Match Funding & The Big Give

Sahil Shah, Partnerships Manager, The Big Give
This session

- About the Big Give
- The impact of match funding
- Match funding opportunities
  - Christmas Challenge
  - Other campaigns
  - Run your own campaign
- How to get involved
The Big Give

The Big Give supports charities by:

- showcasing your work to supporters and philanthropists,
- enabling you to take online donations,
- increasing your online visibility, and
- offering you opportunities to take part in match funding campaigns.
£186m

raised for good causes through match funding since 2008

**Most recent:** £24m Christmas Challenge 2021, 30th November - 7th December

**Next up:**
- Women and Girls Match Fund, 8th March - 15th March
- Green Match Fund, 22nd April - 29th April
This session

- About the Big Give
- The impact of match funding
- Match funding opportunities
  - Christmas Challenge
  - Other campaigns
  - Run your own campaign
- How to get involved
The impact on charities

84% of people are more likely to give when match funding is on offer.
The benefits of online match funding

**Resilience**: Develop current income streams or grow new ones

**Skills**: Improve digital fundraising skills

**Profile**: Join together for a bigger voice
Resilience

Diversify income streams
Engage supporters
Unlock funding
Resilience

84% of donors are more likely to give

COVID-19 emergency campaign:

Average donation increased by over 24% when donors were redirected to the Big Give’s match funded campaign
Skills

Test something new

Access training & resources
Skills

The webinars gave us the opportunity to refine the art of storytelling, by learning how to create powerful narrations of our beneficiaries. These personalised journeys, in turn, allowed us to automatically showcase our area of work in a very natural and succinct manner.

We took inspiration from case studies from other charities that took part in last year's Big Give, which helped us develop our campaign messaging.

We have improved our fundraising planning skills. We have refined many of our digital marketing skills that we have learnt by being part of the Big Give for so many years - e.g. using more engaging posts on social media and aiming for better interactions online with potential supporters.
92% of Christmas Challenge 2020 charities received a donation from at least one completely new supporter.
This session

- About the Big Give
- The impact of match funding
- Match funding opportunities
  - Christmas Challenge
  - Other campaigns
  - Run your own campaign
- How to get involved
Christmas Challenge

- UK’s biggest online match funding campaign
- Hundreds of charities take part each year
- Week long campaign - launches on #GivingTuesday each year
- Champions looking to support and fund a wide range of causes
- Median income of charities taking part is £500k
- Last year £24 million raised for 928 charities
Who we work with

Champions
- The Childhood Trust
- REED Foundation
- heritage fund
- The Julia and Hans Rausing Trust
- the waterloo foundation
- Garfield Weston Foundation

Charities
- Friends of the Earth
- Cancer Research UK
- Prince’s Trust
- FareShare
- Mayor’s Fund for London
- English National Ballet
- Dementia Support
- RSPB
- Bees for Development

Featured in
- Daily Mail
- Sky News
- Financial Times
- Spear’s
- The Guardian
Other campaigns

- Green Match Fund
- Champions for Children by The Childhood Trust
- Women and Girls Match Fund
- More campaigns coming soon!
Run your own match funding campaign

You can also run your match funding campaign throughout the year on the Big Give website, if you can provide your own match funds.

The Brain Tumour Charity:
- Ran two match funded campaigns on the Big Give between April 2020 and September 2020 raising over £150,000 in total.
- 20% of donors were new to the charity
- 82% of donors opted in to receiving comms from the charity

"We have some donors who have specifically asked to be notified should we host similar campaigns in future as they were so thrilled to have their gift doubled." - The Brain Tumour Charity

For more information:

1. Visit the Big Give website
2. Click on How can we help?
3. Click on Run your own campaign
Who to approach to be your match funders?

In short: anyone!

Some ideas to consider:

- Trustees (and their networks)
- Businesses and corporations
- Major donors
- Trusts and foundation
36% of donors said that they gave a larger gift because matching was applied to their donation.
This session

- About the Big Give
- The impact of match funding
- Match funding opportunities
  - Christmas Challenge
  - Other campaigns
  - Run your own campaign
- How to get involved
How to get involved

Register for an account:

- Visit [www.thebiggive.org.uk](http://www.thebiggive.org.uk)
- Click on Charity Login
- Follow the steps to register for an account

Send any queries to hello@thebiggive.org.uk