



How to Create a Matching Gift or Challenge

Inspire your friends and classmates by creating a matching gift or challenge. To create a match or challenge, go to the #StartStrongBC Challenge page and click on the appropriate button on the left side of the screen, below the video. Step by step instructions below.

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

Matching Gifts

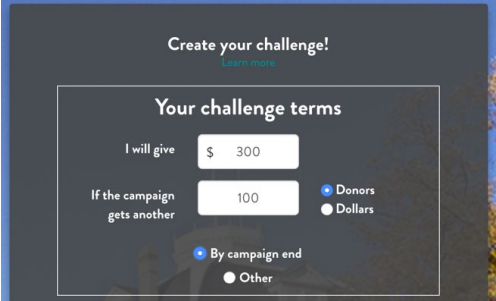
1. Enter how much you'd like to match up to (e.g. up to \$150).
2. Select if you want the match to be 1:1 match or if you click 'other', you can choose to donate \$2 (or another amount) for \$1 donated or if you'd like to make a 'per donor' match and donate \$20 for every donor who makes a gift.
3. Select when the match should end (e.g. until campaign end or over a certain period of days).
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 or to a list of friends. *(Note: matching gifts can also be restricted based on designation, but that feature has to be turned on by GiveCampus. To do so, email support@givecampus.com)*
5. Enter your payment information.
6. After you've created your match, encourage your friends and classmates to join you in supporting Broward College.

The screenshot shows the 'Create your match!' form. At the top, it says 'Create your match!' with a 'Learn more' link. Below this, there's a section for 'I will match up to' with a text input field containing '\$ 250'. Underneath, there are two columns of options. The first column has radio buttons for '\$1 per \$1 donated' and 'Other' (selected), with a text input field containing '\$ 25'. The second column has radio buttons for 'Until campaign end' and 'Other' (selected), with a text input field containing '2'. Below these, there are radio buttons for 'Per donor' (selected) and 'Per \$1 donated', and a label '# of days'. Further down, there's a checked checkbox for 'Match your class or a list of friends' and a text input field for 'Select the class year of those you want to match' containing '2013'. Below this is an 'OR' separator. At the bottom, there's a text input field for 'Add the email addresses of people you want to Match, separated by commas' with an example: 'For example: tim@aol.com,sarah@gmail.com,joe@yahoo.com'.

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.

Challenges

1. Enter how much you'd like to give.
2. Choose the milestone (e.g. 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 Broward College.
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 successful.



The screenshot shows a web form titled "Create your challenge!" with a sub-header "Your challenge terms". The form contains the following fields and options:

- "I will give" with a text input field containing "\$ 300".
- "If the campaign gets another" with a text input field containing "100".
- Two radio button options: "Donors" (selected) and "Dollars".
- Two radio button options: "By campaign end" (selected) and "Other".