

CHALLENGE GRANT

Ideas for Project Planning

OBJECTIVE

Create a marketing and communication plan for your challenge grant.

TARGET AUDIENCE

- New donors?
- New prospects?
- Lapsed donors?
- Current donor increase?
- Board members?

MARKETING & COMMUNICATION STRATEGIES

- Funder logo?
- Small events?
- Large event?
- Web page?
- Facebook page?
- Instagram?
- Personalized message?
- One to one meet?
- Create urgency?
- How much \$; by when?
- Call them to action?

OVERVIEW

The Richard M. Schulze Family Foundation defines a challenge grant as “all or nothing.” Our assumption is that other funding organizations define a challenge grant in the same way – but you should check. An award check for a successful challenge grant is issued when the full amount of the challenge is raised following agreed upon requirements. If an amount less than the challenge amount awarded is raised, no award check is issued in any amount. Further clarification and questions should be directed to your program officer.

This document is a guide for nonprofits awarded a conditional (challenge) grant from a funder defining a challenge grant in the same way as the Richard M. Schulze Family Foundation. Not all below may apply.

CAMPAIGN PLAN (OUTLINE YOUR UNIQUE CAMPAIGN)

- **Goal:** To use recognition of the [funding foundation name] and their offer of a [\$Amount] challenge to leverage donations & achieve the challenge.
- **Timing:** When will the announcement(s) begin and end?
- **Tools:** What communication tools will you use to announce? [social media, targeted emails, direct mail, etc.].
- **Audience:** Which tools for which audience? (Target Audience left)

KEY MESSAGE EXAMPLE (MAKE IT UNIQUELY YOURS)

[Funder name] has offered [your org name] a challenge. If we can raise [\$Amount] from [dates or your campaign], they will issue a check in the full amount of the challenge. However, we must raise the full amount of [\$Amount] to receive any of this gift. Help us unlock this challenge and make a difference to those we serve [or specifically name them]! Give what you can today so that we don't leave this gift on the table.