



From Strategy to Setup Fundraising with Mightycause

10th Anniversary
Cincinnati
gives
2025 CHALLENGE

PRESENTED BY



Indianapolis
MONTHLY
gives
2025 CHALLENGE

PRESENTED BY



Agenda



- Gives Challenge Basics
- Goal Setting
- Matching Grants
- Peer-to-Peer Fundraising
- Leaderboard Prizes & Rules
- QA

Getting Started with Mightycause

- Learn how to register and navigate your Gives Challenge organization page
- Recording available in the Gives Challenge Nonprofit Toolkit



5 Steps to Success

< Get Ready Live Webinars Build Your Page Plan for Success >

Step 2: Learn More

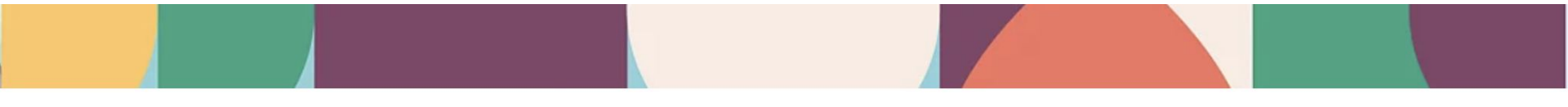
Live Webinar #1: Getting Started with Indianapolis Gives
Wednesday, October 16 at 10am ET

Learn how to get started on the Mightycause platform and utilize the tools provided to run a successful Indianapolis Gives campaign!

[View Slides](#)

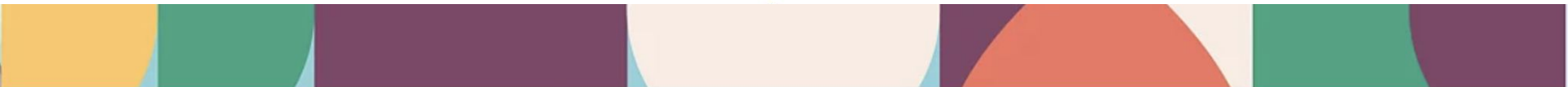
[View Recording](#)

Gives Challenge Basics



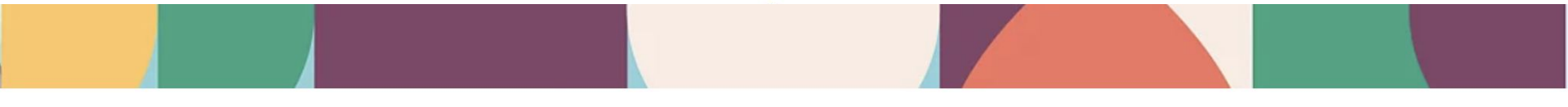
Challenge Basics

- 10 day Campaign
- Starts December 1st at 5 p.m.
- Ends December 11th at 5 p.m.
- Cincinnati Gives hosted by *Cincinnati Magazine*
- Indianapolis Gives hosted by *Indianapolis Monthly*
- Powered by Mightycause!

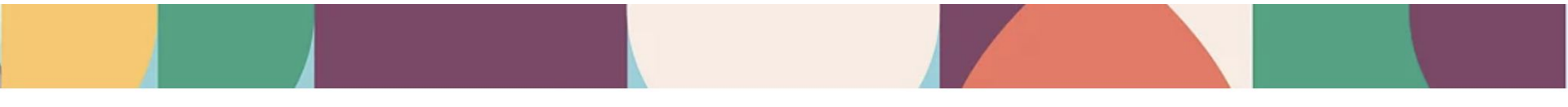


Key Milestones

Thursday, November 13 at 11am ET	Fundraising Strategy Webinar with Mightycause
Monday, November 24	Registration for the 2025 Gives Challenge ends
Monday, December 1 at 5pm ET	The 2025 Gives Challenge begins
Thursday, December 11 at 5pm ET	The 2025 Gives Challenge ends



Building Your Campaign Strategy



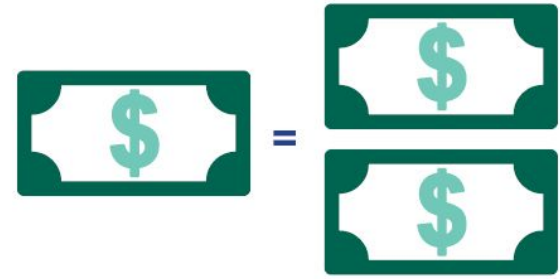
Set a Goal That Inspires — and Plan How to Get There

- Set a clear, achievable goal - and adjust if you surpass it
- Break goals into daily or milestone targets
- Review the prize schedule and align your strategy
- Use matches + P2P to accelerate progress
- Share updates often to keep supporters engaged



Finding Your Match Sponsor

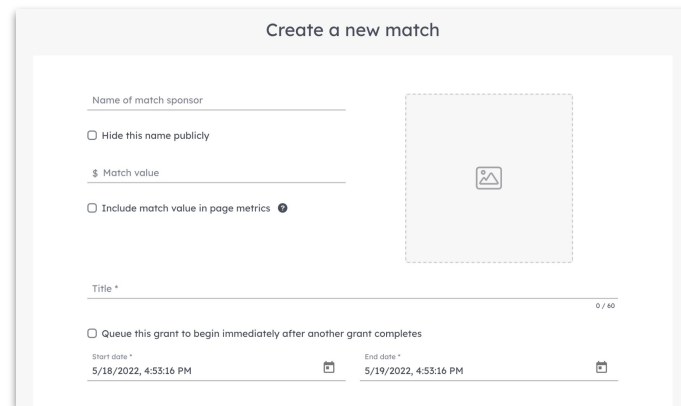
- Start with board members, major donors, or local businesses
- Frame it as a *challenge gift* to inspire others
- Even small matches (\$500-\$1,000) make a big impact
- Add your match right in your nonprofit dashboard



DOUBLE YOUR DONATION
DOUBLE YOUR IMPACT

Setting Up Your Match Strategically

- Set custom start and end dates - or queue multiple matches to run back-to-back
- Remember: only online funded matches count toward leaderboards and prizes
- Flexible setup options to fit your goals:
 - Match a **percent** of each donation
 - Set a **maximum match** per gift
 - Require a **minimum donation** to activate the match
 - Limit to **one match per unique donor**



The screenshot shows a form titled "Create a new match" with the following fields and options:

- Name of match sponsor
- Hide this name publicly
- \$ Match value
- Include match value in page metrics ●
- Title * 0 / 60
- Queue this grant to begin immediately after another grant completes
- Start date *
- End date *

Promote Your Matching Grant

- Create the match in your account
 - Recognize the donor
 - Countdown adds urgency
- Share progress on social media
- Promote the match in email campaigns

The screenshot displays the Match Manager interface. At the top, there is a '+ Create' button with an orange arrow pointing to it. Below this, the 'Live Matches' section is empty, showing 'No results found.'. The 'Upcoming Matches' section contains one entry: 'Tommy's Express Car Wash Match' with a start date of '11:00 PM 08/31/2022' and ID '171'. The 'Past Matches' section shows a table with columns: Period, ID, Name, Match Type, Match Value, Match Amount, Match Status, and Closed. One entry is visible: 'Wells Fargo Giving Day Match' with ID '161', a match value of '\$5,000', and a match amount of '\$0'. An orange arrow points from the 'Upcoming Matches' section to the 'Create a new match' modal. The modal has a title 'Create a new match' and a '+ Create' button. It contains several input fields: 'Name of match sponsor', '\$ Match value', 'Title *', 'Start date *', and 'End date *'. There are also checkboxes for 'Hide this name publicly', 'Include match value in page metrics', and 'Queue this grant to begin immediately after another grant completes'. A calendar icon is next to the date fields.

The logo for Mightycause Foundation, a nonprofit organization, is shown. Below the logo is a blue button labeled 'DONATE' and a white button labeled 'FUNDRAISE'. In the center, there is a badge that says '1 MATCHING GRANT LIVE'.

Matching Grants FAQs

- **Does the matching grant have to be processed online?** No, but only donations made through the Mightycause platform count toward prizes & leaderboard totals, so it's advantageous to your organization if the donor providing the grant gives online.
- **Do donations made to peer-to-peer or fundraising pages count toward the match?** This is your choice! You can set this in the Matching Grants tool when you are setting up your match.
- **Can I have more than one matching grants active at the same time?** Yes, you can have multiple different matching grants active at one time.
- **Oh no! I entered my matching grant wrong! What do I do?!** You can edit your grant as long as it's not closed. If it hasn't gone into effect yet, you can always delete it & start over again. If you can't figure it out, contact support@mightycause.com and explain your issue to Mightycause's support team. We can help you get your grant fixed!

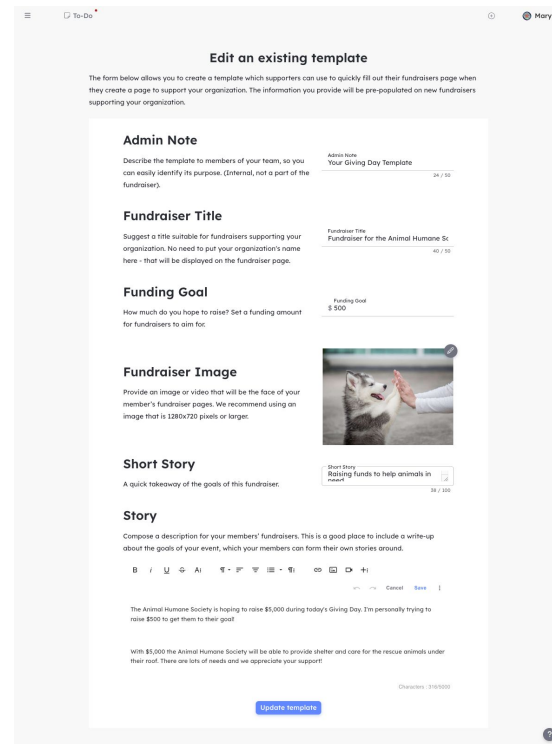
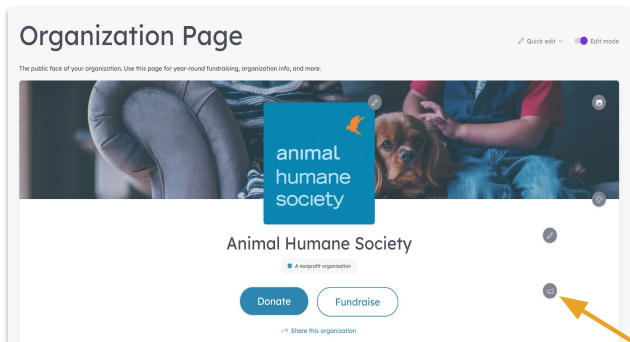
What is Peer-to-Peer Fundraising?

- Supporters create their own mini-campaign pages
- Each page connects to your main Gives Challenge page
- Expands reach to new donors beyond your network
- Helps sustain momentum during the 10-day challenge

The screenshot shows a fundraising page for 'Susie for Animal Humane Society'. At the top, it says 'Help me raise \$500 for the Animal Humane Society!'. Below this is a progress bar showing '\$10 raised by 1 people' out of a '\$500 goal'. A prominent orange 'Donate' button is visible, along with a 'Share this page' link. The page features a photo of a group of people with a dog. Below the photo, it identifies the fundraiser as a 'Team participant' for 'Teaming Up for ANS'. A bio section includes the Animal Humane Society logo and a paragraph: 'I've been on the board of Animal Humane Society for x years. They provide shelter, food, medicine and vet care to local cats and dogs in need. This organization is so important in saving the lives of local animals, and so far has adopted out over 500 animals into loving furr-ever homes. Even my own furry friend, Camden, was rescued with their help.' A testimonial from Sarah Wink states: 'Help me help this amazing organization with your donation to my campaign. I'm trying to raise \$500 for the Giving Day campaign. And whatever you all help me raise, I will match up to \$500 with a donation of my own.' The page concludes with 'Thanks for your help!' and a section titled 'This fundraiser supports' which lists 'Animal Humane Society' and includes a 'Start your own fundraiser' link.

Setting Up P2P Fundraising

- Customize the P2P fundraiser template to simplify sign-ups
- Enable the “Fundraise” button on your organization page



Managing Your P2P Fundraisers

- Monitor published fundraisers directly from your “campaigns” dashboard
- View donation totals and page activity for each fundraiser
- Make adjustments to fundraiser pages if needed

Campaigns Add a process Download Create new campaign

All active pages, embeds, and other fundraising components that benefit your organization.

19 Total Campaigns **3** Peer-to-peer Campaigns

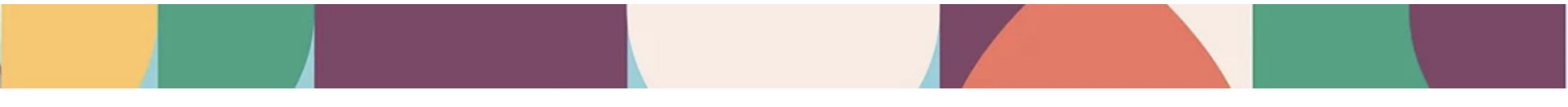
Q Search Campaign type All Discoverability All Owner Peer

\$ Min. donation \$ Max. donation Reset filters

Campaign name	Type	Raised	Last change	Owner	Created	Published	Tracking ID	Status	
Victor Hugo	Fundraiser	\$600	07/30/25 11:19 AM	P2P Mary Jane Bethune	Nov. 18, 2019	Nov. 18, 2019		Published	
Fundraiser for Animal Humane Society	Fundraiser	\$32,250	05/22/25 2:30 PM	P2P Natalie	Nov. 18, 2019	Nov. 18, 2019		Published	
Amy's Fundraiser	Fundraiser	\$2,490	02/27/19 2:35 PM	P2P Mary Jane Bethune	Jan. 17, 2019	Jan. 17, 2019		Published	

Items per page: 25 1 - 3 of 3

Gives Challenge Prizes & Rules



Grand Prizes

December 1 at 5:00PM EST through December 11 at 5:00PM EST

- Grand Prizes will be awarded to the top 5 organizations who raise the most dollars online through the Gives Challenge
- An organization must have a minimum of 10 unique donors to be eligible to win a Grand Prize.





Bonus Challenges

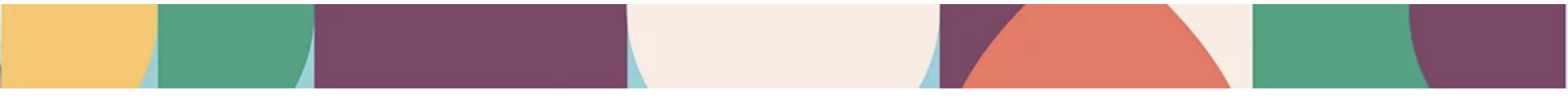


Daily and Full-Length Bonus Challenges will be available throughout the 10 day fundraising campaign. Check out the Rules & Prizes page on the Gives Challenge site to see all the details!

Rules

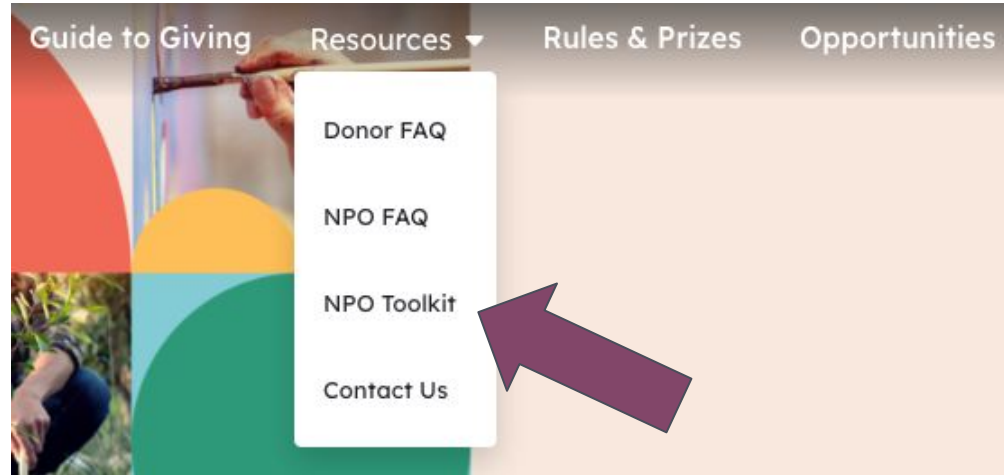
- Must be a 501c3 organization serving the greater Cincinnati / Indianapolis area to participate
- Organizations cannot donate to themselves
- Must have at least 10 unique donors to be eligible for a Grand Prize
- Offline donations (cash or check) do not count towards prizes
- Participating organizations are eligible for 1 Grand Prize, any Full-Length Bonus Challenge, and up to 2 Bonus Challenges
 - *Giving Guide organizations may receive up to 3 Daily Bonus Challenges

Resources & Support



Use Nonprofit Toolkit Resources

- Access tips, FAQs and basic how-tos
- Borrow templates for email, social media and more
- Use logos and photos to make your comms exciting and on-brand

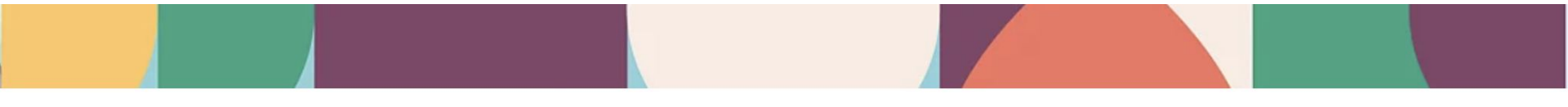


Where to Find Help

- Nonprofit Toolkit
- Nonprofit FAQs
- Mightycause Support Center
 - <https://support.mightycause.com/>
- Mightycause Customer Support
 - support@mightycause.com
 - Monday - Friday, 9am - 5pm ET



Next Steps



What does my nonprofit need to do?

- **Register** to participate by Nov 24
- **Confirm** your fundraising goal
- **Secure** your matching grant(s)
- **Recruit** peer-to-peer fundraisers
- **Explore** Gives Challenge resources



Questions?

Happy Fundraising!

