How to Create a Matching Donation or Challenge

Inspire your peers to give back by issuing your gift as a match or challenge. To create a match or challenge, go to the #BearsHaveHeart GiveCampus page, and click on the respective button on the left side of the screen, below the video.

What's the difference between a Match and a Challenge?

Matches and challenges are similar. The key difference is that challenges are goal-based (e.g. if 100 people make a donation, I will give $250) and matches are made on a per-donor or per-dollar basis (e.g. I will match up to $500 on a dollar-for-dollar basis for the next $500 that is donated).

How to set up a Match:

1. Enter how much you'd like to match up to (e.g. up to $150).
2. Select the parameters of your match. You can choose a 1:1 match, or click 'other' to choose to donate $2 (or another amount) for $1 donated, or to make a 'per donor' match and donate a certain amount for every donor who makes a gift.
3. Select when the match should end (e.g. until campaign end or at a certain time of day).
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, to a certain affiliation (such as parents), to donors to a certain designation (such as athletics) or to a targeted list of friends.
5. Enter your payment information.
6. After you’ve created your match, encourage your friends and classmates to join you in supporting #BearsHaveHeart.
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.

How to set up a Challenge:

1. Enter how much you’d like to give.
2. Choose the challenge goal (e.g. certain number of donors or dollars).
3. Enter your payment information.
4. After you’ve created your challenge, encourage your friends and classmates to join you in supporting #BearsHaveHeart.
5. 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 complete.

The key to success with matches and challenges? Sharing! Post on social media, email your network or send text messages to friends and family. The more you share, the better the results!