

MAKE IT PERSONAL

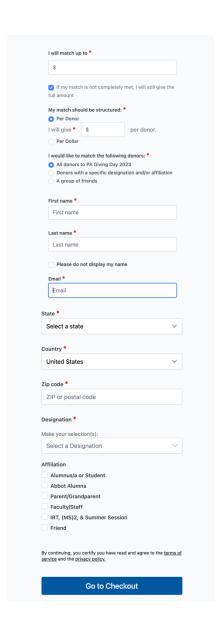
Inspire others to give by making a matching donation or sharing a personal plea video!

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 28).
- **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.



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 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 to share your message!

Create your Personal Plea

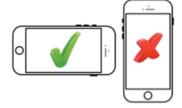


CONTENT TIPS

- 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.