Matching Challenges

How to inspire donors to make an exponential impact on your Giving Day

www.GiveGab.com
Matching Motivation

What is a matching gift?

- A pledged donation that’s contributed to your organization when you hit a specific milestone
- Promotional tool used to motivate potential donors to make a greater impact with their donation
- Time based to create a sense of urgency
Benefits of Matching Challenges

- Organizations with matching funds raise on average 4.5x more than organizations without a match.
- Opportunity to highlight existing donors and sponsors.
- Motivates potential donors to have a greater potential impact by donating when their gift is matched.
- Easily feature active matches on your Giving Day profile.

Source: GiveGab on Giving Tuesday
Potential Match Sponsors

- Board Members
- Existing 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.
Promoting Your Match

- 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!
Creative Match Challenges
Power Hour Match

- 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!
Participation Match

- Offer a match incentive when a specific level of participation is reached by a specific group
- Encourages social sharing for increased participation amongst each group

Board Member Match!
Calling all Logan’s Pups board members! If every board members makes a gift on 11/28, Debbie’s Pet Supply will add an additional $1000 to our total!
Business Employee Match

- Encourage businesses to offer matching gifts for their employees when they support an organization on the day.
- Work with sponsor to promote opportunity internally to their team members.

Debbie’s Pet Posse Match!
Support an organization on 11/28 and we will make an additional contribution in your name as a way to say thanks for being part of the team!
Volunteer Match

- Encourage more volunteer engagement by offering an accompanying donation match when they sign up
- Great way to increase number of volunteers and thank them for their time with a matching gift

All Star Volunteer Match!
Always wanted to volunteer? Now’s your chance! Sign up to volunteer for an upcoming opportunity on Giving Tuesday and our board will donate an additional $25 per volunteer to our total!
Featuring A Match on Your Giving Day Profile
From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
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
- Manage Donations

Click the button above to create a new matching opportunity to feature right on your Giving Day profile.
Customize Your Match - Step 1

Highlight Matching Sponsor

- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous
Customize Your Match - Step 2

Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor
## Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Auto Matching
  - Enables 1:1 donation matching in real time!

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View Your Match!

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
We’re Here For You!

- Visit Our Help Center
  [https://support.givegab.com/](https://support.givegab.com/)

- Send us an email at
  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!
Thank You!

Have questions? Email us at customersuccess@givegab.com

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