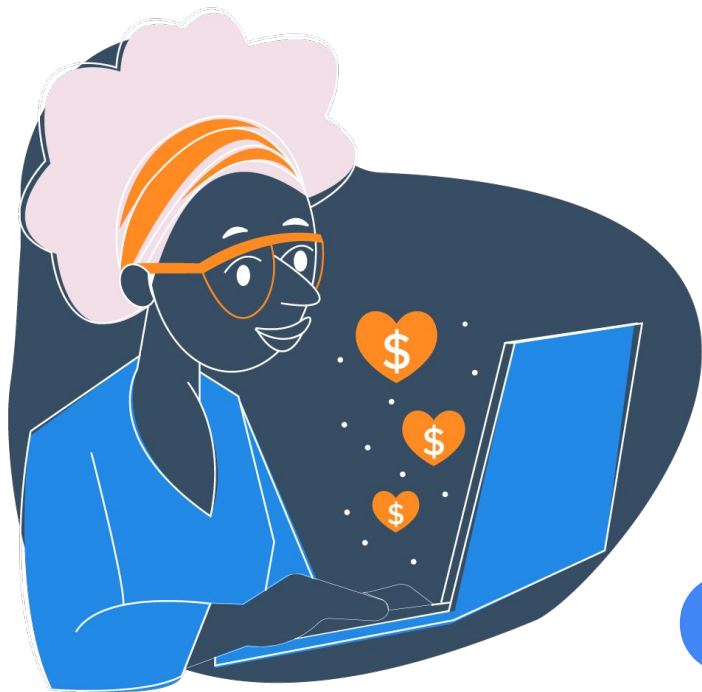
New Donor Match



- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

Fresh Faces Match!

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!



Adding a Matching Opportunity to your Giving Day

Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message >
- 👤 Add Fundraisers >

Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

🔗 Manage Matches and Challenges

📄 Manage Donations

💻 Embed a Donate Button

Other Actions

📌 Engagement Opportunities

🔗 Add External Fund

📄 View Registration Info

Add a Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Match

Enter Match Information

Match Details

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 ⓘ

\$ 50.00

Matching Ratio ⓘ

- ☒ **1:1** example: \$10 donation is matched by \$10
- ☐ **2:1** example: \$10 donation is matched by \$20
- ☐ **3:1** example: \$10 donation is matched by \$30

Image

 match_commitment_image_9939217026_img

Select Image

Remove

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

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

☒ Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Match

Match Criteria

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

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

☒ Enable Auto Matching ⓘ

Update Match Parameters

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

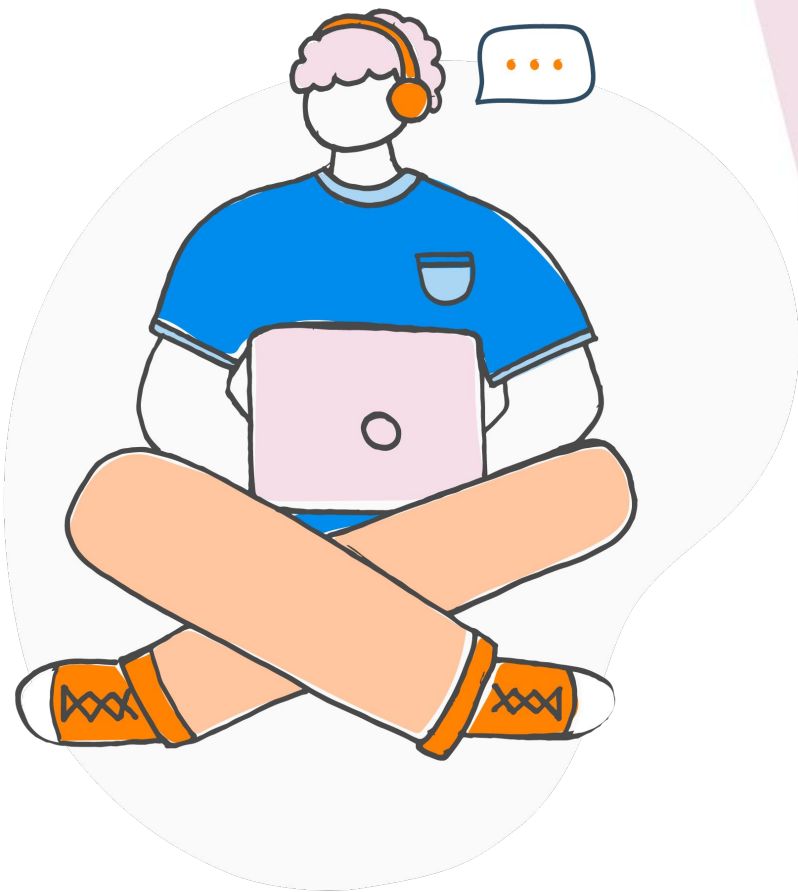
View Your Match

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Creative Challenges

Dollar vs Donor vs Gift 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
- Gift (or Donation) based Challenges unlock funds once a donations received milestone is met

Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.



Get Local Businesses Involved!

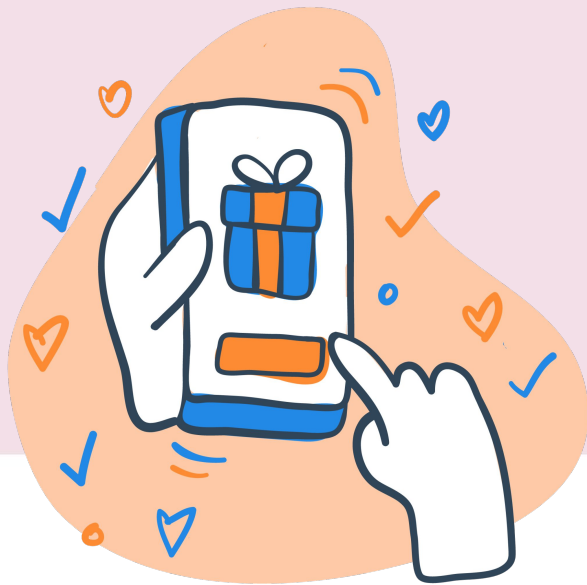


Example:

- 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**

Create Donor Challenges

- 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



Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. Bonterra does not collect the matching or challenging funds from your sponsor on your behalf. Bonterra simply reports the amount raised.



Adding a Challenge to Your Giving Day

Your Giving Day Dashboard

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Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Challenge

Enter Challenge Information

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

Challenge Details

Challenge Name

Giving Tuesday Challenge!

Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

Challenge Unlock Amount ⓘ

\$ 50

Image



Select Image

Remove

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

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

☒ Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Challenge

Set Challenge Details

- Start Time
- End Time
- Challenge Type
 - Dollar
 - Donor
 - Donation
- Challenge Goal

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)


Challenge Type

Donor Challenge

Challenge Goal

10

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. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

☐ Archive 

How many donors are needed to complete this challenge?

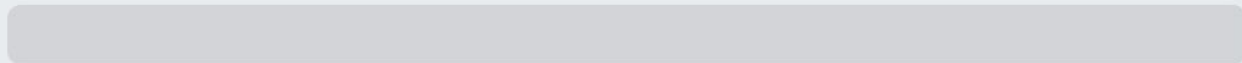
Save

Cancel

View Your Challenge

Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



10 more donors unlocks **\$50**

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”
- If you no longer wish to display your match or challenge, select “Archive”

Giving Tuesday Match!

Sponsored by **Debbie's Pet Supply**

Total Amount

\$50.00

Amount Remaining

\$50.00



Auto-Matching Enabled

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive



Remove



Deplete Match

Giving Day Support & Resources

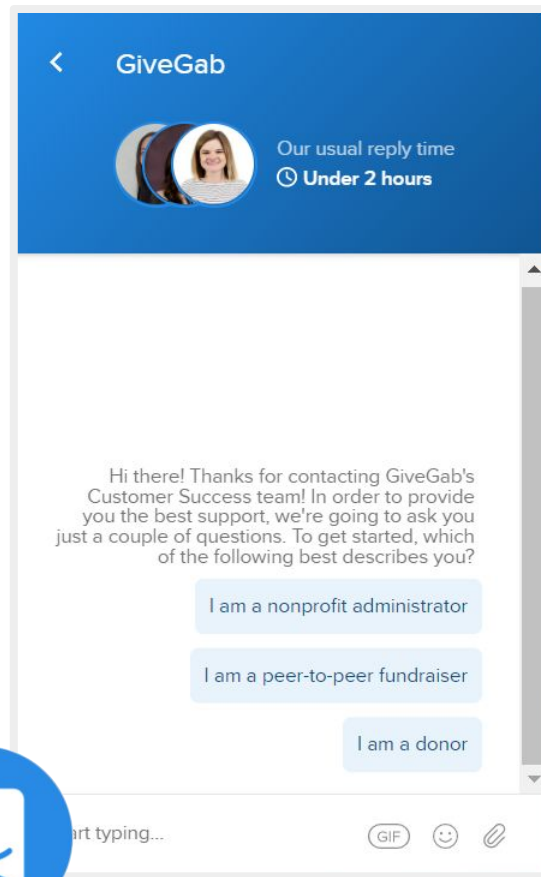
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble

GiveGab is becoming  **Bonterra.**



Questions?



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