

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.

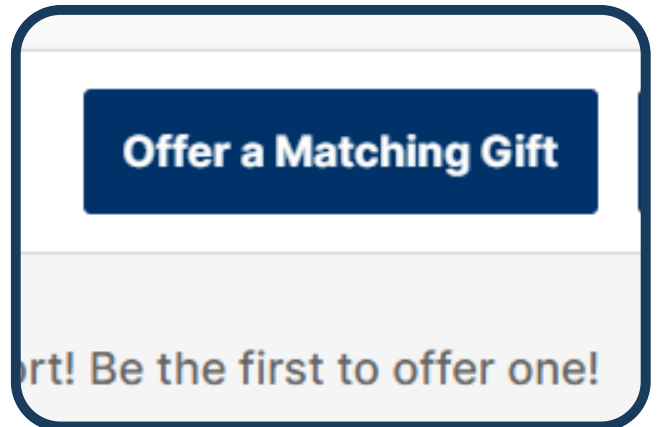
EXAMPLE: “John Smith will give \$1,000 if 20 donors give”
OR
“Jane Smith will give \$1,000 if \$1,000 is donated”

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.

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 dropdown arrow. Below it is a checked checkbox for "If my match is not completely met, I will still give the full amount". Another section asks "My match should be structured: *" with two radio button options: "Per Donor" (selected) and "Per Dollar". Below this is another text input field for "I will give *" with a dollar sign and a dropdown arrow, followed by the text "per donor." and a "Per Dollar" radio button option.

3

Target your match. 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 the text "I would like to match the following donors: *" followed by two radio button options: "All donors to [SAMPLE CAMPAIGNS] YaleSOAR" and "Donors with a specific designation and/or affiliation" (selected). Below this is explanatory text: "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)." There is a checked checkbox for "Designation" and a dropdown menu showing "Kingman and Heidi Summer Vacation Fund [SAMPLE]". At the bottom, there are two unchecked checkboxes: "Affiliation" and "Class Year".

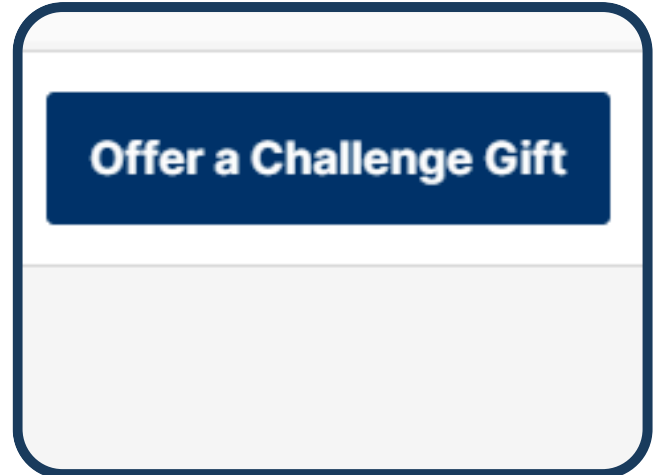
Follow the remaining instructions on the page to complete your gift. Don't forget to share your match with others!

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.

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: "I will give: *" followed by a text input field containing a dollar sign "\$"; "if the campaign gets another: *" followed by a text input field and two radio buttons labeled "Donors" (selected) and "Dollars"; and a checked checkbox with the text "If my challenge is not completely met, I will still give the full amount".

3

Target your challenge. 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: "I would like to challenge the following donors: *" followed by two radio buttons: "All donors to [SAMPLE CAMPAIGNS] YaleSOAR" and "Donors with a specific designation and/or affiliation" (selected); a text area with the instruction "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 labeled "Designation" above a dropdown menu showing "The Bass Library Study Club [SAMPLE]"; three radio buttons for "Affiliation", "Class Year", and "A group of friends"; and a "Designation *" label above a text input field containing "Kingman and Heidi Summer Vacation Fund [SAMPLE]" with a close button (X).

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