



NH GIVES Matches and Challenges Best Practices

Learn great tips to maximize each donation's impact!

NH GIVES Agenda

- Introductions
- What are Matches & Challenges?
- Benefits of Matches & Challenges
- Creative Ideas
- How to feature Matches & Challenges
- Upcoming Event
- Questions?

NH GIVES What are Matches?

What is a matching gift?

- A pledged donation that's contributed to your organization when you hit a specific milestone or when individual donations come in adding up to the amount
- Promotional tool used to motivate potential donors to make a greater impact with their donation
- Usually time based to create a sense of urgency, but can be based on a monetary amount which gets matched based on incoming donations.

NH GIVES What are Challenges?

What is a challenge?

- Challenges are similar to matches, however, they offer more flexibility and creativity!
- The "Challenge" feature allows your organization and the sponsoring organization to set a goal that, once reached, **"unlocks"** a donation of a predetermined amount from the sponsoring organization.

NH GIVES What are Challenges?

- Goal based
 - Dollar Goal vs. Donor Goal
- These are **non-automated**, or **conditional**, gifts.
- Funds are “Unlocked” if the **entirety** of the goal is met
- Challenge amounts are recorded as **offline donation**.
- When the Challenge is fulfilled an offline donation is automatically generated.
- The actual funds must be collected outside of GiveGab, usually via check directly from the sponsor.

NH GIVES Benefits of Matches and Challenges

- **Match:** Organizations with matching funds raise on average 4.5x more than organizations without a match
- **Match:** Opportunity to highlight existing donors and sponsors
- **Match:** Motivates potential donors to have a greater impact by donating when their gift is matched
- **Challenge:** Great tool for smaller gift amounts. For example, gifts under \$500 may be considered too small to set up dollar for dollar matches with, however, they can be great if used as a challenge to encourage teamwork among donors to unlock additional funds for your organization.

NH GIVES Benefits of Matches and Challenges Cont.

- **Challenge:** Perfect for non 1:1 ratios of donations to sponsor funds. Matches support 1:1 matching only. With a challenge, you have more flexibility, such as 50 cent to every dollar donation up to \$1,000 can be set as a challenge where \$2,000 unlocks a \$1,000 challenge!
- **Challenge:** Promotes gamification where friends, family, or board members can work together to unlock a “prize” for their organization. Since it requires the goal to be met for any money to be received, it is more of a test of teamwork than using a match, which essentially rewards every incoming donation.

NH GIVES Potential Match and Challenge Sponsors

- Board Members
- Existing Donors
- Local Businesses
- Corporations
- Community Leaders
- Devoted Staff

Educate your sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact

NH GIVES Promoting Your Match or Challenge

- Feature any active matches or challenges during NH Gives on your profile
- Keep the details of your match or challenge as clear as possible
 - What goal do you need to reach? When is the match or challenge active? What do donors need to do to have their gift matched? What do donors need to raise to unlock the challenge amount?

NH GIVES Promoting Your Match or Challenge Cont.

- Brand your match or challenge 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!
 - **Example:** Help Logan's Pups accomplish our *Puppy Love Challenge!* We need to raise \$1,000 in donations to receive a \$500 bonus from our sponsor

Pup Love!

Creative Matches and Challenges

NH GIVES Power Hour Match

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day or event
- 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!

NH GIVES 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!

NH GIVES Donor Challenge

- Motivate both repeat and new donors to contribute together to reach a higher donor goal
- Great way to capture new donors and build new relationships with them after the day

Teamwork Challenge!

Have you been waiting for the perfect opportunity to make your donation to Logan's Pups? Now's your chance! Fifty donors will unlock a \$500 gift thanks to a challenge sponsor from Debbie's Pet Supply!

NH GIVES Board Member Participation Challenge

- Challenge your board members to increase their participation and donate to your campaign or event
- Encourages teamwork within companies and organizations, promoting a friendly yet competitive atmosphere!

Board Member Challenge!

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!

NH GIVES 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
- Create a fun, game-like event for employees where they can work in teams to unlock additional funds

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!

**Featuring A
Match or
Challenge -
NH Gives**



Adding a Match or Challenge to your NH Gives Profile

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 >
- Get Verified to Collect Donations
Set up your banking information to receive secure online donations. >
- Add Donation Levels
Show your donors the impact their donation makes. >
- Add a 'Thank You' Message
Personalize your auto-response for donors ahead of time. >
- Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors. >



- Add An Administrator
- Manage Sponsor Matching**
- Manage Donations
- Embed a Donate Button
- Engagement Opportunities
- Add External Fund
- View Registration Info

Share Your Page

<https://www.givelocalccf.org/organizations/safe-haven-of-greate>

[View Your Page](#)

From your Giving Day Dashboard on GiveGab, click **“Manage Sponsor Matching”**

NH GIVES Add Your Match - Step 1

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 NH Gives 2019 profile

NH GIVES Customize Your Match - Step 2

Logo

Select Image

Remove

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

Sponsor Name

URL (optional)

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

NH GIVES 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

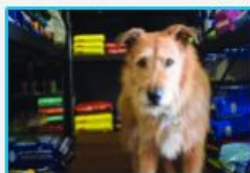
We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)

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!

NH GIVES 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**

NH GIVES Customize your Challenge- Part 1

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

Sponsor Name ←

URL (optional)

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

Challenge Name ←

Description (optional) ←

Challenge Type

Challenge Goal

Challenge Amount

NH GIVES Customize your Challenge- Part 2

Update Challenge Details

- Select the type of challenge, donor or dollar. A dollar challenge is based on amount raised, and a donor challenge is based on a number of donors.
- Set the challenge goal: How many dollars or donors are needed to unlock the challenge goal?
- Set the challenge amount: How much money is awarded to the organization after meeting the challenge goal?

Challenge Type ←

Dollar Challenge ▼

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.

Challenge Goal ←

How many dollars or donors are needed to complete this challenge?

Challenge Amount ←

\$	<input type="text"/>	.00
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How much money is awarded when this challenge is completed?

NH GIVES Customize your Challenge- Part 2

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!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

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

NH GIVES We're Here For You!

- Visit Our Help Center

<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!



Start a conversation

The team typically replies in under 5m



[New conversation](#)

[See previous](#)

Find an answer quickly

Search for answers...



Live Webinars & Trainings

Join the fundraising experts at GiveGab for monthly and weekly live webinars and training sessions to get the most of your fundraising experience - online and off!



NH GIVES Upcoming Event!

Building Community with NH Gives

Get energized for your NH Gives 2019 campaign with ideas and best practices!

- Date/Time: Wednesday, April 17, 2019 - 9:00am to 12:00 pm
- Location: Eversource , Manchester
- Fees: Member - \$20; Not yet member - \$40

For more details: [Click here.](#)



Questions?