



Michelle King  
Assistant Director, Alumni Engagement  
Email: [kingmi@earlham.edu](mailto:kingmi@earlham.edu)  
Phone: 765-983-1421

## How to Create a Matching Donation or Challenge

Inspire your friends and classmates by creating a matching gift or challenge. To create a match or challenge, go to the [earlham.edu/earlhamday](http://earlham.edu/earlhamday) 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', to customize your match.
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.
5. Enter your payment information.
6. After you've created your match, encourage your friends and classmates to join you in supporting Earlham College.
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.

**Create your match!**

I will match up to \$ 250

\$1 per \$1 donated  Until campaign end

Other  Other

\$ 25 2

Per donor  Per \$1 donated # of days

Match your class or a list of friends  
Select the class year of those you want to match

2013

OR

Add the email addresses of people you want to Match, separated by commas

For example: tim@aol.com,sarah@gmail.com,joe@yahoo.com

### 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 Earlham 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.

**Create your challenge!**

**Your challenge terms**

I will give \$ 300

If the campaign gets another 100  Donors  Dollars

By campaign end  Other