

# Getting The Most of Giving Days With Matches and Challenges



# Meet your Trainer...

## Victoria Fiordalis

Professional Services, Manager

# Submitting Your Questions



Chat Box



Q&A

To:  All panelists

Type:  All panelists and attendees

...

Please input your question

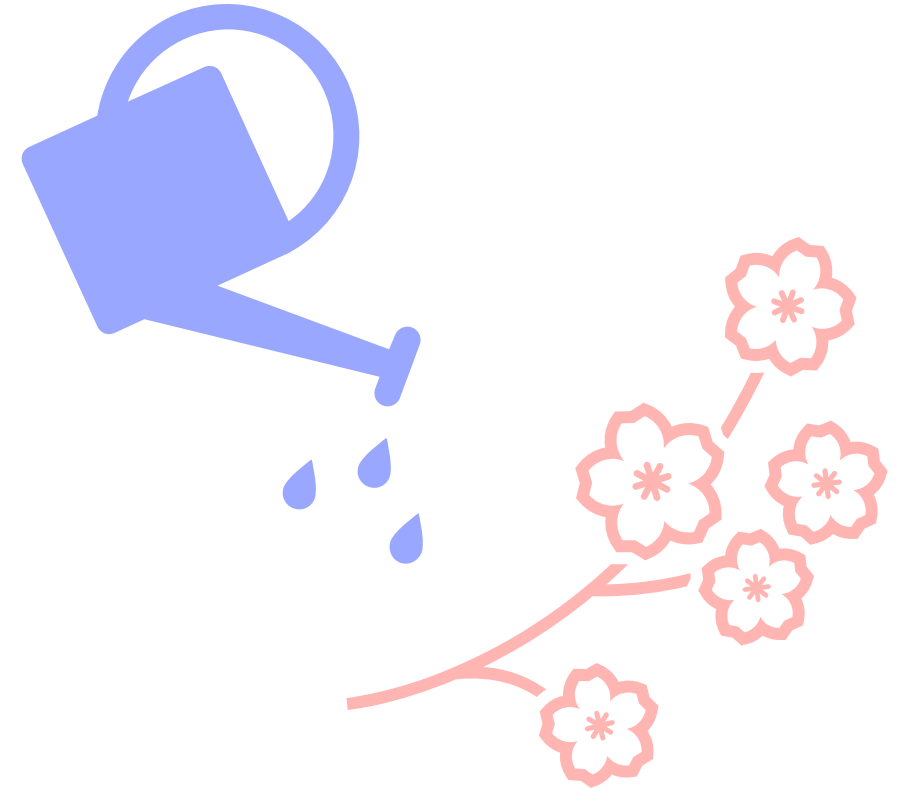
Send Anonymously

Send

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

# Agenda

- Match and Challenge Overview
- Potential Sponsors
- Creative Match & Challenge Ideas
- Adding Matches and Challenges
- Q&A



# Matches & Challenges Overview

# What is a Matching Gift?

- An additional donation pledged for each donation that is made to your giving day campaign
- Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio
- Time-based to create a sense of urgency
- A promotional tool to incentivize donors of all capacities

## 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!

**\$50** MATCH

**\$50** REMAINING

# What are Challenges?

- Challenges allow funds to be added to the organization's total once a goal is reached
  - Those goals can be a Donor Count, Donations Count, or Dollar Amount

## Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



**\$21,298.13** more unlocks **\$10,000!**

## Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



**115** more donors unlocks **\$5,000!**

# What are the benefits of Matches & Challenges?

- Incentivizes your donors, as their gift will have a greater impact.
- Opportunity to highlight your business sponsor or major donor.
- Organizations with matching funds raise **4.5x more** on average than organizations without a match!





# Potential Sponsors

For examples of where to start with bring sponsors on board for your Giving Day, consider contacting:

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



# Motivating Matches

# Power Hour Matches

- 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

## Donation Matches and Challenges

### Anonymous: Twice Is Nice Match

Pawnee Gives (Support)

All donations up to \$100 made from 2 to 2:59 pm will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!

**\$10,000** MATCH

**\$10,000** REMAINING



# Social Engagement Matches

- 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



## Councilman Jeremy Jamm: Match Me On The Gram

Pawnee Gives (Support)

For every like our Giving Day's IG post receives, our very own Councilman Jeremy Jamm will donate \$1 up to \$1,000! Like and tag your friends today only and help us make a difference!

**\$1,000** MATCH

**\$1,000** REMAINING

# New Donor Matches

- 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



## Debbie's Pet Supply: Fresh Faces Match

Pawnee Gives (Support)

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!

**\$5,000** MATCH

**\$5,000** REMAINING

# Adding A Matching Opportunity

# Starting at the Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

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

## Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

## Donation Tools

🔗 Manage Matches and Challenges

📄 Manage Donations

🖨 Embed a Donate Button

## Other Actions

📌 Engagement Opportunities

👤 Add External Fund

📄 View Registration Info

# Adding A Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile

Matches

Challenges

**+ Add Match**



# Entering Your Match Information

You'll be asked to enter information for your:

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

## Match Details

### Match Name

Giving Tuesday Match!

### Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

### Total Matching Funds Available ⓘ

\$ 50.00

### Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

### Image



Select Image

Remove

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

# Adding Sponsor Information

Always confirm how your sponsor wishes to be listed, but we can then list:

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

# Customizing Your Matches

- Update Match Parameters
- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Auto Matching
  - Enables donation matching to eligible online gifts in real time

## Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

Enable Auto Matching ⓘ

# Viewing Your Matches

Your matches can be reviewed from your Giving Days Dashboard by logging into GiveGab, choosing “Giving Days” at your left-hand Menu, selecting the Giving Day you’re participating in, scroll down the page, and **Select Manage Matches and Challenges.**

The screenshot shows the GiveGab Admin Dashboard for the National Association of Dog Owners. The user is logged in as Daniel. The dashboard includes a navigation menu on the left with options like Home, Fundraising Campaigns, Events, Giving Days, Volunteering, Reports, and Manage Organization. The main content area displays the 'Admin Dashboard' for the 'National Association of Dog Owners' and features a 'Fundraising Events' section with a card for 'Fall Ball 2024' (October 1, 2024, \$50.00 Raised) and buttons for View, Manage, and Edit. Below this is a 'Recent Donations' table.

Date	Donor Name	Amount
8/30/2024	SuperDawgs	\$150.00
8/30/2024	Martin Scorsese	\$150.00
8/30/2024	SuperDawgs	\$500.00
8/30/2024	Sherry Sanders	\$4,000.00
8/8/2024	Daniel Mathias	\$50.00
7/12/2024	Daniel Mathias	\$25.00

Viewing Dashboard for National Association of D... ⬆️ ⭐

# Creative Challenges

# Challenge Goal Criteria

- Dollar-based Challenges unlock funds once a dollars raised milestone is met
- Donor-based Challenges unlock funds once a number of donors milestone is met
- Donation-based Challenges unlock funds once a number of donations milestone is met

## Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.



# Get Local Businesses Involved!

## Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
  - PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
  - As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a Dollar-based Challenge



# Create Donor Challenges

## Example:

- Alternatively, the SPCA has a goal of 100 donors for their campaign
- PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made gifts
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a Dollar-based Challenge

*Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. Bonterra does not collect the matching or challenging funds from your sponsor on your behalf. Bonterra simply reports the amount raised.*





# Adding a Challenge

# Your Giving Day Dashboard

From your Giving Day Dashboard, click  
“Manage Matches and Challenges”

The screenshot displays the Giving Day Dashboard interface. At the top, there is a list of six tasks, each with a green checkmark icon in a green box: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below this list is a red 'Reset Profile' button. A warning message follows: 'Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After this profile, a profile from a previous giving day can be copied to use as a starting point.' The dashboard is divided into two columns: 'Donation Tools' and 'Other Actions'. The 'Donation Tools' column contains three items: 'Manage Matches and Challenges' (highlighted with a purple box and a purple arrow), 'Manage Donations', and 'Embed a Donate Button'. The 'Other Actions' column contains three items: 'Engagement Opportunities', 'Add External Fund', and 'View Registration Info'.

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

**Reset Profile**

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After this profile, a profile from a previous giving day can be copied to use as a starting point.

### Donation Tools

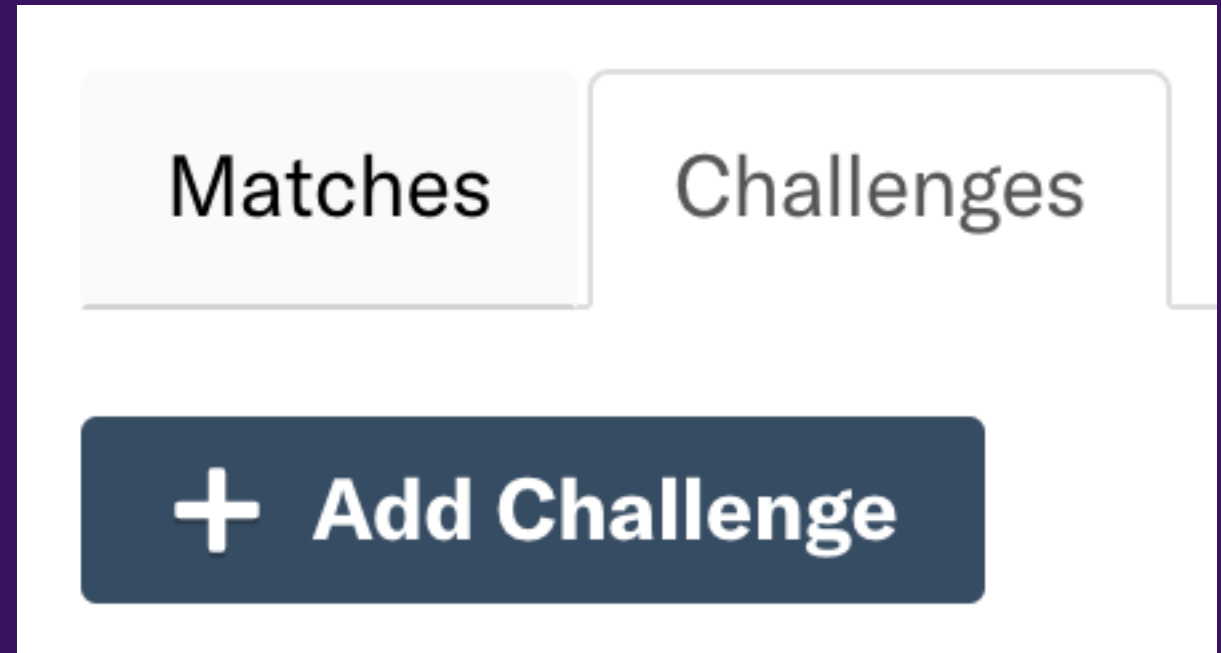
- 🔗 Manage Matches and Challenges
- 📄 Manage Donations
- 🖨 Embed a Donate Button

### Other Actions

- 📍 Engagement Opportunities
- 🔗 Add External Fund
- 📄 View Registration Info

# Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile



# Add a Challenge

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

## Challenge Details

### Challenge Name

Giving Tuesday Challenge!

### Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

### Challenge Unlock Amount ⓘ

\$ 50

### Image



Select Image

Remove

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

# Enter Sponsor Information

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

# Customize Your Challenge

## Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Donor 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. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Archive 

Challenge Goal

10

How many donors are needed to complete this challenge?

Save

Cancel

•Start Time

•End Time

•Challenge Type

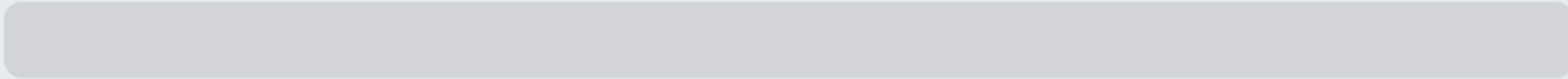
- Dollar
- Donor
- Donation

•Challenge Goal

# View Your Challenge

## Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



**10** more donors unlocks **\$50**

# Important Tips for Your Success





- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- If you no longer wish to display your match or challenge, select “Archive”

## Giving Tuesday Match! Sponsored by **Debbie's Pet Supply**

Total Amount    Amount Remaining     Auto-Matching Enabled  
**\$50.00**    **\$50.00**

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive



Remove



Deplete Match

# Don't Forget: We have your back!

Visit Our Help Center

- [support.givegab.com](https://support.givegab.com)

Check Out Our Blog

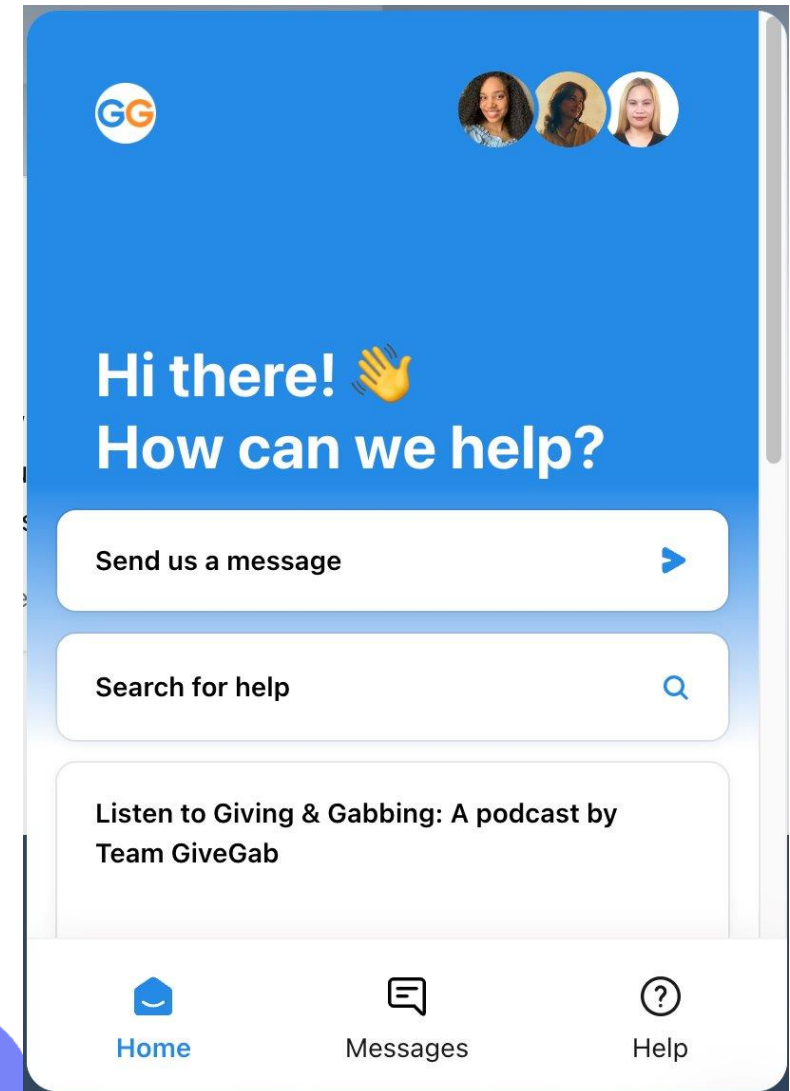
- [bonterratech.com/blog](https://bonterratech.com/blog)

Send us an Email

- [support@givegab.com](mailto:support@givegab.com)

Chat with Bonterra's Customer Success Team

- Look for the little blue chat bubble



# Questions?



Thank You for Attending!

