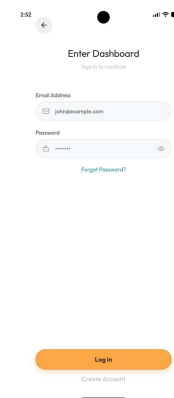
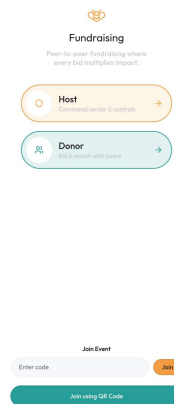




MatchPeer Fund-raising App

What is MatchPeer?



MatchPeer is a fun game designed for charitable donors who play together in a round-by-round match and raise pledges and challenging peers to increase their donations. The aim is simply to generate the highest possible total donation amount for a given charitable cause from participating players.

Who can play MatchPeer

The game is played by donors wishing to contribute to their chosen charities, equally suited for online and in-person events.

How does MatchPeer work?

Whilst attendees are already willing to pledge to charity, playing MatchPeer empowers them to increase the donations from peers and other donors by matching their donations.

Each player needs to download and register on the app, available on both Google Play Store for Android and App Store for Apple users.

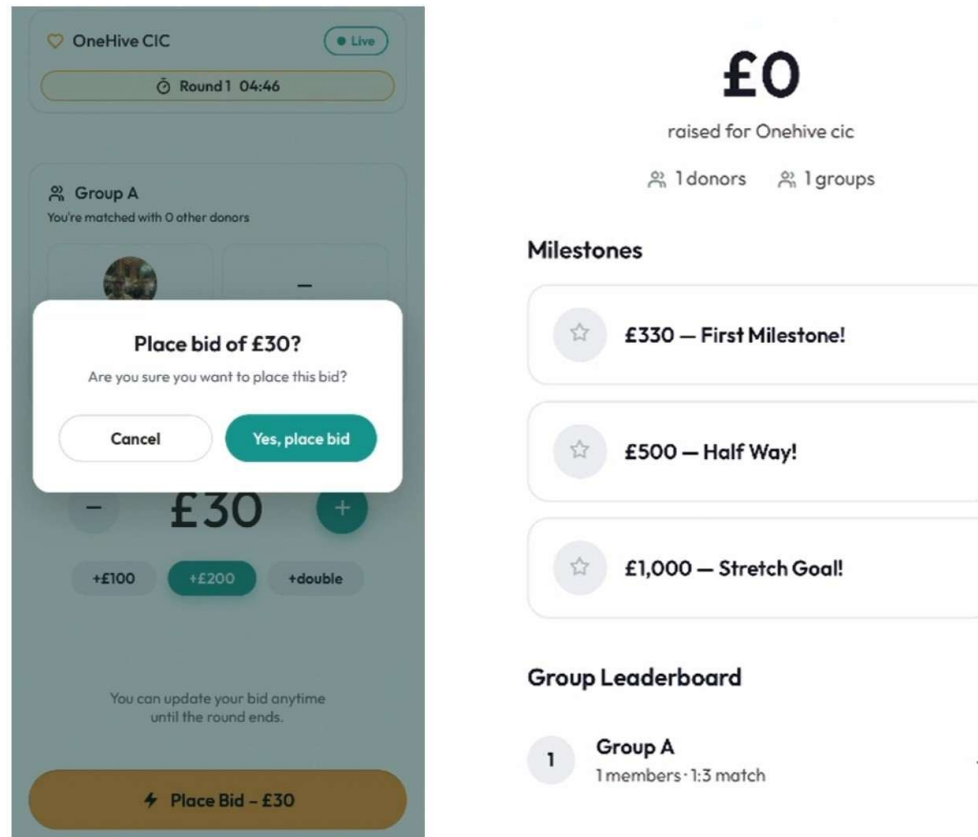
Why should MatchPeer be used?

At the heart of the game, MatchPeer is a more engaging approach to fund-raising at events and uses the power of peer-matched pledging to 'move the needle' on the total amount raised by donors. Typically, donors are prepared to make a donation up to a given amount. However, if players are able to motivate their peers to raise their donations for a given cause through matching, then they could pledge varying amounts in each round of the game to increase further participation.

MatchPeer Mission

Donors have already pledged a donation: When playing MatchPeer, for every extra pound pledged through matching, the total matching donations could potentially result in 2-10x marginal incremental donations.

To illustrate the impact of MatchPeer, consider the following two scenarios for the same event of donors:



After a first round random pledge amount, donors are banded together in groups, to see if subsequent pledges can be “matched”, with a final round to play out for those wishing to pledge and match even further where willing.

Scenario 1: Individual Donor Pledges

Each donor, unbeknownst to each other, pledges an amount based on their own preference.

Scenario 1 - Single Donation Amount

Donor	Single Pledge
1	£ 2,000
2	£ 1,000
3	£ 600
4	£ 2,000
5	£ 400
6	£ 50
7	£ 300
8	£ 1,000
Total Pledged	£ 7,350

Scenario 2: 3-round MatchPeer game

Under a 3-round game of MatchPeer, the following results could be observed:

Scenario 2 - Match Peer - Simple 3 Round Game

Donor	Round 1	Round 2	Round 3	Total Pledge	Relative change
1	£ 2,000	£ 1,000	£ 500	£ 3,500	75%
2	£ 1,000	£ 500	£ 500	£ 2,000	100%
3	£ 600	£ 250	£ 100	£ 950	58%
4	£ 2,000	£ 1,000	£ 500	£ 3,500	75%
5	£ 400	£ 250	£ 100	£ 750	88%
6	£ 50	£ 100	£ 100	£ 250	400%
7	£ 300	£ 100	£ 100	£ 500	67%
8	£ 1,000	£ 500	£ 500	£ 2,000	100%
Total Pledged				£ 13,450	83%

Under this scenario, the overall difference in pledges under the two scenarios illustrates an approximate doubling of the pledged amount. However, the underlying behaviours of donors indicate that donors who were originally willing to pledge a fixed amount, could still do so; the donors who engaged in matching rounds, could end up contributing more and encourage peers to do so.

Therefore, the total amount pledged and raised would fair no worse than a single donation amount, but through engaging donors through MatchPeer, the potential to “move the needle” could be huge for charities.

How can MatchPeer be used in a participating event?

MatchPeer requires participating donors to download and register on the MatchPeer app. For charity hosts conducting the game, a host control panel is used to navigate the game through each round. The MatchPeer team can provide assistance and support at events. Event hosts provides a link connecting players to their chosen payment organisations, such as JustGiving or Zifi. MatchPeer can provide a summary report of total pledges for the organiser to reconcile with donations received.

How to contact us

For further information, reach out to us at info@matchpeer.org