Creating an Impactful #iGiveCatholic Profile Page

#iGIVECATHOLIC

Prayer

O Lord, giver of life,
We know that all we receive is from Your hand.

We live in a world of mass consumption, yet there is scarcity.
You offer us a way to grace by calling us to be stewards of Your abundance.
On this #GivingTuesday,
Grant us wisdom to know that little is much because You are the source;
Through You, the ordinary becomes extraordinary.

May #iGiveCatholic bring nourishment to the hungry, hope to the lost, and promote gratitude and generosity among all.

We pray that this day of giving be a time of loaves and fishes,
A world where even one small gift can be bread for the multitudes,
A way where each of us has a piece of your merciful heart to share with others.

In this giving, may our hearts be filled by You alone, who are Lord for ever and ever.

Amen

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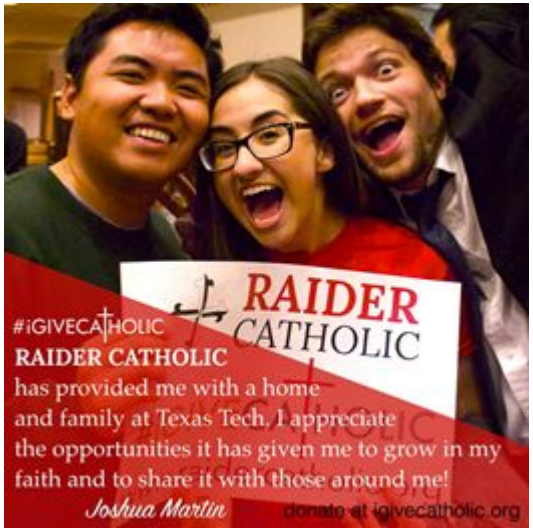
Agenda

- **Planning Your Profile**
- **Get Set Up**
  - The Basics
  - Tell Your Story
  - Highlight Impact
- **Key Takeaways**
- **Next Level Tips**

#iGIVECATHOLIC **Get Ready**: Plan Your Profile

- **Define Your Goals**
  - Who is your audience of supporters?
    - Past and current donors, but also…
    - Potential new donors!
  - What is your main call to action?
    - Specific project?
    - Mission support?
  - Do you have a financial target? How much?
- **Gather Your Assets**
  - Do you have a logo, photos, graphics, or videos already available?
- **Tell Your Story**
  - How can your donors help make a difference?
  - What stories or testimonials can you share that will speak to their hearts?



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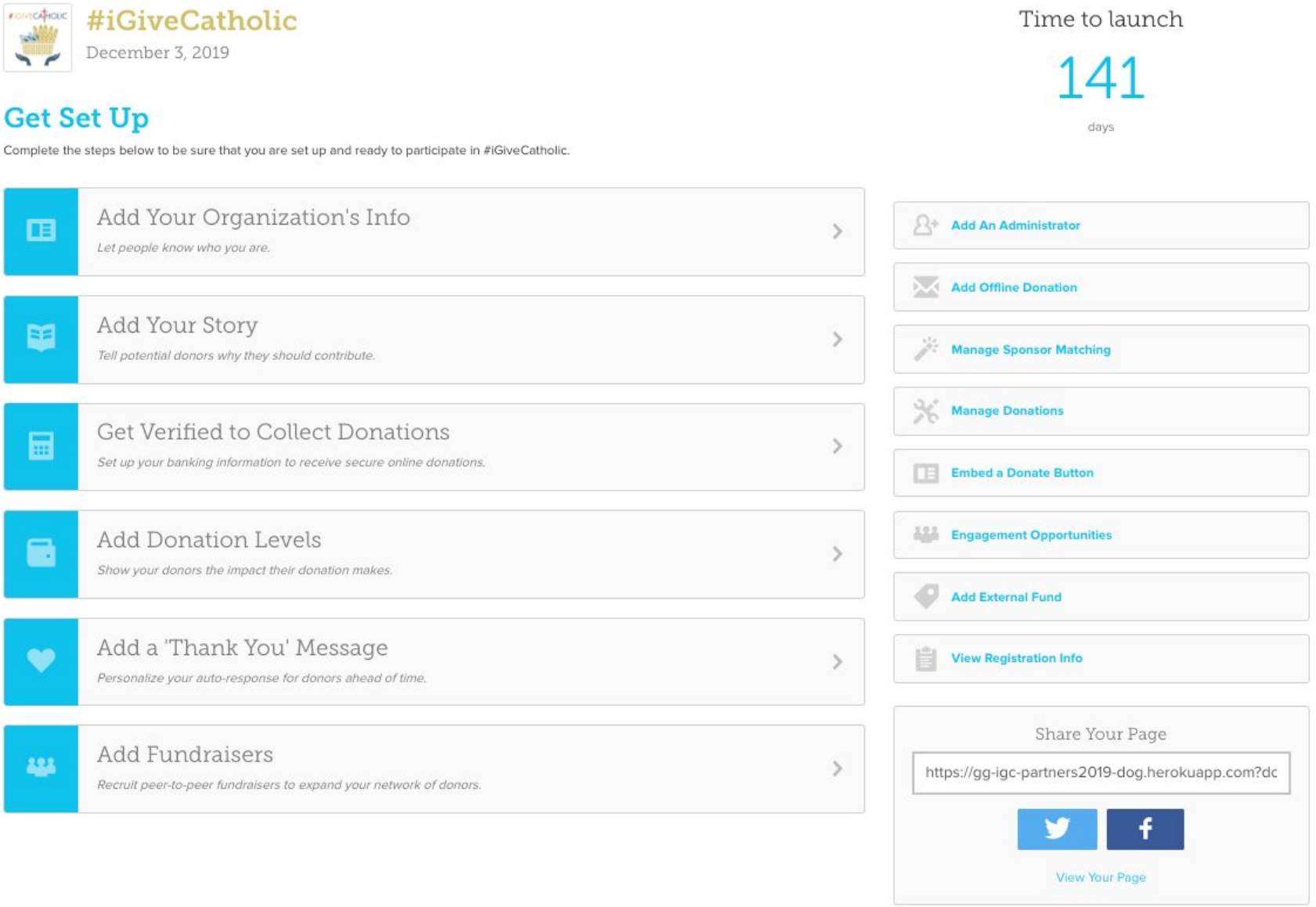
Log In to #iGiveCatholic

Tip: Navigate to your archdiocese's or diocese's #iGiveCatholic landing page to gain access!

Get Set Up: Your #iGiveCatholic Profile Page Dashboard



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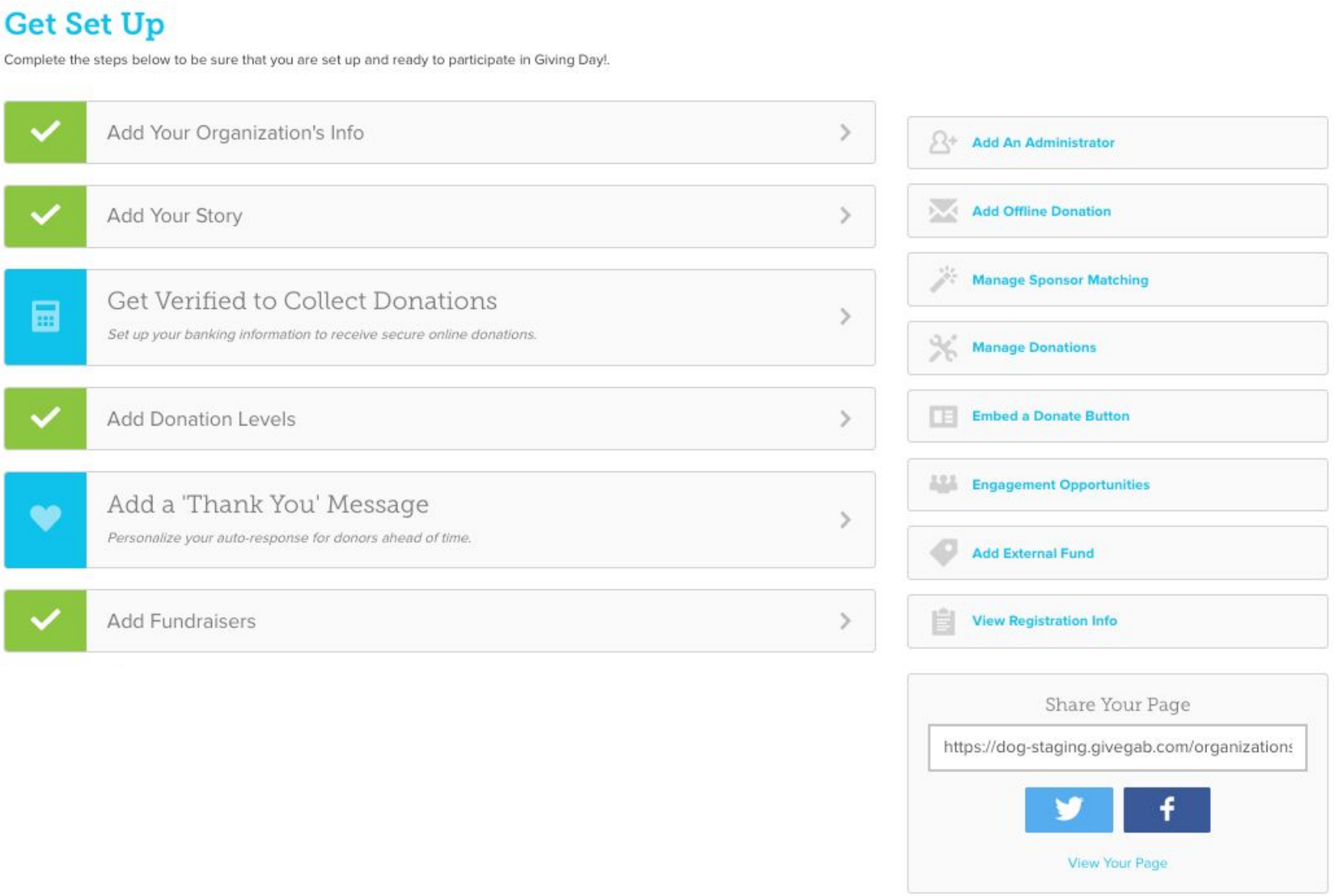
Get Set Up: Your *Complete* #iGiveCatholic Profile Page Dashboard



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The Basics: Add Your Parish, School, or Nonprofit Ministry's Info

1. **Tagline**
   - A quick one sentence overview of your parish, school, or nonprofit ministry and your campaign
2. **Website**
   - Add your website so donors will be able to learn more about you
3. **Logo**
   - As one of the first things a donor sees on your profile, make sure your logo is current
4. **Causes**
   - Select up to three causes to help donors find organizations of interest

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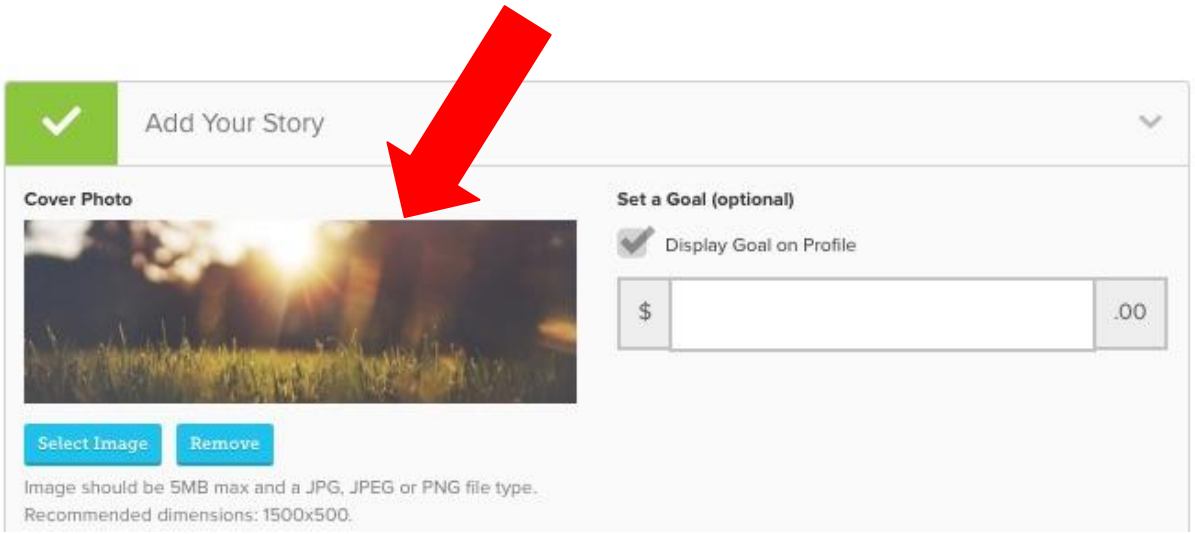
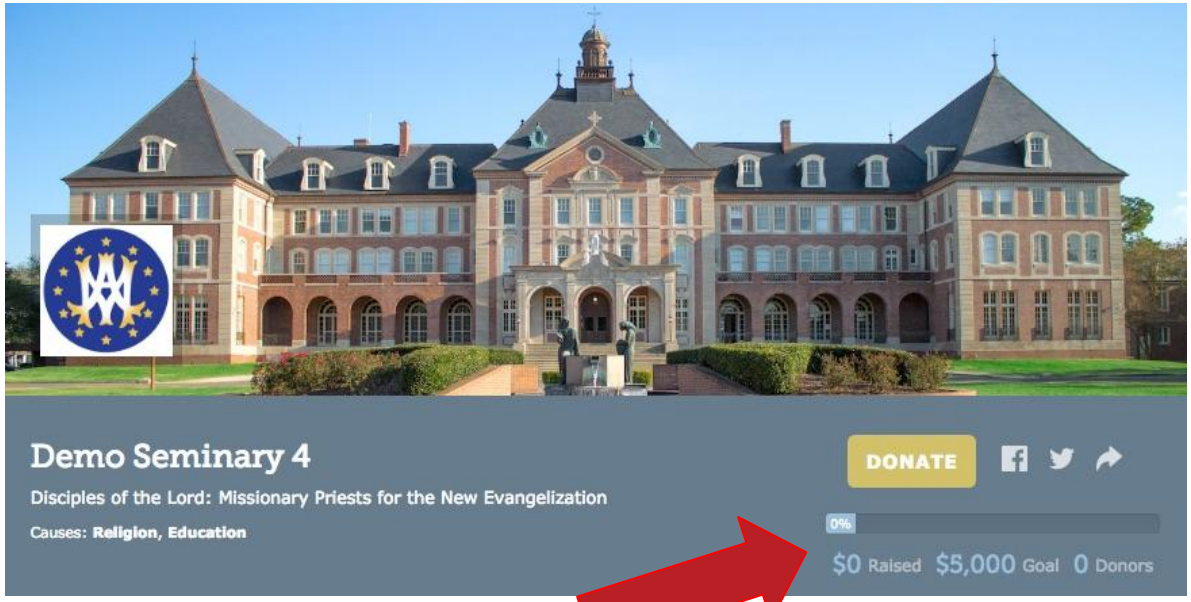
Add Your Story

- **Cover Photo**
  - 1500px by 500px
  - Front and center!
- **Display a Monetary Goal**
  - Optional, but encouraged
  - Enables a real-time progress bar on your profile to help gamify the day!





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Tell Your Story: Formatting

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Tell Your Story: Formatting *(Continued)*

- Custom Formatting
  - Change your text & header size
- Text Highlighting
  - Bold, italicize, or underline text
- Content Alignment
  - Justify text and images to the left, right, or center of your profile
- Add Lists
  - Bulleted or numbered lists
- Full Screen Mode
  - Edit in a larger window
- Upload Images
  - Upload, crop, or rotate photos
- Add Links
  - Link to other pages on text or photos
- Feature Tables
  - Organize information in a table
- Insert Horizontal Lines
  - Add a line to break up content
- Edit in HTML
  - Familiar with HTML? Use the code editor to customize your profile

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Tell Your Story: Formatting *(Continued)*

The Demo Seminary has as its primary mission the preparation of men for the ministerial priesthood in the Roman Catholic Church.

The seminary, through an integrated and balanced program of priestly formation, seeks to prepare competent pastors for the Church in the Spirit of Jesus Christ, the Good Shepherd. As a graduate school of theology, the seminary offers those preparing for the priesthood a Master of Divinity degree program of study. Additional degree programs are offered to applicants seeking to deepen their understanding of the Catholic intellectual tradition for leadership in the Church. We will use our funds to... project inserted here.

Tip: Use the formatting tools in the editor to highlight the most important elements of your story, and be sure to include images with your text.

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Tell Your Story: Quick Tips

- **Focus on a specific project/illustrate your mission**
  - "#iGiveCatholic because…"
- **Make your story easy to understand**
  - Why are you undertaking this project and how will #iGiveCatholic gifts make an impact?
- **Create clear calls to action so donors know how they can impact your mission**
  - *Optional:* Add donation levels so their giving is tangible. (Next slides!)
- **Highlight the "joy of giving" to your parish, school, or nonprofit ministry**
  - Celebrate your donors!
  - Have Fun! -- the "gamification" element of watching leaderboards, social media updates, etc.
- **Make your donor the hero of the story!**
  - "Because of YOUR generosity, we are able to…"

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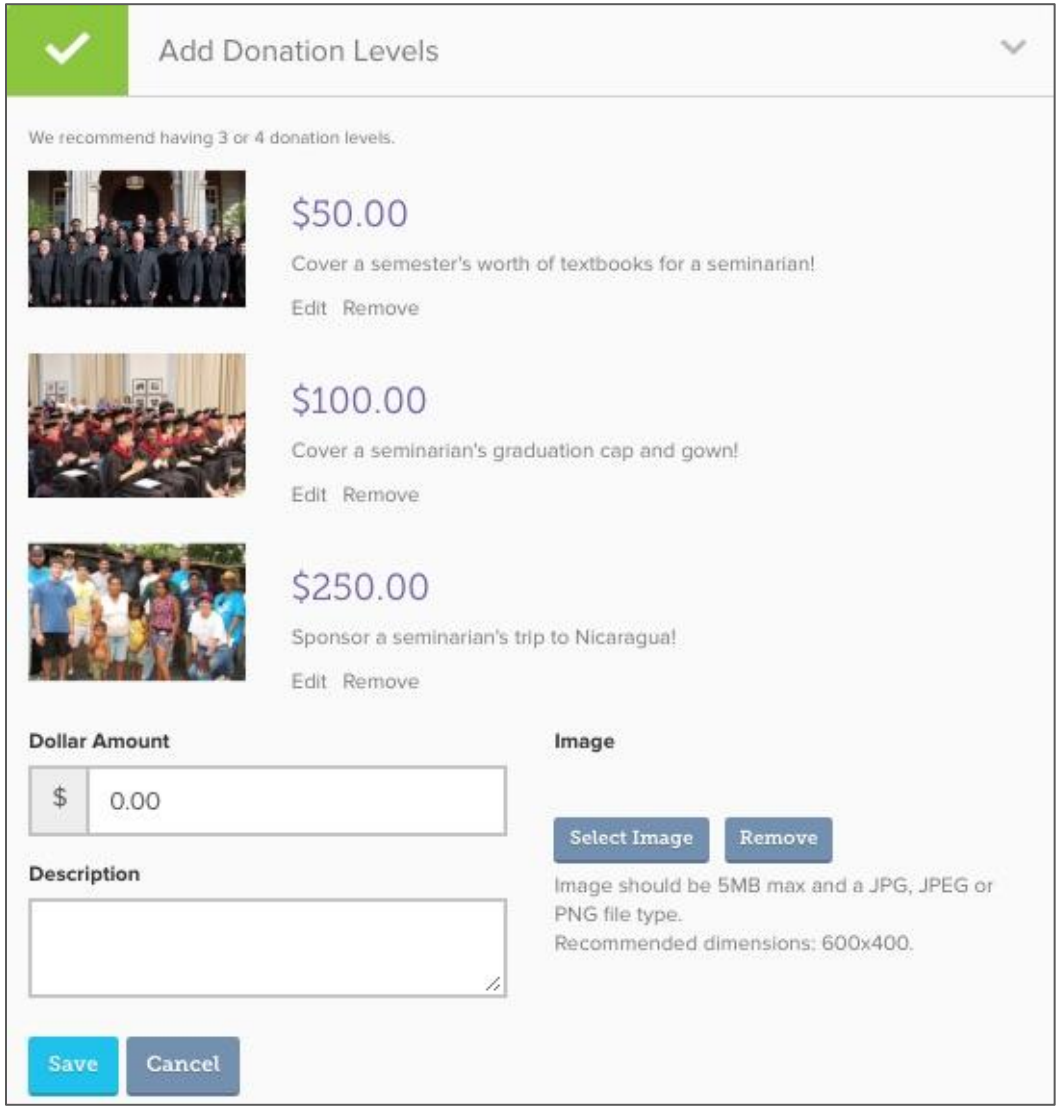
Highlight Impact: Add Donation Levels



- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

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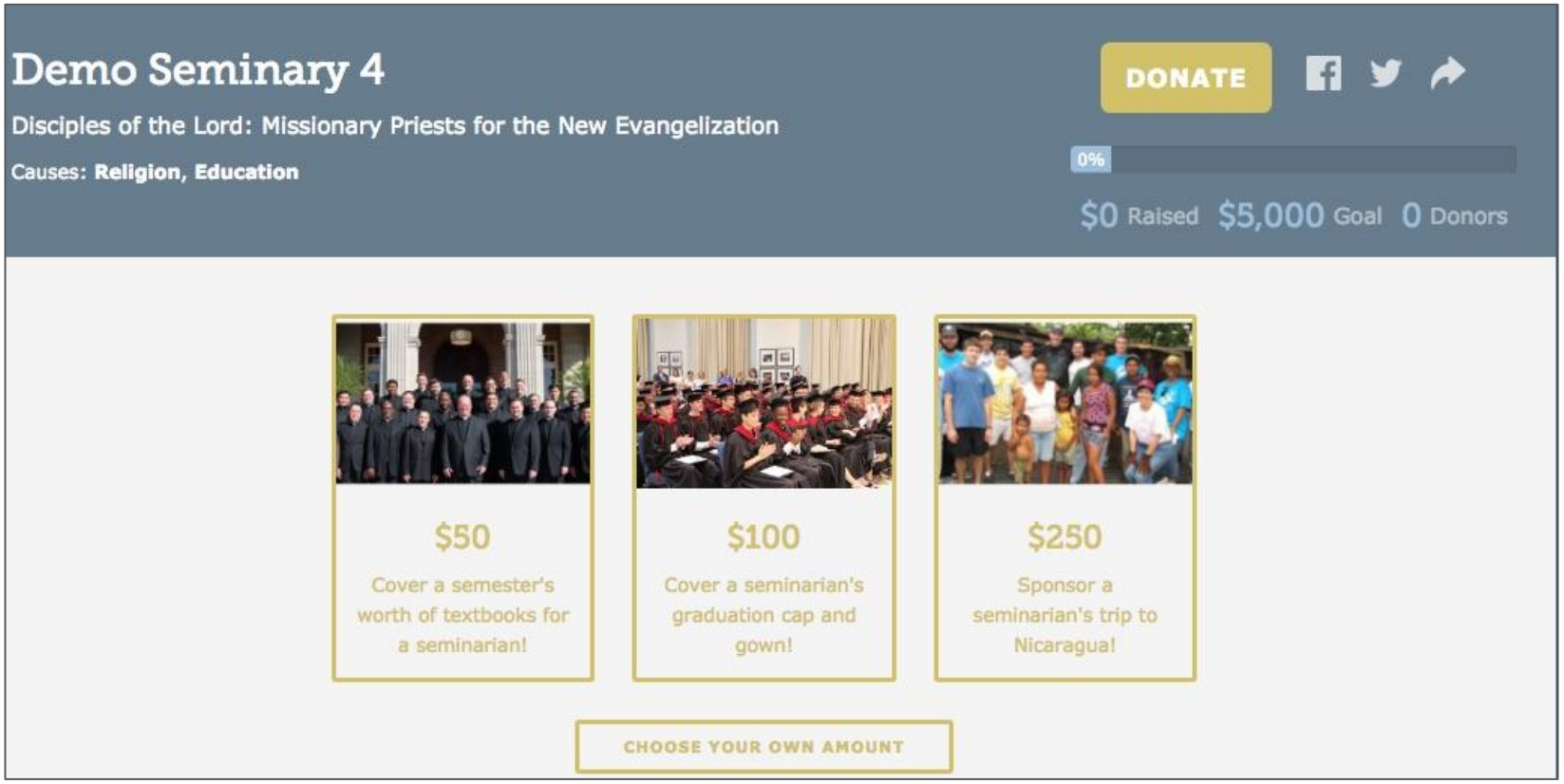
Highlight Impact: Add Donation Levels *(Continued)*



Tip: Add between 3-5 donation levels to your profile for the best engagement.

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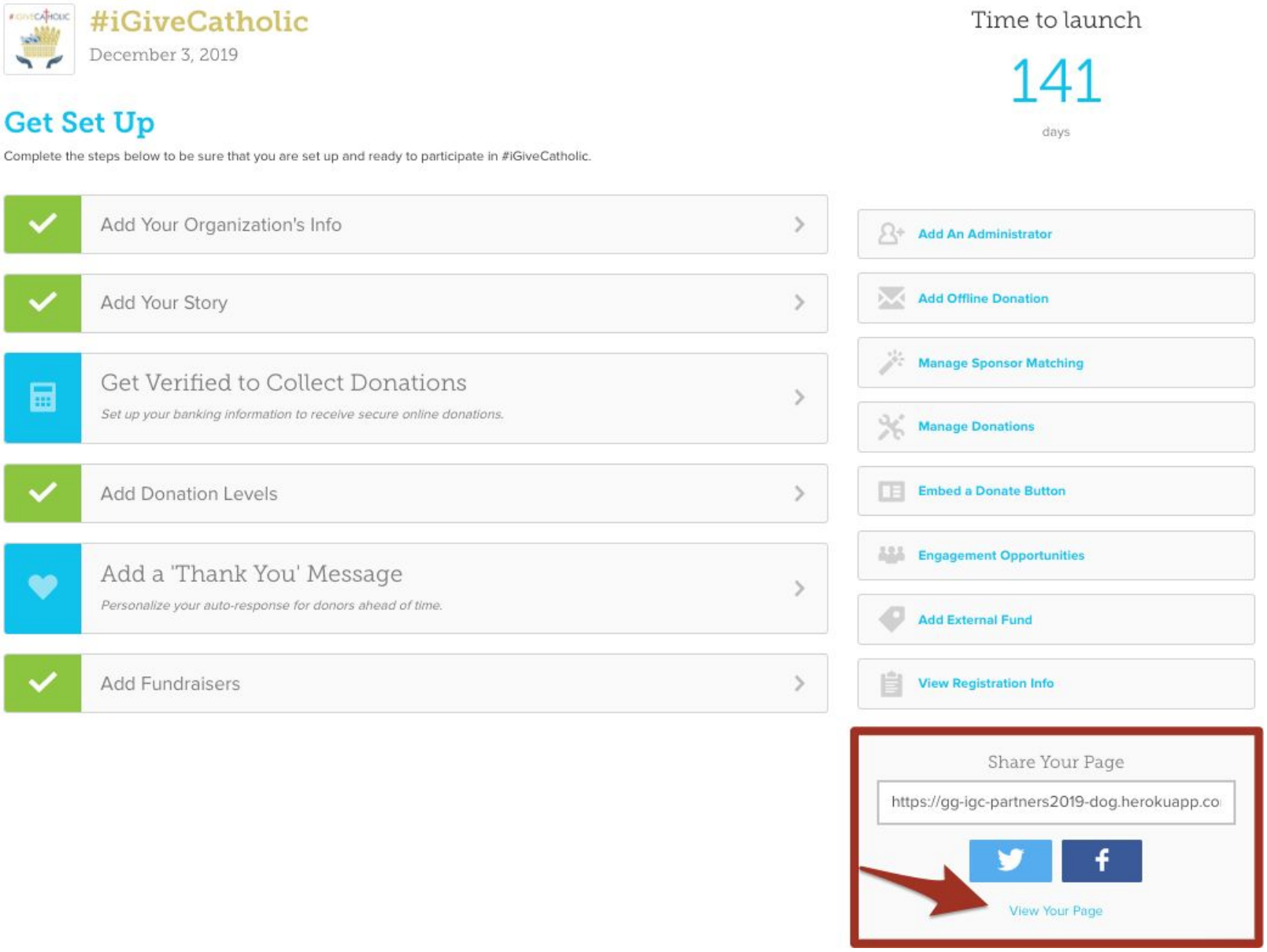
Highlight Impact: Add Donation Levels

- **Personalize Your Donation Levels**
  - Think outside the "$25, $50, or $100" box
  - Milestones, anniversary years, etc.
- **Help Donors Visualize Their Impact**
  - Add photos or stock images to show donors the impact of their gifts
- **Tie Together Your Story & Donation Levels**
  - Make sure the goals of your story and donation levels are aligned
  - If you focus on a specific program or project, have your donation levels reflect how much different elements of that project actually cost
    - How much does it cost to…?
      - Help one student attend Catholic school on scholarship
      - Send one youth group member on a summer mission trip
      - Renovate your building
      - Buy a semester's worth of books for a seminarian
      - Put one person through your program

#iGIVECATHOLIC **Review**: Your Impactful Profile



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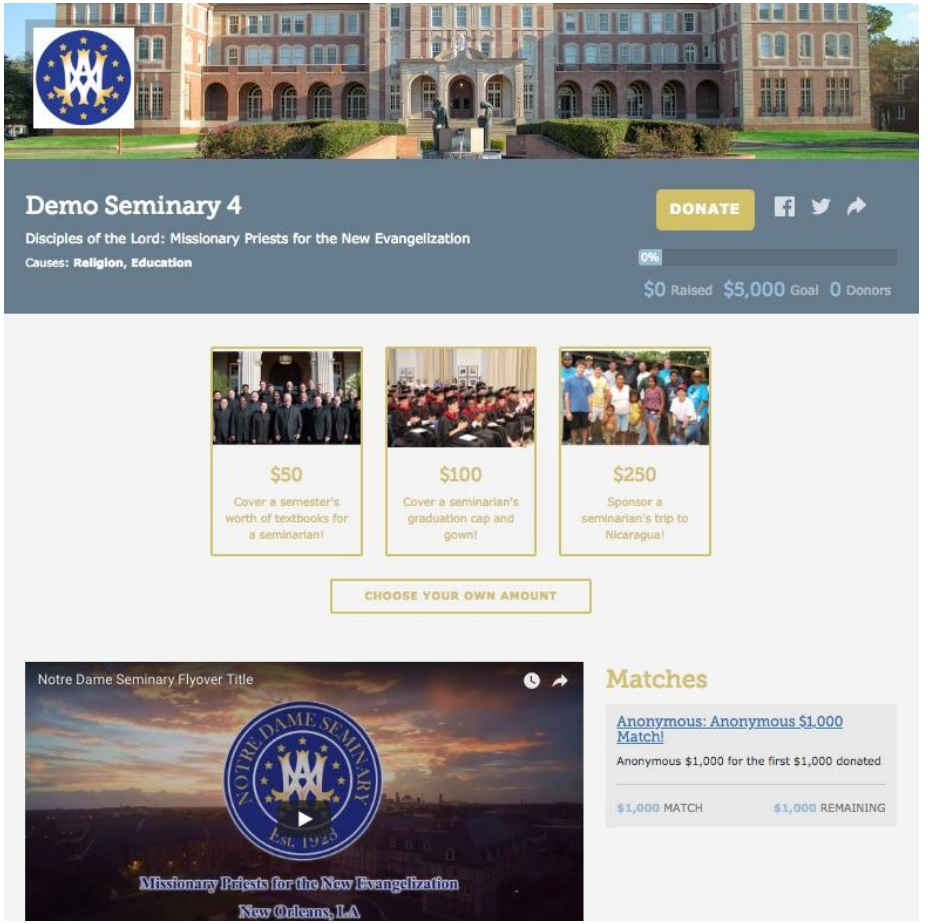
Review: Your Impactful Profile

- Branded Logo
- Custom Cover Photo
- Specific Giving Levels
- Unique Story
- Specific Goals
- Clear Calls To Action



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Key Takeaways

- Use a **captivating cover photo and images** throughout your story to delight current donors and attract new ones
- Focus on a **unique, easy-to-understand story**
- Utilize **donation levels** to make it clear to donors how they can make an impact

And don't forget to have fun!

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Next Level Tips

- Recruit P2P Fundraisers
- Secure and feature a Sponsor Match or Challenge

View more #iGiveCatholic trainings for information on these topics!

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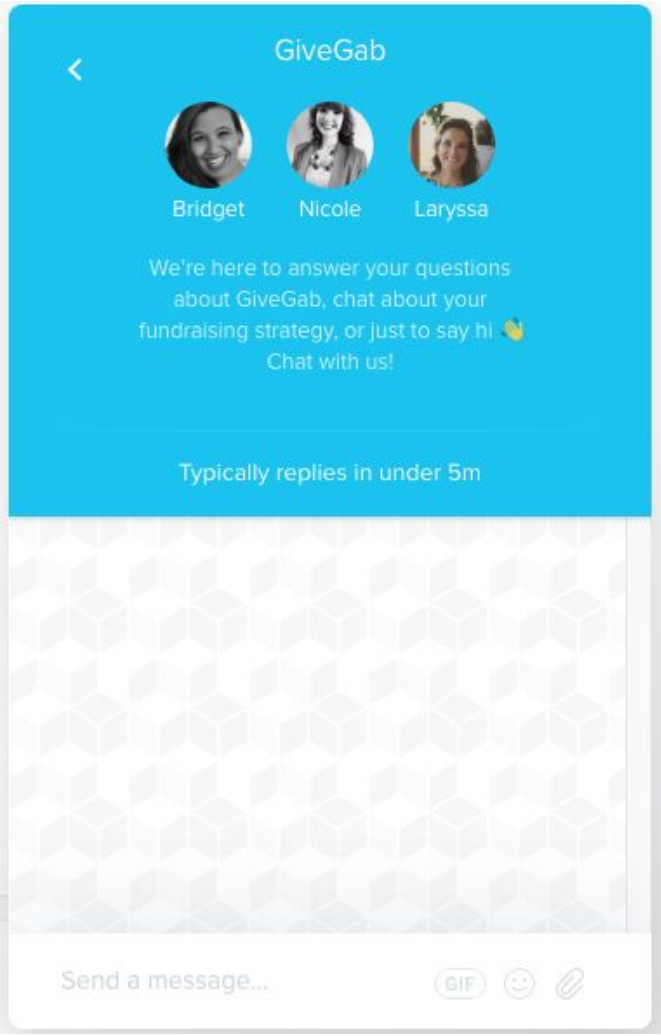
Questions? Contact Us!

- Contact your leadership team indicated in the footer of your Arch/Diocese's landing page!
- Send us an email: questions@iGiveCatholic.org
- Visit GiveGab's Help Center: https://support.givegab.com/
- Chat with GiveGab's Customer Success Team:
  - Click the little blue chat bubble!



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A way where each of us has a piece of your merciful heart to share with others.

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Thank you for joining!