



MAKE IT PERSONAL

Inspire others to give by making a matching donation or sharing a personal 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](#) [Offer a Challenge](#)

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 the criteria on the match structure.**
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.

The screenshot shows a web form for creating a matching gift. It includes fields for the match amount, match structure (per donor or per dollar), match criteria (designations, affiliations), and contact information (name, email, state, country, zip code, phone number). There are also checkboxes for 'Please do not display my name' and 'Affiliation' with a list of options like Student, Alumnus/a, Abbot Alumna, Current Families, Families of Alumni, Faculty, Staff, & Administrator, IRT Alumnus, (MS)2 Alumnus, and Friend. A 'Go to Checkout' button is at the bottom, and a note indicates that an asterisk (*) denotes a required field.

How to Make a Personal Video

Posting a personal 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 Video

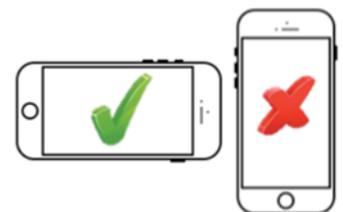


CONTENT TIPS

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 45 seconds.** Please make your ask in the first 10 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.