

**GiveGab**<sup>®</sup>

Nonprofit Giving Platform

# Matches and Challenges Best Practices

*Learn some great tips to maximize each donations impact for  
your day!*

[www.GiveGab.com](http://www.GiveGab.com)



# 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.



# What are Challenges?

## What is a challenge?

- Challenges are very similar to matches, however, they offer more flexibility and creativity!
- The "Challenge" feature on the GiveGab platform 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.



## What are Challenges?

- Alternatively, you could also choose to participate in a "Donor Challenge." Instead of setting a dollar amount as a goal, a Donor Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.
- On GiveGab, we call these gifts **non-automated**, or **conditional**, gifts. Your nonprofit will only receive the matching dollars if you raise the **entirety** of the goal amount.
- Challenge amounts are recorded on your organization as an **offline donation**. The actual funds must be collected outside of GiveGab, usually via check directly from the sponsor.



## 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.



## Benefits of Matches and Challenges

- **Challenge:** Perfect for non 1:1 ratios of donations to sponsor funds. Matches currently 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 a friendly, game-like challenge where friends, family, or board members can work together to unlock a “prize” for the organization they wish to support. 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.



# 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



## Promoting Your Match or Challenge

- Feature any active matches or challenges on your event, campaign or Giving Day 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?





## Promoting 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



## 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!



## 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!



## Donor Challenge

- Motivate those 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 have unlock a \$500 gift thanks to a challenge sponsor from Debbie's Pet Supply!



## 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!



# 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 on Your Campaign or Event





# Adding a Match or Challenge to a Campaign or Event

## Editing It's A Dogs World

Draft  Live

- General Info
- Tell Your Story
- Custom Thank You
- Status Updates
- Donation Form
- Matching
- Fundraisers

### Manage Sponsor Matching

[+ Add Match Commitment](#) [+ Add Challenge](#)

**campaign** Sponsored by **campaign match**

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled
\$1,000.00	\$595.00	\$100.00	

Starts: 07/01/19 12:00 AM      Ends: 07/31/19 12:00 AM

dfbdf

[✎ Edit](#) [✖ Remove](#) [☑ Deplete Match](#)



# Customize Your Match - Step 1

**Logo**

**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

**Select Image**

**Remove**

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

## 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 - This will be the name of your match that appears on your profile.
- Match Description - This will also appear on your public profile. Be creative if you'd like, and be sure it clearly communicates the details of your matching opportunity to your donors!
- Matching Funds Available
- Maximum Match Per Donor (optional) - Used to prevent large gifts from using up a large portion of your matching funds



# 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!

\$2,000

Goal

\$3,932

Raised

2

Days to Go

39

Donors

MAKE A DONATION

VIEW FUNDRAISER

Campaign Story

Updates 2

The summer months can be a particularly hard time for all dogs, but particularly for older ones that find it harder to stay cool and hydrated. Because of this, our operating costs spike during the hottest months of the year as we try to keep our pups healthy and comfortable. In response to this, we are asking for help from you, our awesome supporters, in raising funds to cover the costs to make this summer a fun, happy, and safe season for all of our pups at Logan's Pups! On August 4 we will be hosting our first annual Logan's Dog Days of Summer Fun Run at the Community Park in Ithaca NY. There will be food and live music in addition to the run and a \$5 admission for non runners. Thank you all in advance for your participation and support of what we do here at Logan's Pups!

Share this Campaign!



## Sponsor Matching



100 FOR 100

Sponsored by The American Fundraisers

\$100,000 MATCH

\$99,495 REMAINING

View Manage Edit

Logan's Dog Days of Summer Fun Run





# 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

Add the name of your **challenge sponsor**, the name of your **challenge**, and **a photo** to improve how your challenge looks on your page!



# Customize your Challenge- Part 2

<b>Challenge Type</b> ←	<b>Challenge Goal</b> ←	<b>Challenge Amount</b> ←
<input type="text" value="Dollar Challenge"/>	<input type="text"/>	<input type="text" value="\$"/> <input type="text"/> <input type="text" value=".00"/>
<p>A <b>Dollar Challenge</b> is fulfilled and an offline donation is created when a certain amount is raised.</p> <p>A <b>Donor Challenge</b> is fulfilled and an offline donation is created when a certain number of unique donors have given.</p>	<p>How many dollars or donors are needed to complete this challenge?</p>	<p>How much money is awarded when this challenge is completed?</p>


## 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?



## 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.

Save

Cancel

### Update Challenge Parameters

- Set the challenge start time (**Note.** Default time is **Eastern**)
- Set the challenge end time (**Note.** Default time is **Eastern**)





# 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!



**Start a conversation**  
The team typically replies in under 5m



[▶ New conversation](#) [See previous](#)

**Find an answer quickly**

[▶](#)

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