



Southern's Day of Caring online fundraising event will unite the Southern community as ONE and enhance programmatic and scholarship funding for students while bringing awareness to Southern's social justice mission. With the support of dedicated alumni, community and campus partners, Day of Caring empowers the future of Southern and its students.

MATCHING GIFT

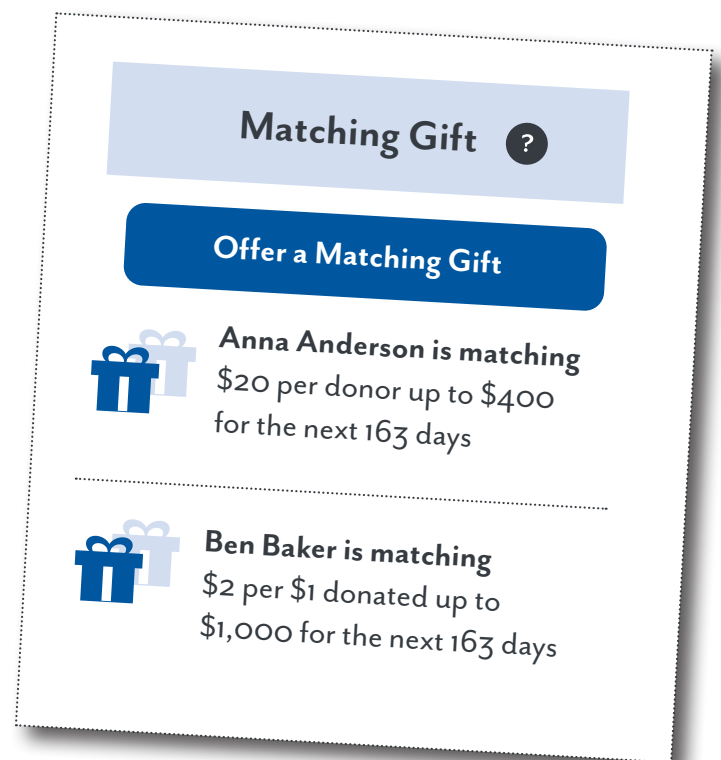
On Day of Caring a matching gift is an incredible opportunity for donors to leverage their own giving to encourage others to join them in making a meaningful contribution. A matching gift can match either **dollars** or **donors** as they come in live to the campaign.

A matching gift can be set up as matching \$X per donor OR \$X per \$1 donated. For example, "Anna Anderson is matching \$20 per donor up to \$400" OR "Ben Baker is matching \$2 per \$1 donated up to \$1,000" (see the "matching gift" screenshot to the right).

The donor will be counted in the overall total and the associated leaderboards as soon as the match is live, but they will have \$0 associated with them until they start matching gifts. Then, dollars will reflect the amount that has been matched as qualifying donors give.

In the above scenario, Anna has pledged to give \$400 to the fund of her choice but is choosing to leverage her gift for marketing purposes to encourage others to give.

Similarly, Ben Baker has pledged to give \$1,000 and is also choosing to use his planned donation as incentive for other donors to give to the cause he is most passionate about.



**TO MAKE A MATCHING
GIFT TO SOUTHERN'S
2023 DAY OF
CARING CAMPAIGN**



**Please contact Kaitlin Ingerick,
Director of Annual Giving, at
ingerickk1@SouthernCT.edu or
(203) 392-6514.**