

Becoming an Advocate

Make an impact by encouraging your classmates, family, and friends to support student orgs during YaleSOAR! Remember: All SOAR 25-26 campaigns will be “LIVE” from **February 3, 9am EST to February 10, 11:59p.m. EST** at [this link](#). Here’s how to spread the word:

✓ Create a GiveCampus Account (or if you already have one, log in)

- ▶ We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to GiveCampus.
- ▶ Head to givetoday.yale.edu/yalesoar and click “SIGN UP” or “LOGIN” at the top of the page.
- ▶ Create an account or login from there!

✉ Share, Share, Share

- ▶ The built-in sharing buttons on the [SOAR campaign page](#) generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact! Use our blurb or create your own.
 - *Join me in supporting YaleSOAR (Student Orgs Annual Raise) 25-26! Campaigns will be LIVE for donations until February 10 at midnight. Whether you are giving to help a student you know, inspired by the mission of specific student organizations, or supporting a group you joined while at Yale, let's help these amazing student leaders succeed in their fundraising goals!*
- ▶ Share via Facebook, X, LinkedIn, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!

🎥 Tell Your Story

- ▶ Create a **Personal Video** and post it to the SOAR campaign page!
- ▶ Film a quick video in which you tell your community why you’re excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!

★ Consider Your Own Gift and Offer a Match or Challenge

- ▶ Lead by example and make your own gift early. It's much easier to ask your friends and family to **join you** in making a gift when you’ve already done it yourself!
- ▶ Leverage your gift and encourage others to give by offering a match or challenge (see more detailed instructions on pages 2-4 of this document).
- ▶ Consider restricting your match or challenge to a student group you care about, class year, affiliation, or to a list of your friends (by email address) to raise the stakes

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.

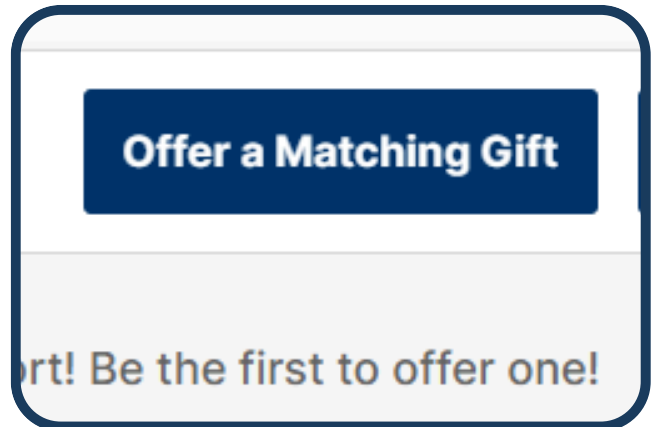
EXAMPLE: “John Smith will give \$1,000 if 20 donors give”
OR
“Jane Smith will give \$1,000 if \$1,000 is donated”

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 selecting donor targets. It starts with the text "I would like to match the following donors: *" and 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".

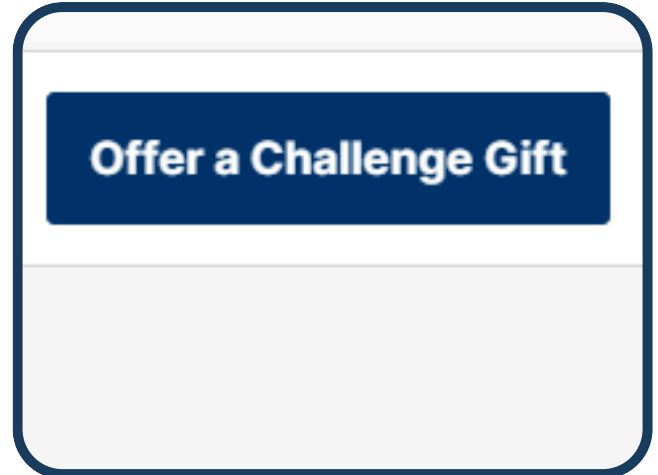
Follow the remaining instructions on the page to complete your gift. Don't forget to share your match with others!

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 section. It starts with "I will give: *" followed by a text input field containing a dollar sign "\$". Below this is "if the campaign gets another: *" followed by another text input field. To the right of the second input field are two radio buttons: "Donors" (selected) and "Dollars". At the bottom, there is 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 section for selecting a target. It begins with "I would like to challenge the following donors: *" and two radio buttons: "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 are three radio buttons: "Designation" (selected), "Affiliation", and "Class Year". Below these is a dropdown menu showing "The Bass Library Study Club [SAMPLE]". At the bottom, there is a "Designation *" label and a text input field containing "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!