




# PA Giving Day

4.28.21

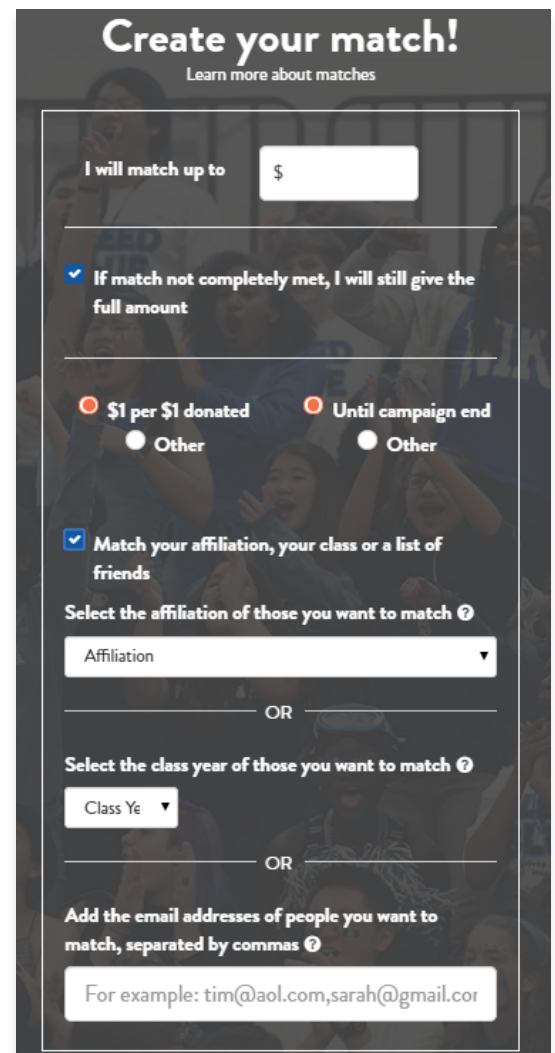
## MAKE IT PERSONAL

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 parents by creating a matching gift at [andover.edu/PAGivingDay](https://andover.edu/PAGivingDay). Click on  on the left (below the video).

1. **Enter the amount you wish to match** (e.g., up to \$150).
2. **Select if you want your dollar match to be 1:1.** You can also 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 April 29).
4. Most matches are not restricted, but **you can restrict your match** to apply only to fellow classmates, parents, 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](https://andover.edu/PAGivingDay).




**Create your match!**  
Learn more about matches

I will match up to \$

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


\$1 per \$1 donated  Until campaign end  
 Other  Other

Match your affiliation, your class or a list of friends

Select the affiliation of those you want to match 


Affiliation

OR

Select the class year of those you want to match 

Class Year

OR

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

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

# 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](http://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

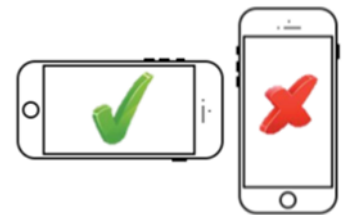


## CONTENT TIPS

1. **Introduce yourself.** Tell viewers who you are and how you're connected to PA Giving Day.
2. **Make it personal and enthusiastic.** Explain why you are passionate about Andover and why they should be 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](mailto:PAGivingDay@andover.edu).