

# Matches & Challenges

Matches and Challenges are a great way for donors to multiply their impact by encouraging others to join them in supporting your campaign. GiveCampus provides these tools directly on the campaign page.



## Matches

A **Match** generates matching funds right away as the dollars or donors come in.

**EXAMPLE:** “John Smith will match up to \$500 on a dollar-for-dollar basis for the next \$500 that is donated”  
OR  
“Jane Smith will match \$10 for the next 50 people who donate.”



## Challenges

A **Challenge** unlocks additional funds ONLY if a certain threshold is reached.

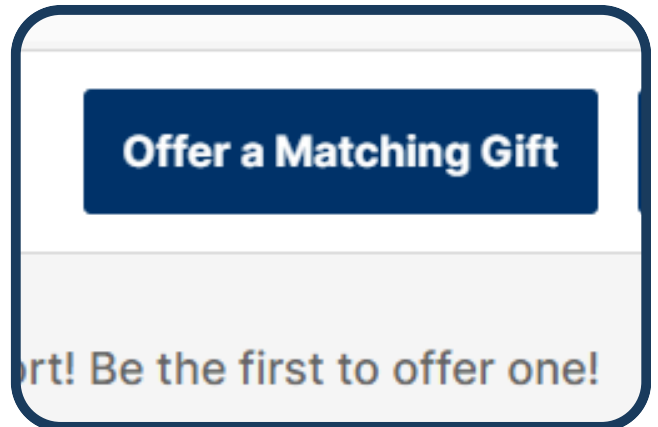
**EXAMPLE:** “John Smith will give \$1,000 if 20 donors give”  
OR  
“Jane Smith will give \$1,000 if \$1,000 is donated”

# Creating Your Match

*If you have questions about matches and challenges or would like to set up a gift that falls outside of these parameters, please reach out to [yalesoar@yale.edu](mailto:yalesoar@yale.edu).*

1

Scroll down to the “Matches & Challenges” section on the group’s campaign page and **click the “Offer a Matching Gift” button.**



2

**Set your match amount & terms** and decide whether or not to make your gift regardless of the terms being met (check the box).

A screenshot of a form for setting match terms. It includes a text input field for "I will match up to \*" with a dollar sign (\$) and a checkbox labeled "If my match is not completely met, I will still give the full amount" which is checked. Below that, it asks "My match should be structured: \*" with two radio button options: "Per Donor" (selected) and "Per Dollar". There is also a text input field for "I will give \*" with a dollar sign (\$) and the text "per donor.".

3

**Target your match** (optional). Select **“Donors with a specific designation”** and find the student org you are supporting. Additionally, you can select a specific affiliation or class year to be your target.

A screenshot of a form for targeting donors. It starts with "I would like to match the following donors: \*" and has two radio button options: "All donors to [SAMPLE CAMPAIGNS] YaleSOAR" and "Donors with a specific designation and/or affiliation" (selected). Below this, it says "Match gifts to a designation (e.g., Financial Aid), an affiliation (e.g., Alumni), or a combination (e.g., Alumni who give to Financial Aid)." and has a checked checkbox for "Designation". There is a dropdown menu showing "Kingman and Heidi Summer Vacation Fund [SAMPLE]". At the bottom, there are two unchecked checkboxes: "Affiliation" and "Class Year".

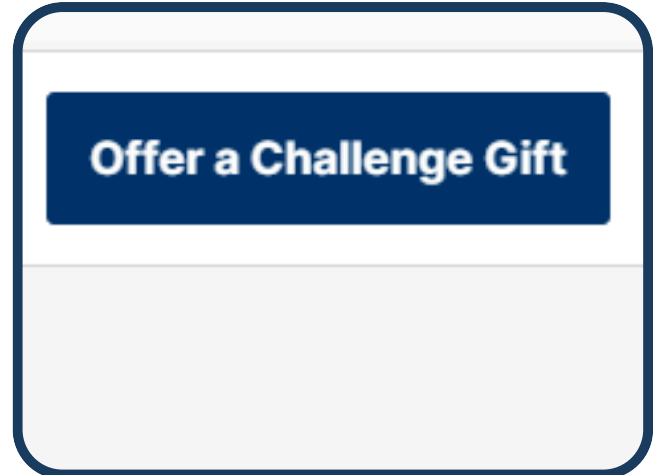
**Follow the remaining instructions on the page to complete your gift. Don't forget to share your match with others!**

# Creating Your Challenge

If you have questions about matches and challenges or would like to set up a gift that falls outside of these parameters, please reach out to [yalesoar@yale.edu](mailto:yalesoar@yale.edu).

1

Scroll down to the “Matches & Challenges” section on the group’s campaign page and **click the “Offer a Challenge Gift” button.**



2

**Set your challenge amount & terms** and decide whether or not to make your gift regardless of the terms being met (check the box).

A screenshot of a form with the following elements: a text input field for "I will give: \*" with a dollar sign icon; a second text input field for "if the campaign gets another: \*"; two radio buttons labeled "Donors" (selected) and "Dollars"; and a checked checkbox for "If my challenge is not completely met, I will still give the full amount".

3

**Target your challenge** (optional). Select **“Donors with a specific designation”** and find the student org you are supporting. Additionally, you can select a specific affiliation or class year to be your target.

A screenshot of a form with the following elements: a section titled "I would like to challenge the following donors: \*"; two radio buttons for "All donors to [SAMPLE CAMPAIGNS] YaleSOAR" and "Donors with a specific designation and/or affiliation" (selected); a text area for "Match gifts to a designation (e.g., Financial Aid), an affiliation (e.g., Alumni), or a combination (e.g., Alumni who give to Financial Aid)."; a checked checkbox for "Designation"; a dropdown menu showing "The Bass Library Study Club [SAMPLE]"; three radio buttons for "Affiliation", "Class Year", and "A group of friends"; and a text input field for "Designation \*" showing "Kingman and Heidi Summer Vacation Fund [SAMPLE]".

**Follow the remaining instructions on the page to complete your gift. Don't forget to share your challenge with others!**