



big give

Making the Most of
Matching Dollars

big give Agenda

- What is a matching gift?
- Why should you leverage matching dollars?
- Best Practices
- Using GiveGab's Matching Tool
- Creative Matches and Challenges
- Q & A



What is a Matching Gift?

- A pledged donation that can be used as a way to multiply gifts that are coming in throughout the giving day
- Promotional tool used to motivate potential donors to make a greater impact with their donation
- Board members, existing donors, local business & corporations, community members are great examples of match donors
- Matching dollars are automatically add to your totals as eligible donations roll in

big Why should I leverage matching give dollars?

Organizations who used matches during a giving day raised 4.5x more than those who did not.

- You can highlight the featured donor or business providing the match, and continue to steward that relationship
- Motivates others to give more or more often when they see their dollars going further
- Creative way to leverage larger donations that you might have already been expecting
- Can create a sense of equity amongst donors and have them feel like any donation size has a larger impact!

big Matching Best Practices: give Finding Potential 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.

Don't have single large sponsors? Think about asking a segment of your donors to contribute to a pool to be used for matching!

big Matching Best Practices: give Promoting Your Matching Gift

- Feature any active matches or challenges right on your profile
- theBigGiveSA.org/matches page will show all matching opportunities that are live, and their progress! A button will also appear in the Menu bar on the giving day.
- Communicate the details of your match clearly, and notify your supporters in advance that you have a match set up!
 - 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?
- Brand your match or challenge and promote on all online platforms

big give How can I use matching dollars during the Big Give?

Depending on the amount of money you have available, you may want to approach this opportunity differently to make the most of the gift.

1:1 Matching

- Each time an eligible online gift is made, a corresponding amount will be added to your totals until the match is met
- Donors can see the match progress in real time, and see their impact doubled in your organization's totals!

big give How can I use matching dollars during the Big Give?

Challenges

The "Challenge" feature on the GiveGab platform allows you to set a goal that, once reached, unlocks a donation of a predetermined amount from your sponsor.

- Ability to set a donor goal or dollar goal
- Challenges are a great opportunity to leverage a smaller gift that isn't as effective with a "dollar-for-dollar" setup
- You can also split up a large matching gift into multiple challenges throughout the day.
- Can help you reach other internal goals for the day by incentivizing engagement and higher activity on the day

**Setting Up a
Match or
Challenge for the
Big Give**





Adding a Match or Challenge to your Big Give profile

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

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

Share Your Page

<https://dog-staging.givegab.com/org>

[View Your Page](#)

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



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 the campaign.

+ Add Match Commitment

+ Add Challenge

Manage Donations

Click the button above to create a new matching opportunity to feature right on your Big Give profile



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

Match Name

Description

- Sponsor Name (this is what will appear in the offline gift report)
- Sponsor's Website & Logo
- You can also keep your sponsor completely anonymous!
- Match Name & Description



Customize Your Match - Step 3

Total Matching Funds Available

Maximum Match per Individual Donation

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)

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.)

- Total Funds Available
- Maximum amount from an online donation that can be matched
- Start/End Time (Optional) - set in Eastern Time!
- Enable auto-matching checkbox - set it and forget it!
- **Pro Tip:** Include these details in the match description!



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**



Add Your Challenge - 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

+ Add Challenge

Manage Donations



Customize your Challenge - Step 2

Provide Challenge Details

- Select the type of challenge: Donor or Dollar
- **Set the challenge goal:** How many dollars or donors are needed to unlock the challenge gift?
- **Set the challenge amount:** How much money is awarded to the organization after meeting the challenge goal?

| | | | | | |
|--|--|--|----|----------------------|-----|
| Challenge Type <input checked="" type="checkbox"/> Dollar Challenge <input type="checkbox"/> Donor Challenge <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> | Challenge Goal <input type="text"/> How many dollars or donors are needed to complete this challenge? | Challenge Amount <table><tr><td>\$</td><td><input type="text"/></td><td>.00</td></tr></table> How much money is awarded when this challenge is completed? | \$ | <input type="text"/> | .00 |
| \$ | <input type="text"/> | .00 | | | |



Customize your Challenge - Step 3

Create Challenge Parameters:

- Set the Start & End times (optional)

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)



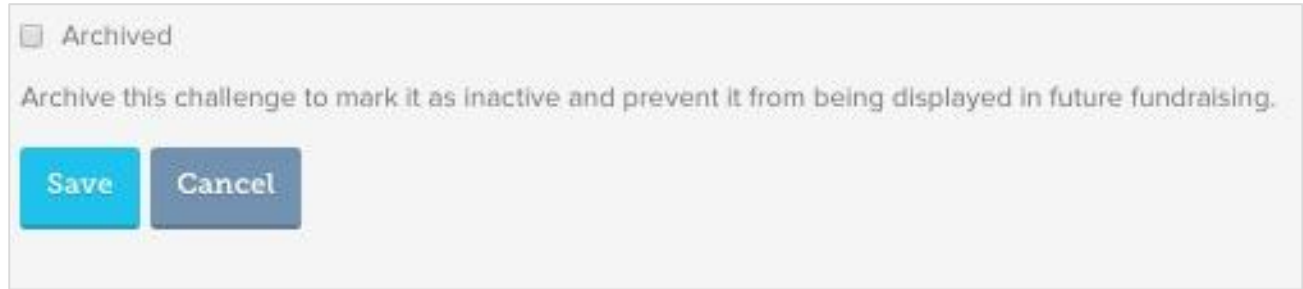
Quick Tips: GiveGab's Matching Tool

- Have more than one match? Be strategic in setting them up
 - You can have them running simultaneously or at different times!
- Double check the date/time parameters you set
- Confirm that your match is set to "Auto-Match" (it already is by default)
- Afraid of a match running out too quickly? You can set a cap so eligible donations don't deplete it too early on.
- If your match is not fully met on the day, but the donor or sponsor has committed to providing the full amount
 - Use our "deplete" feature!

Quick Tips: Continued

- Have a match set up from last year that you're still seeing?

Archive it!



Archived

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

[Save](#) [Cancel](#)

- When you add your match, the system knows to add those dollars to your totals. *There is no need to add an additional donation (or have the donor give online) - this will result in double-counting the match!*
- Unsure if your match has been set up correctly? Reach out to GiveGab's support team to review it with you!

Examples of Effective Matches and Challenges

big give Standard Giving Day Match

- Set match parameters to the day-of, or entire giving period
- Ideal for one large match, especially if you're unsure whether you'll deplete it in a shorter time span
- **Pro Tip:** Align your match with your dollar goal for the giving day

Our Big Give Match!

All online donations on March 28th will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!

big give 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, and split up matching dollars to multiple times throughout the day
- Great for featuring smaller matches and multiple sponsors
- **Pro Tip:** Time your match with a Big Give Day-Part prize. While offline gifts won't count, it's another way to increase traffic and engagement during a crucial hour that could win you prize money!

Coffee Break Match!

All online donations made from 10am-11am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!



Social Engagement Match

- Encourage more online engagement with a social media challenge
 - Ask your supporters to like or share a specific post so you can measure activity for your match!
- Opportunity to cross-promote with match sponsors existing social media network and your own
- Note: This challenge is manual, so automatching will not work!

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!

big give Donor Challenge

- Motivate both **repeat** and **new** donors to contribute together to reach a higher donor goal
- Any donation size can make a difference
- Effective way to capture new donors and build 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! 50 Donors will unlock a \$500 gift thanks to Debbie's Pet Supply!



Board Member Participation Challenge

- Challenge your board members to increase their participation and donate to your campaign or event
- Ask them to help market the match
- Encourages teamwork within organizations, promoting a friendly, yet competitive atmosphere!
- Manual - automatching will not work here

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!

big give 2:1 (or More) Challenges

- While this won't work in the same automated way a 1:1 Match will, it allows you to show the actual impact that 2:1 or 3:1 Match (etc.) would have.
- Set up a Challenge with a goal of \$1,000 - which will then unlock \$2,000 or \$3,000! Donors will see that their impact doubled and tripled.

Triple Challenge

Want your gift to go three times as far? If we raise \$1,000 from 12am-12pm on March 28, a \$3,000 gift will be unlocked from Debbie's Pet Supply!


big give We're Here For You!

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
support@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

 [>](#)

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!





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Questions?