



East Bay Gives 2017 Matching Gifts & Prize Strategy





Agenda

- The Prize List
- Prize Strategies
- Matching Funds
- What's Next?





Prize List

- We will pause here while you read...
- Questions first





Prize Strategy

- Consider your resources
 - Who will be the Prize Team Leader?
 - Prize Team Leaders are responsible for the ongoing communication to donors and board members encouraging them to keep the giving on track.
 - How many people do you have available to be part of the prize team?
 - Knowing how many prize team leaders you have will help determine how many prizes you effectively can go after.



Prize Strategy



- What are your criteria for choosing prizes?
 - Purely financial
 - Easy to win
 - Time of day
 - Category specific





Prize Strategy Planning

- Chart the imperatives for your prizes, i.e.,
 - Need 12 people to make 2 donations each to increase probability of Golden Ticket
 - All participants should be logged in with credit card information entered by 2:57p.m. for the Power Hour
- Test for viability
- Adjust as necessary





Prize Strategy Planning

- Test for Viability
 - Do you have enough donors to have a realistic chance at the prize?
 - Will the donors be available at the time of the prize challenge?
- Be open to adjusting your prize plan



Prize Strategy in Action



- Meet with all Prize Team members and review their plans to secure their prize
- Schedule follow up meetings including check-in on May 1st and 3rd
- MAY 4th! Be available to the Prize Team as their prizes come up



Securing Matching Funds





Matching Funds

- A matching gift is when a funder agrees in advance to match a certain amount of money raised on May 4th for East Bay Gives, i.e., if you raise \$5,000 I'll match it with my own donation of \$5,000.”
- A matching gift can help you double your dollars raised – donors are easily motivated to give if they know their donation will have twice the impact!





Matching Funds

- Check in with staff and board members to brainstorm a list of potential local corporations, businesses or individuals who are friends of your organization and would be a good match prospect.
- Don't forget the board – sometimes the board will come together to provide your match!





Matching Funds

- Consider tying the match to a specific use for the money. Matching gifts work really well on projects where you are raising money toward something that is tangible and visible (ex: a new piece of equipment, renovation of facilities).
- Donors tend to respond to matches if they can see that their donation is actually carrying more value.





Matching Funds

- Market your matching gift – this is the key to your success!
- Spread the word to donors and supporters by publicizing your matching gift both before and on May 4th.
- Put the information on your website, printed materials, in your e-communications and on social media.



Matching Funds



- Remember to mention the match in your donor acknowledgement after East Bay Gives. This is a great way for your East Bay Gives donors to feel great about helping you double your dollars raised.
- If your match was provided by a business interested in the visibility, this is a great way to say thank you.

