



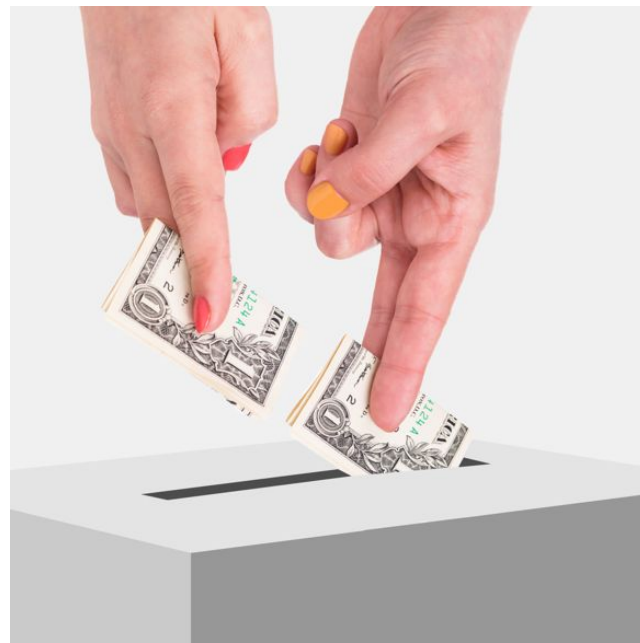
# Matches & Challenges

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

# What are Matching Gifts?

Matching gifts are pledged donations that from generous donors that gamify the giving day experience.

- GiveGab's online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals
  - **Challenge:** When a threshold or goal is met, the whole pledged donation amount will be added to your totals



# Benefits of Matches & 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

The screenshot displays a fundraising interface for 'Logan's Pups'. At the top, there are four donation options, each with a photo of a dog and a description of the benefit:

- \$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.

Below these options is a button labeled 'CHOOSE YOUR OWN AMOUNT'. The main heading is 'More Than Just A Shelter', accompanied by two photos of dogs. To the right, a 'Matches' section highlights a 'Debbie's Pet Supply: Giving Tuesday Match!' where donations are doubled. It shows a goal of '\$5,000 MATCH' and '\$4,850 REMAINING'. Below this, a 'Fundraising Champions' section lists two donors: 'Laryssa Hebert' with a '\$500.00' contribution and 'Bridget Cafaro' with a '\$100.00' contribution.

# Potential Matching Sponsors

- Board Members
- Local Businesses
- Corporations
- Community Members
- Existing Donors

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

# Get Creative!

- Use sponsorship dollars or other incentives to motivate giving during your Giving Day!
  - Number of donors
  - Number of dollars
  - Time period
  - Social Engagement
    - Leverage the “I Gave” graphic
    - Include a CTA to share why they gave



# Get Creative!

Motivate donors to give by using each donation as an “entry” for a special incentive

- Utilize the **comment feature** to collect responses from your donors during the day



## Recent Donors

Anonymous \$100.00

Batman!


Bridget Cafaro \$50.00

Wonder Woman!

Anonymous \$10.00


Super Man!

# Steps for Success



Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Unidog
- Giving Days
- Volunteering ▾
- Reports
- Manage Organization ▾









## Giving Day!2019

May 29, 2020

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day!2019.

-  Add Your Organization's Info ➤  
*Let people know who you are.*
-  Add Your Story ➤
-  Get Verified to Collect Donations ➤
-  Add Donation Levels ➤
-  Add a 'Thank You' Message ➤
-  Add Fundraisers ➤





A Message From The Host  
View your page here - [Insert URL]

### Time to launch



# 110

days

#### Donation Tools

-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

#### Other Actions

-  [Engagement Opportunities](#)
-  [Add External Fund](#)

# Steps for Success

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!





# 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

