

MAKE IT PERSONAL

Inspire others to give by making a matching donation or sharing a personal plea video!

How to Create a Matching Gift

Inspire your friends, classmates, and fellow families by creating a matching gift at andover.edu/PAGivingDay.

Click on

Offer a Match

1. **Enter the amount you wish to match** (e.g., up to \$150).
2. **Select how your match should be structured.** You can choose to donate \$2 (or another amount) for \$1 donated by selecting “other.” Or make a “per donor” match and donate a specific amount for every donor who gives.
3. **Select when the match should end** (e.g., 11:59 a.m. on March 30).
4. Most matches are not restricted, but **you can restrict your match** to apply only to fellow classmates, families, or a list of friends—perhaps your class assignments if you are a volunteer.
5. **Enter your payment information.**
6. **Now encourage others to join you in supporting Andover.**
7. **Track your match’s progress** on the Advocates tab or campaign page at andover.edu/PAGivingDay.

I will match up to *

\$

If my match is not completely met, I will still give the full amount

My match should be structured: *

Per Donor

I will give * \$ per donor.

Per Dollar

I would like to match the following donors: *

All donors to PA Giving Day 2023

Donors with a specific designation and/or affiliation

A group of friends

First name *

First name

Last name *

Last name

Please do not display my name

Email *

Email

State *

Select a state

Country *

United States

Zip code *

ZIP or postal code

Designation *

Make your selection(s):

Select a Designation

Affiliation

Alumnus/a or Student

Abbot Alumna

Parent/Grandparent

Faculty/Staff

IRT, (MS)2, & Summer Session

Friend

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).

Go to Checkout

How to Make a Personal Plea Fundraising Video

Posting a personal plea video is a simple and effective way to encourage others to support PA Giving Day by telling your story. Your video will appear on andover.edu/PAGivingDay and you will also receive a link to share it on your social media.

After recording your video, go to the Advocates tab, and then select

Create your Personal Plea

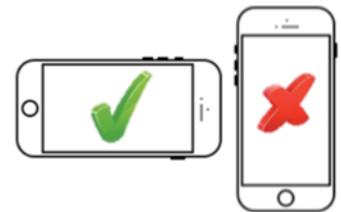


CONTENT TIPS

1. **Introduce yourself.** Tell viewers who you are and how you're connected to PA Giving Day.
2. **Make it personal and enthusiastic.** Explain what you love about Andover and why they should give too. Share the goal and describe how the funds raised will support students with financial need and much more.
3. **Make an ask!** Ask the viewer to contribute to the campaign and to share it with friends.
4. **Videos should last no more than 60 seconds.** Please make your ask in the first 30 seconds.

TECHNICAL TIPS

1. **Hold your phone horizontally.**
2. **Film at eye-level or slightly above.**
3. **Use good light.** Natural light is best, so go outside if you can.
4. **Choose a quiet location** to film so your voice will be heard.
5. **Keep the camera steady.** Use both hands to grip your phone.



QUESTIONS?

Contact PAGivingDay@andover.edu.