

# GiveGab<sup>®</sup>

Nonprofit Giving Platform

## Matching Challenges

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



# 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



# Your Giving Day Dashboard

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

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

Share Your Page

[www.givingday.org/organizations/logan-s-puj](http://www.givingday.org/organizations/logan-s-puj)

[View Your Page](#)

More Actions

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)



From your Giving Day Dashboard on GiveGab, click “[Manage Sponsor Matching](#)”



# Organization 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

**Logo**

Select Image

Remove

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

**Sponsor Name**

Debbie's Pet Suply

**URL (optional)**

www.debbiespetsuply.com

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

## Highlight Matching Sponsor

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





## Customize Your Match - Step 2

<b>Match Name</b>	
<input type="text" value="Giving Tuesday Match!"/>	
<b>Description</b>	
<input type="text" value="Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!"/>	
<b>Total Matching Funds Available</b>	<b>Maximum Match per Individual Donation</b>
<input type="text" value="5000"/>	<input type="text"/>

### Update Match Details

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



# Customize Your Match - Step 3

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.

## Update Match Parameters

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



# 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 Supply: 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/>

- Send us an email at

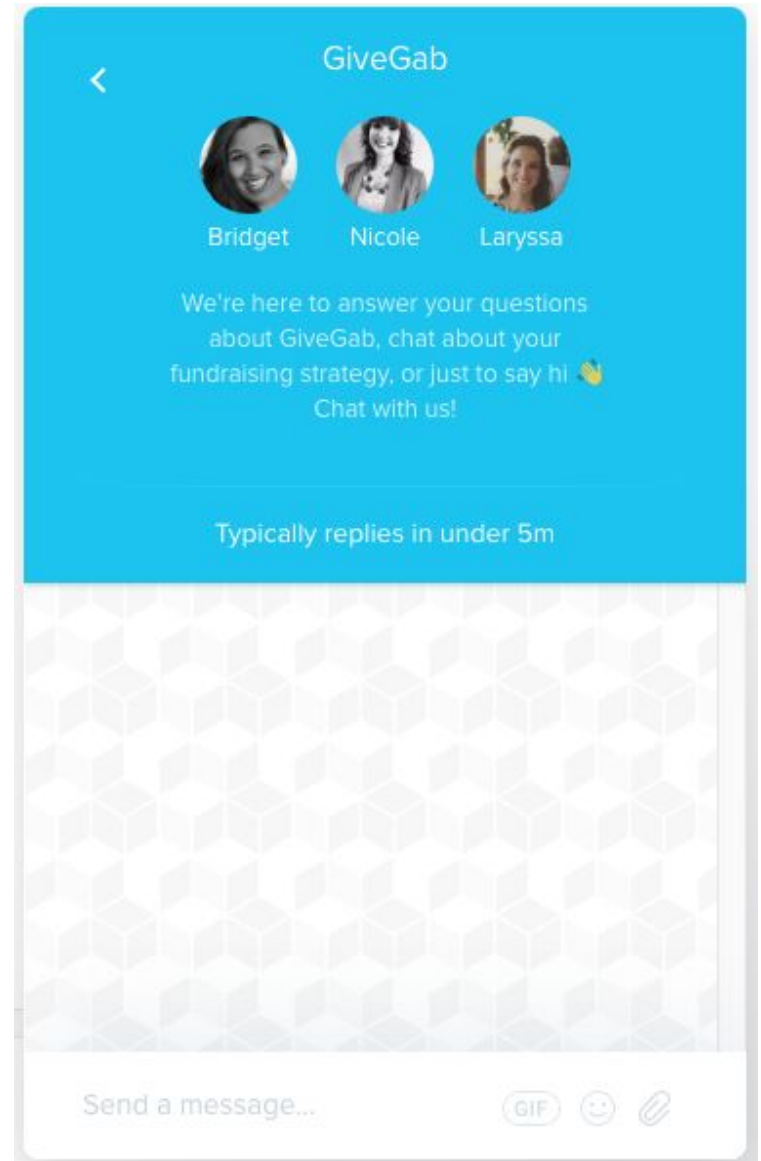
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



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# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

www.GiveGab.com