



# #TigerTuesday

## Five Ways to Show Your Support for #TigerTuesday

Help make this year's #TigerTuesday the biggest ever!



### Make a gift

Every gift matters. Lead by example and demonstrate to your friends and classmates that you support Sewanee.

**How:** Go to the [campaign page](#).



### Share the campaign

Spread the word and show your support!

**How:** Buttons to share via Facebook and Twitter are located beside the video on the [campaign page](#).



### Become an advocate

With just a few clicks, create a GiveCampus account and gain the ability to track your impact. See how many clicks, gifts, and dollars your outreach generates!

**How:** Visit the "Advocates" tab beside the video on the [campaign page](#).



### Create a matching gift or challenge

Leveraging your gift as a match or challenge is a great way to encourage your network to participate in #TigerTuesday. You can match gifts dollar for dollar up to a fixed amount or structure your challenge to be based on donor participation.

**How:** Use the "[Offer a Match](#)" or "[Offer a Challenge](#)" buttons beside the video on the campaign page.



### Upload a personal plea

Shoot a short video in which you explain why you're supporting this campaign and why others should do the same. You can film and upload your video to GiveCampus directly from your phone!

**How:** Visit the “Advocates” tab beside the video on the campaign page.

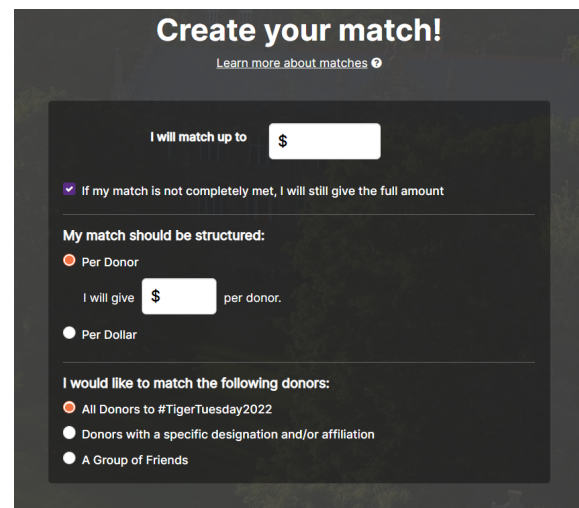
## How to Create a Match or Challenge Gift

Inspire your friends and classmates by creating a matching gift or challenge. To create a match or challenge, go to the [campaign page](#), and use the “[Offer a Match](#)” or “[Offer a Challenge](#)” buttons on the right side of the video. Step by step instructions are 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 Gifts

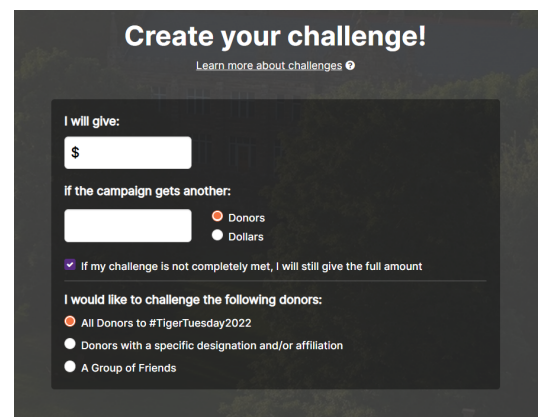
1. Enter the amount you’d like to match (e.g. up to \$150).
2. Check the box to still give the full amount of your gift even if the match is not met, if you’d like.
3. Select whether you would like your match to be per donor (e.g. I will give \$5 per donor up to \$150) or per dollar (e.g. I will match \$150 dollar for dollar).
4. Select who you would like to be included in your matching gift: all #TigerTuesday donors, a specific group of friends, or donors with a specific affiliation (e.g. parents), class year (e.g. 2016), or who give to a specific designation (e.g. scholarships).
5. Fill out your contact information and select the campus cause you would like your gift to support.
6. Click “Go to Checkout” and complete your payment information.
7. After you’ve created your match, encourage your friends and classmates to join you in supporting #TigerTuesday.
8. Track your match’s progress by visiting the [campaign page](#). Note: your match will be displayed on the Advocates tab (located under the video) as donors respond to your match.



The screenshot shows a dark-themed form titled "Create your match!". Below the title is a link "Learn more about matches". The form includes a field "I will match up to" with a dollar sign and a text input box. A checked checkbox states "If my match is not completely met, I will still give the full amount". Under "My match should be structured:", there are two radio buttons: "Per Donor" (selected) and "Per Dollar". The "Per Donor" option has a sub-field "I will give" with a dollar sign and a text input box, followed by "per donor.". Under "I would like to match the following donors:", there are three radio buttons: "All Donors to #TigerTuesday2022" (selected), "Donors with a specific designation and/or affiliation", and "A Group of Friends".

### Challenge Gifts

1. Enter how much you’d like to give.
2. Choose the milestone and select donors or dollars. For example, I will give \$100 if the campaign gets another 20 donors.
3. Check the box to give the full amount of your gift even if the challenge is not met, if you’d like.



The screenshot shows a dark-themed form titled "Create your challenge!". Below the title is a link "Learn more about challenges". The form includes a field "I will give:" with a dollar sign and a text input box. Below this is a field "if the campaign gets another:" with a text input box. There are two radio buttons: "Donors" (selected) and "Dollars". A checked checkbox states "If my challenge is not completely met, I will still give the full amount". Under "I would like to challenge the following donors:", there are three radio buttons: "All Donors to #TigerTuesday2022" (selected), "Donors with a specific designation and/or affiliation", and "A Group of Friends".

4. Select who you would like to be included in your matching gift: all #TigerTuesday donors, a specific group of friends, or donors with a specific affiliation (e.g. parents), class year (e.g. 2016), or who give to a specific designation (e.g. scholarships).
5. Fill out your contact information and select the campus cause you would like your gift to support.
6. Click “Go to Checkout” and complete your payment information.
7. After you’ve created your challenge, encourage your friends and classmates to join you in supporting #TigerTuesday,
8. Track your challenge’s progress by visiting the [campaign page](#). Note: recognition for your challenge will not display on the Advocates tab (below the video) until your challenge is successful.