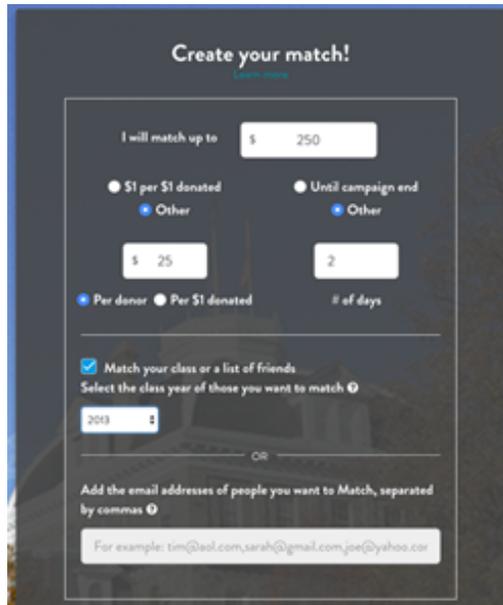# How to Create a Matching Challenge or Donation

Inspire your friends and classmates by creating a matching gift or challenge. To create a match or challenge, givecampus.com/schools/ChristSchool 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 Donations

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 Christ School.
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 Christ School.
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.)
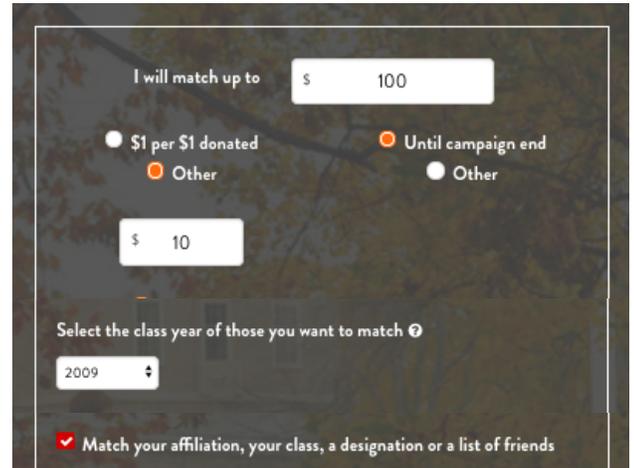
How to Become an Advocate on GiveCampus

Make *your* impact at Christ School by encouraging your classmates, family, and friends to support the Christ School Fund Launch. GiveCampus helps connect donors to their peers to making giving to and getting involved with a campaign more meaningful. With the Advocate features on GiveCampus, spreading the word about the Christ School Fund Launch is easy, fun, and rewarding. You can help other donors' gifts go further, add your own story to the campaign, and even track how many clicks, gifts, and dollars your outreach is driving in real time.

The first step to becoming an Advocate is to **sign up for a GiveCampus user account.** Visit givecampus.com and click 'Sign Up' in the top right of the page. It's important to know that simply signing up for a user account won't make you become an Advocate-- to become an Advocate, you must take *active* steps to inspire *others* to make gifts. Once you're
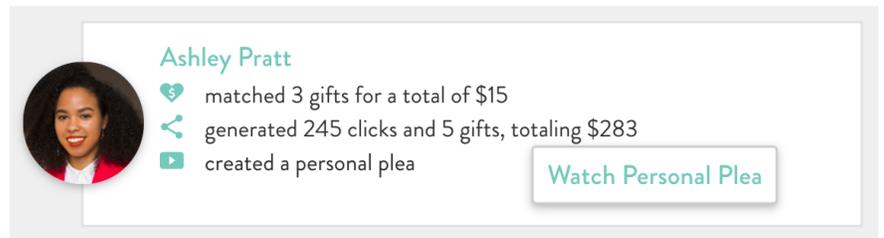
signed up for and logged into your GiveCampus user account, you can become an Advocate for the Christ School Fund Launch by taking one, or all, of the following steps:

1) **Consider your own gift!** Great advocates lead by example and you can leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. Offering a Challenge means that you'll give a gift *only* if the campaign receives a certain number of donors or dollars after you set up the Challenge. Challenges cannot be restricted to specific donor groups.

2) **Create a Personal Plea.** A Personal Plea is a quick video in which you tell the Christ School community why you're excited about the campaign, and why others should get involved. Shooting a short "un-selfie" video on your cell phone is all you need to do to add *your* story to the campaign! After recording your video, head to the Advocates tab on the campaign page to upload your Personal Plea.

3) **Share the campaign link.** The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to *you.* When you use these buttons to share the campaign link **while logged into your GiveCampus user account,** the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to blast your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer-to-peer asks. Share early and share often!