

# WUKY CHALLENGE/MATCHING GRANT POLICY

## How Challenges Work

Challenges enable an individual donor's gift to make an even greater impact through each additional listener who becomes a member. These incentives have long been our most successful means of recruiting and retaining members during on-air drives.

- Before each on-air member drive, current members and major donors are asked (generally by mail, online or by phone) to make an additional gift to WUKY's Member Challenge Fund.
- The Member Challenge Fund is a way for current members to motivate other listeners to join them in supporting WUKY Public Radio and help sustain and increase our public service. Gifts in a wide range of amounts are combined into challenges offered on-air, online, or through direct mail fundraising efforts.
- Funds contributed to the Member Challenge Fund are held in a restricted account, and are not available to WUKY's general operating fund until challenge goals are met.
- Once a challenge is offered and met, the membership department provides documentation of the challenge to the finance department, and requests the release of funds to the general operating budget account.
- Unsuccessful challenges and other unmatched funds are held in the reserve account until a new challenge is issued and met. The process is carefully managed to ensure that no unmatched funds remain at the end of the fiscal year.

## Purpose of Funds Raised

When promoted on-air, explain clearly that the money donated by this group of donors (or this corporation/business) is for the \*expressed purpose\* of raising additional funds (dollar-for-dollar) in the next on-air campaign. The appeal language used to solicit additional gifts from current members sets forth the exact manner in which WUKY intends to use their contribution, so we are ethically bound to meet our donors' intentions, and apply their contributions the way they expect us -- and the way we promised -- to.

## Types of Match

WUKY typically offers two forms of member match during our three, on-air campaigns:

1. Dollar-for-dollar challenges issued on the basis of a pledge (\$250 and greater) received during an on-air campaign (the traditional approach, used sparingly), and
2. A pool of pre-campaign \*member match\* dollars received from direct mail and on-air additional gift solicitations (we begin 30 -- 45 days prior to the upcoming campaign).

The latter is the preferred method for WUKY.

## Scheduling Member Match Offers

Before each on-air campaign, based on previous campaign results, we will schedule fixed-dollar member matches during hours in which we believe the need is greatest and in which we will ensure the match is met.

Member match dollars received daily during the course of the campaign are accounted for, attributed to the member match appeal code, and added into the pool of member match funds.

## Accounting for Member Match Gifts

Member match gifts are recorded and set aside until applied on-air during the campaign. As member match goals are exceeded, these gifts are added to the hourly campaign totals in which specific amounts of the member match dollars were reached.

All member match contributions -- whether from individual, corporation, or foundation -- are considered unrestricted gifts.