Make it Personal

*Inspire others to give by matching donations that day or by sharing a “personal plea”!*  

**How to Create a Matching Donation**

Inspire your friends and classmates by creating a matching gift at PAGivingDay.andover.edu. Click on the button on the left (below the video).

**Matching Donations**

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 every $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. 12 p.m. March 27).  
4. Most matches are not restricted, but you can restrict your match to apply only to fellow classmates or to 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 at PAGivingDay.andover.edu.

**How to Make a “Personal Plea” Fundraising 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 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.  
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 Kristin Faivre at 978-749-4674 or PAGivingDay@andover.edu.