

How to Create a Matching Donation or Challenge

Inspire your friends and classmates by creating a matching gift or challenge. Learn more about the differences and figure out which one is right for you!

Follow the step by step instructions below.

	Match	Challenge
Overview	Match donors/dollars as they come in	Unlock only if a certain threshold is reached
Set up	<p>\$X matched per donor OR \$X matched per \$1 donated</p> <ul style="list-style-type: none"> John will match \$50 per donor up to \$5,000 Mary will match \$2 per \$1 donated up to \$5,000 	<p>Give \$X if Y number of donors give OR give \$X if \$Y is raised</p> <ul style="list-style-type: none"> Sue will give \$1,000 if 50 donors give Tom will give \$1,000 if \$1,000 is donated
Audience	<p>Can be restricted to specific groups: affiliations, class year, designations, or a list of donor names.</p> <ul style="list-style-type: none"> Mark will match \$25 per donor from the Class of 2015 up to \$5,000 Amber will match \$2 per \$1 donated to Financial Aid up to \$5,000 	<p>Can be restricted to specific groups: affiliations, class year, designations, or a list of donor names.</p> <ul style="list-style-type: none"> Cassie will match \$50 per student donor up to \$5,000 Phil will match \$2 per \$1 donated from the Men's Tennis Team up to \$5,000

Set Up a Match

1. Enter how much you'd like to match up to (ex. Up to \$250)
2. Select if you want the match to be per dollars or per donors.
3. Select when the match should end (ex. Until the campaign ends or over a certain period of days).
4. Most matches are not restricted, but you can choose if you would like to restrict your match to only apply to fellow members of your class, affiliation, team, or for a specific designation.
5. Enter your payment information
6. Once you've created your match, encourage your friends and classmates to join you in supporting Conn.
7. Track your match's progress by visiting the campaign page. *Note: Your match will be displayed on the Advocates tab as donors respond to your match.*

Set Up a Challenge

1. Enter how much you'd like to give (ex. A gift of \$2,500)
2. Choose the milestone, either number of donors or dollars raised.
3. Most matches are not restricted, but you can choose if you would like to restrict your match to only apply to fellow members of your class, affiliation, team, or for a specific designation.
4. Enter your payment information.
5. Once you've created your challenge, encourage your friends and classmates to join you in supporting Conn.
6. Track your challenge's progress by visiting the campaign page. *Note: Recognition for your challenge will not display on the Advocates tab until your challenge is successful.*