

MATCH CHALLENGE SPONSORSHIP



WHAT IS THE MATCH CHALLENGE?

When you commit to matching donations dollar-for-dollar up to \$100,000, you fuel new, life-changing programs and initiatives. You will create a ripple effect of innovation to drive poverty eradication. A match challenge increases donor likelihood by 22% and increases gift amounts by 19%, enhancing our ability create and expand programs for our neighbors in-need.

Your \$100,000 commitment will challenge donors to invest in new programs and initiatives to eradicate poverty during:

- **55 Year Anniversary, 2021 – 2022**
- **International Day for the Eradication of Poverty, October 17, 2021**
- **#GivingTuesday 2021, November 30, 2021**
- **End of Year Campaign, November – December 2021**

Together, we will innovate to stabilize and mobilize our neighbors out of poverty once and for all.

INVESTING IN CEDA

As our Match Challenge partner, your dedication to ending poverty will push our shared vision of a thriving Chicagoland to new heights. You can expect your \$100,000 commitment to:

- Reach nearly 10,000 CEDA subscribers and over one million others through targeted advertisements
- Capture 25,000 unique website views per month
- Be present to more than 3,000 individuals through Direct Mail
- Touch 2,500 outbound marketing prospects
- Annually assist 380,000+ clients (*You will contribute to the growth of this number!*)
- Increase unrestricted funding to provide more solutions to those in need

SPONSORSHIP BENEFITS

- Inclusion of company promotional materials during Spring and End of Year direct mailings (provided & paid for by you)
- Naming rights to the Spring and End of Year Match Challenges
- Featured on website pop-up during campaign and all campaign-specific donation forms
- Listing on all digital solicitations as “Double your impact! Your gift of \$XXX will be matched dollar-for-dollar by COMPANY,” in addition to logo placement when appropriate
- Shoutout in CEDA’s eNewsletter before or after Match Challenges
- Logo on digital ads promoting Match Challenges

Give online at CEDAorg.net/invest

or contact Erin Dowland Kabwe, Chief Development Officer
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