

October 21, 2024 – Motivate Donors with Matching and Challenge Gifts

The Archdiocese of St. Louis is ready to make an impressive showing during #iGiveCatholic! We currently have **70** organizations participating, with more registering every week.

Last week, the task was to create a *viral* challenge by finding 5-10 ambassadors who will give a gift and help spread the word on their social media on your behalf. If you're still working on this task – keep at it. Support from your ambassadors will contribute to your success and inspire others.



This week marks the beginning of tasks suggested in the [Marketing Timeline](#) (also available on the [RESOURCES](#) page). Take a look to see what you or your Leadership Team can accomplish so these ambassadors will have content to share!

This week let's focus on finding a handful of donors willing to offer **MATCHING** or **CHALLENGE** gifts. What's the difference?

- **MATCHING GIFT** – For each dollar raised, a donor will match that gift (usually 1:1 but sometimes .50 cents for each \$1). This type of match lasts until the match gift is used. *(Example – Mr. and Mrs. Generous will match all donations up to \$5,000)*
- **CHALLENGE GIFT** – A gift that comes when a goal is achieved. *(Example – Mr. and Mrs. Generous will release \$1,000 if we get 25 donors between 10:00 AM – 12:00 PM or Mr. and Mrs. Generous will release \$1,000 to us after we have raised \$5,000)*

Both matching and challenge gifts are highly motivating to donors since they know that their dollar will raise another dollar automatically. It also makes participation more enjoyable on the giving day itself!

People who love your parish, school, or ministry, and who have the capacity to support you in this special manner, know the value of this type of giving. You can also get creative! Maybe 10 people would be willing to come together with \$100 each, thereby creating a \$1,000 match. You never know... just don't be afraid to ask! **These special donors will welcome the opportunity to inspire others.** So, take some time to find potential matching donors and/or challenge donors who will support your efforts through these fun and rewarding methods.

Matching and Challenge gifts can be pre-entered on your profile page so that they will automatically release and add to your totals in real time on December 3rd. [Here is an online resource article](#) that will provide details on how to accomplish this task.

You can create a custom flyer to solicit and secure Matching or Challenge gifts using this #iGiveCatholic [CANVA TEMPLATE](#)!

As always, feel free to reach out with any questions. For all technical support or profile page set up questions, click on the blue chat bubble on your page, and be sure to include your email address to ensure a response. Both GiveGab and #iGiveCatholic are highly responsive and very helpful.

Your local #iGC team is always here to support your efforts in any way that we can as well!

Looking for Additional Resources? Check out archstl.org/igivecatholic

Want to Register? Visit stl.igivecatholic.org

Have a great week!

Your Archdiocese of St. Louis #iGiveCatholic Team

P.S. Miss an email? The Weekly Email Series is also available behind the ***Plan for Success*** button on our website - <https://www.archstl.org/igivecatholic>

Questions? Contact us at igivecatholic@archstl.org or reach out to one of our team members directly.

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