

Final Steps to Success

#iGiveCatholic

December 3, 12AM to 11:59PM CST

# #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

#iGIVECATHOLIC

# Thank You!

NATIONAL SPONSOR



IMPACT SPONSOR



AFFILIATE SPONSOR



**CAPTRUST**

PARTNERS



- Reminders for #iGiveCatholic
- Donation Processing for Donors & Your Organization
- Embeddable widget
- Best Practices and Successful Strategies
- Next Steps
- Questions

# #iGIVECATHOLIC Reminders

- Advanced Giving: Nov 18 - Dec. 2 @ 11:59pm CT
- #iGiveCatholic on #GivingTuesday: December 3 from 12am - 11:59pm CT
- \$25 minimum donation amount
  - Make sure your lowest donation level is at least \$25
- Prizes - Check to see if your Diocese is offering Prizes
- Donations open in two weeks - November 18 @ 12am CT



#iGIVECATHOLIC #iGiveCatholic Tagboard

#iGIVECATHOLIC #iGiveCatholic Tagboard

Network
LATEST
POWERED BY hashtaboard

**St. Joseph Madison**  
@StJoeMadison

Ticket orders now being taken for Bruin boys, girls basketball Monday, Dec. 31, at Smoothie King Arena in New Orleans. Watch Bruin basketball and stay for the Pelicans-Timberwolves game that night -- all for one price. Go to:  
[ow.ly/VHW330mmsak](#)  
#BruinHoops #iGiveCatholic

30 Oct 1:15pm

**St. Joseph Madison**  
@StJoeMadison

Read Principal Dena Kinsey's weekly letter to the St. Joe community. Click here:  
[ow.ly/stpE30mqS0j](#) #BruinPride  
##iGiveCatholic

30 Oct 1:04pm

**Opelousas Catholic Sch...**  
about an hour ago

Mark your calendar ... 4 weeks from today ... November 27, 2018 ... Opelousas Catholic School is participating in the National #iGiveCatholic Giving Day, our nation's first-ever Catholic day of giving! Your generous support of OCS will enhance our ...

Like Comment Share

**St. Anthony Church Col...**  
about 3 hours ago

Saint Anthony Church and School has an exciting announcement! On Nov 27, 2018 Saint Anthony Church and School will be participating in #iGiveCatholic! This 24-hour online event is a great way to get our community

**Julian**  
@crossmaker316

The Catholic Foundation Archdiocese of New Orleans Announces 4th Annual #iGiveCatholic on

**St. Anthony School Colu...**  
about 3 hours ago

Saint Anthony Church and School has an exciting announcement!

#iGIVECATHOLIC

# #iGiveCatholic Donations

- 3-Step Donation Process
- Give to multiple organizations at once
- ACH-Payment option
- Donors can opt to be anonymous to the public and your organization
- 2 self-reported questions for your donors to answer:
  - Optional: Indicate if they are a “New Donor”
  - Optional: Report which organization they wish to give to in their Will.

**Thank you for making a difference in our community!**


*Step 1 of 3*

---

**Choose an amount to give:**

\$

**Name to Display (Optional):**

 **Catholic Charities  
Archdiocese of  
New Orleans**

☐ I am a new donor to this ministry. ⓘ

☐ Please do not display a name publicly.

☐ Please do not display the donation amount publicly.

☐ Hide my name from this ministry and the public. ⓘ

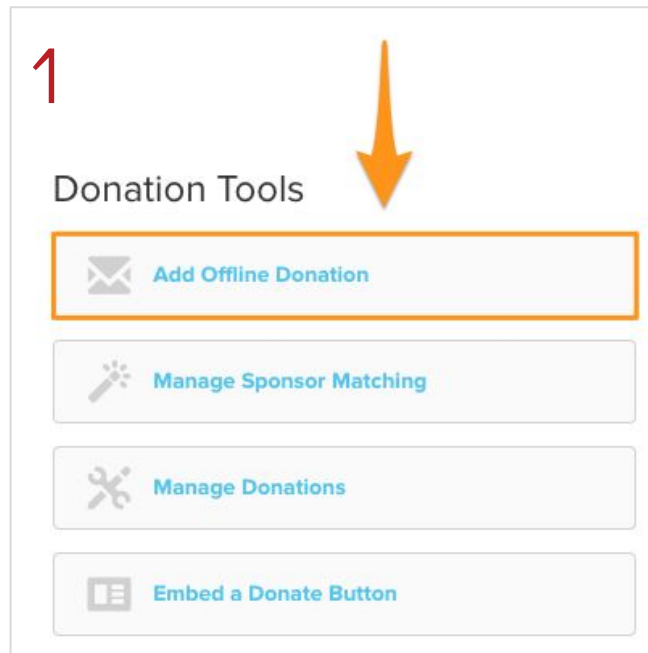
**[Add a Public Message to this Donation](#)**

[Remove this donation](#)

---

**+ ADD ANOTHER MINISTRY**

- Organizations can add offline donations using their #iGiveCatholic Dashboard.
- Be sure to add any offline donations before or by Dec. 3, 11:59PM



2

**Add Offline Donation** ×

For Giving Day!

Donor's Name	Amount
<input type="text"/>	\$ <input type="text"/>

Custom Display Name (optional)

☐ Add donor address

Attribute to Campaign

None ▼

Donor's Message


Privacy Options

☐ Do not display the donor's name publicly

☐ Do not display the donation amount publicly

Receipt Email

☐ Email a receipt to

 **Create Donation**



#iGIVECATHOLIC

# #iGiveCatholic Donations

The screenshot shows the top of a website with a grey header. On the left is the #iGIVECATHOLIC logo. In the center is a search bar with a magnifying glass icon and the text "SEARCH...". To the right of the search bar are two yellow buttons: "PRIZES" and "MENU" with a downward arrow. Further right is a yellow shopping basket icon. Below the header is a large blue banner featuring a photograph of St. Louis Cathedral in New Orleans. Overlaid on the banner is the Catholic Community Foundation logo (a stylized 'CF' with a cross) and the text "CATHOLIC COMMUNITY FOUNDATION" and "ARCHDIOCESE OF NEW ORLEANS". Below the logo is a yellow button that says "GIVE BACK". The main text on the banner reads: "Join Us! 'Give Catholic' on #GivingTuesday During New Orleans' Fifth-Annual Giving Day!" followed by "December 3, 2019" in yellow. At the bottom of the banner is a countdown timer: "#iGiveCatholic Begins in 40 : 12 : 45 : 48" with "days", "hours", "mins", and "secs" below the numbers. On the right side of the banner, there is a vertical yellow bar with social media icons for Facebook, Twitter, Instagram, and a calendar icon. An orange arrow points from the shopping basket icon in the header to the banner area.

#iGIVECATHOLIC

SEARCH...

PRIZES

MENU

CATHOLIC COMMUNITY FOUNDATION  
ARCHDIOCESE OF NEW ORLEANS

GIVE BACK

Join Us! "Give Catholic" on #GivingTuesday  
During New Orleans' Fifth-Annual Giving  
Day!

December 3, 2019

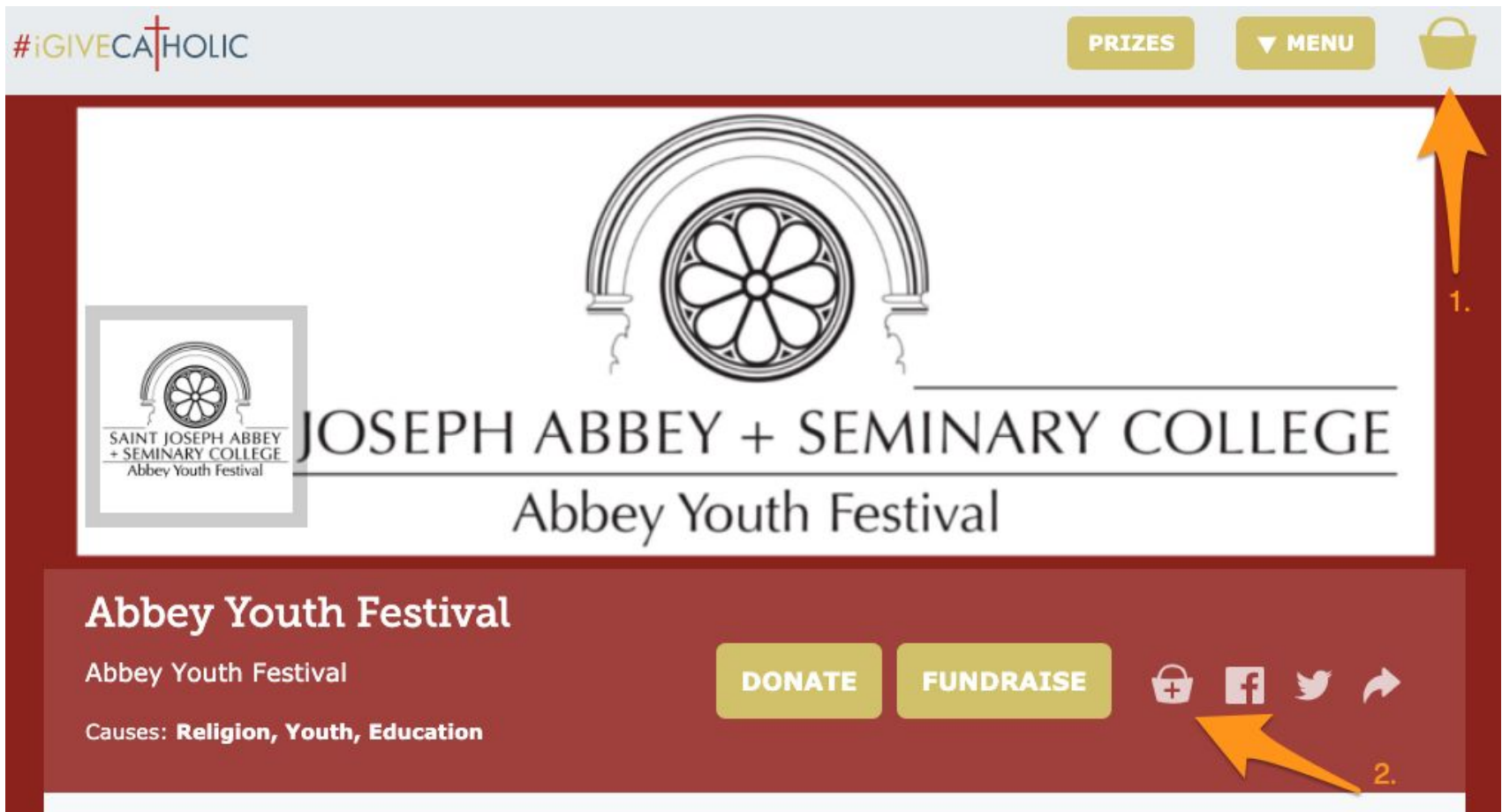
#iGiveCatholic Begins in  
40 : 12 : 45 : 48  
days hours mins secs

f  
Twitter  
Instagram  
Calendar

Donors can also use the “Gift Basket” feature to browse the site, or immediately add multiple gifts right into their cart.

#iGIVECATHOLIC

# #iGiveCatholic Donations

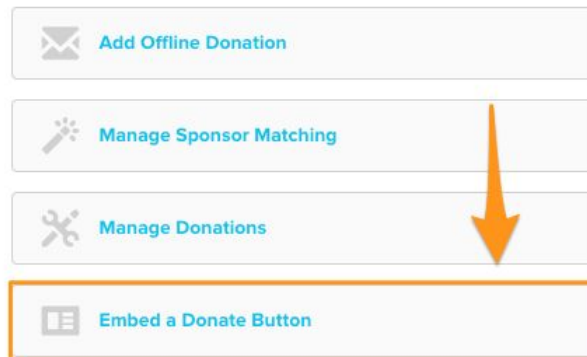


They can also select the basket Icon on your profile, and it will be added to their basket. If they select their basket, they'll be taken to their checkout 'cart'





# Embeddable Donation Button

- Add a custom “Donate” button to your Ministry’s website
- Donations made through the widget count towards your Ministry’s #iGiveCatholic totals.
- To use the widget, take the code from your #iGiveCatholic dashboard.

## Donation Tools



Donation Tools

-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

## Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Giving Day

Step Two: Choose the text

Donate Now

[Customize language](#)

Step Three: Choose the color

#8CC640



### Donation Button Preview

Click this button to preview your donation form.

**Note:** Donations made through this preview form are real donations. Your credit card will be charged.

[Donate Now](#)

Step Four: Copy and paste this code into your website

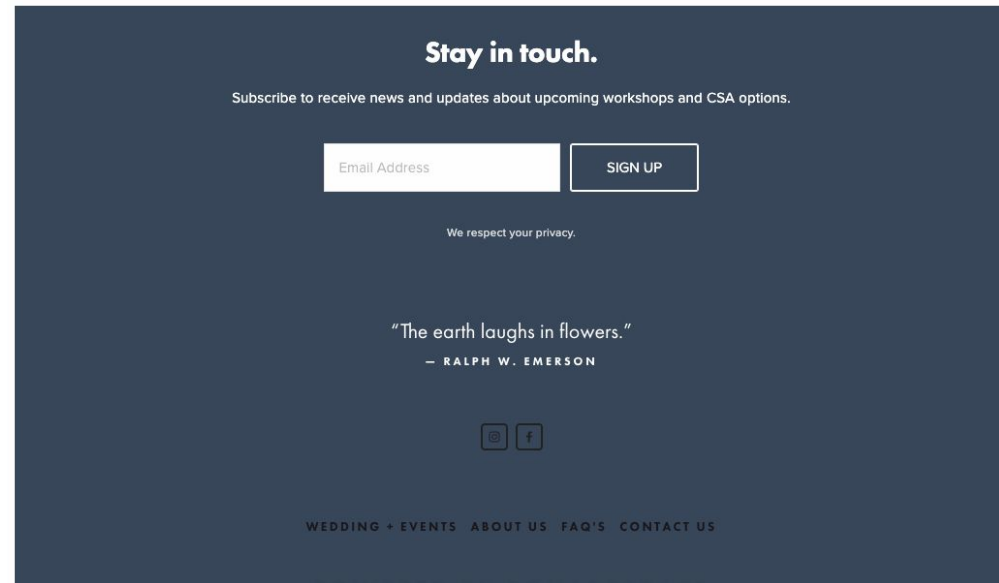
```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script><button class="givegab-button" data-campaign-id="795" data-host="https://staging.givegab.com" data-org-id="2831" data-preview="" style="background-color: #8CC640;">Donate Now</button>
```

[Copy to Clipboard](#)



# Embeddable Donation Button

- Embed the provided code into your site's web editor.
- Supporters are able to donate within your website.
- Blue Chat bubble available within Widget







# Best Practices and Successful Strategies



# Is your profile completed?

- Be sure to click “#iGiveCatholic” on your Admin Dashboard to customize your profile.
- “Edit Information” - is for internal records and receipting contact.

**GiveGab**  
Nonprofit Giving Platform

Home Support

**Admin Dashboard**  
Giving Days

Current Plan: Basic


Archdiocese of New Orleans Retreat Center

Home Giving Days Reports Manage Organization

Manage Organization

- > Edit Information
- > Add Administrator
- > Verification
- > Supporters
- > Documents
- > Surveys

**Giving Days**

 #iGiveCatholic  
December 3, 2019

View All Giving Days

**Recent Donations**

Date	Donor Name	Amount

Viewing Dashboard for Archdiocese of New Orleans...

# Is your profile completed? Cont.

Have you:

- Added an updated logo and a cover photo?
- Curated an authentic story with clear calls to action?
- Set and communicated your goals?
- Featured visual content throughout?
- Highlighted donation levels to communicate direct impact?

✓	Add Your Organization's Info	>
✓	Add Your Story	>
✓	Get Verified to Collect Donations	>
✓	Add Donation Levels	>
♥	Add a 'Thank You' Message <i>Personalize your auto-response for donors ahead of time.</i>	>
✓	Add Fundraisers	>

# Is your profile completed? Cont.

- View your page by clicking the “View your page” button
- Share your Organizations custom URL in your promotions

The screenshot shows the #iGiveCatholic profile setup interface. At the top, the #iGiveCatholic logo and the date December 3, 2019, are displayed. A 'Time to launch' timer shows 35 days. A 'Get Set Up' section lists six steps, all marked with green checkmarks: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. To the right, 'Donation Tools' include 'Add Offline Donation', 'Manage Sponsor Matching', 'Manage Donations', and 'Embed a Donate Button'. 'Other Actions' include 'Engagement Opportunities', 'Add External Fund', 'View Registration Info', and 'View Your Profile'. At the bottom, a 'Get Prepared' section features icons for 'Webinars and Workshops', 'Giving Day Toolkit', and 'GiveGab Customer Success HQ'. An orange arrow points from the 'GiveGab Customer Success HQ' icon to a highlighted box containing a 'Share Your Page' section with the URL 'https://neworleans.igivecatholic.org/organiza' and a 'View Your Page' button.

#iGiveCatholic  
December 3, 2019

Time to launch  
35 days

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in #iGiveCatholic.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Get Verified to Collect Donations
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- Add Fundraisers  
*Recruit peer-to-peer fundraisers to expand your network of donors.*

**Donation Tools**

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

**Other Actions**

- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile

**Get Prepared**

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

Share Your Page  
https://neworleans.igivecatholic.org/organiza  
View Your Page

#iGIVECATHOLIC

# Is your profile completed? Cont.

- [Example profile](#)



## Ascension of Our Lord Catholic Church

His word is music to my soul.

Causes: **Religion**

[DONATE](#)[FUNDRAISE](#)

**\$40**  
Glorifying God as we listen to His Word!

**\$100**  
Glory and praise to our God!

**\$500**  
Speak Lord, your servant is listening!

**\$1,000**  
Holy God, we praise thy name!

**\$2,000**  
God's Word is more precious than gold!

[CHOOSE YOUR OWN AMOUNT](#)

# Is your profile completed? Cont.

- [Example profile:](#)



**"When the Sacred Scriptures are read in the Church, God himself speaks to his people, and Christ, present in His Word, proclaims the Gospel." (GIRM, no. 29)**

AOL Church combines both a beautiful blend of traditional and contemporary architecture. While the building reflects the Romanesque style church design, the building suffers from poor acoustics. From the beginning in 2001, people complained about their ability to hear the word of God.

We made cosmetic improvements over the years but now we want to address the whole system. While 2001 sounds modern, in electronic terms it is ancient history. We struggle to find parts for an analog system in a digital world. People tell us that they can hear clearly in some sections of the church but not in other parts.

We need to replace the core system, speakers, and create a new pattern for projecting sound. We can re-purpose parts of the existing system which will provide some cost savings.

We need your help this year!

AOL plans to use the funds raised through the 2019 #igiveCatholic campaign to install the proper sound system components, ensuring that all who come to Ascension of Our Lord Church will be able to hear the word of God and actively participate in the Mass, in both word and song.

**DONATE**



# How to Leverage Matches and Challenges

Matching gifts are pledged donations that help motivate supporter engagement.

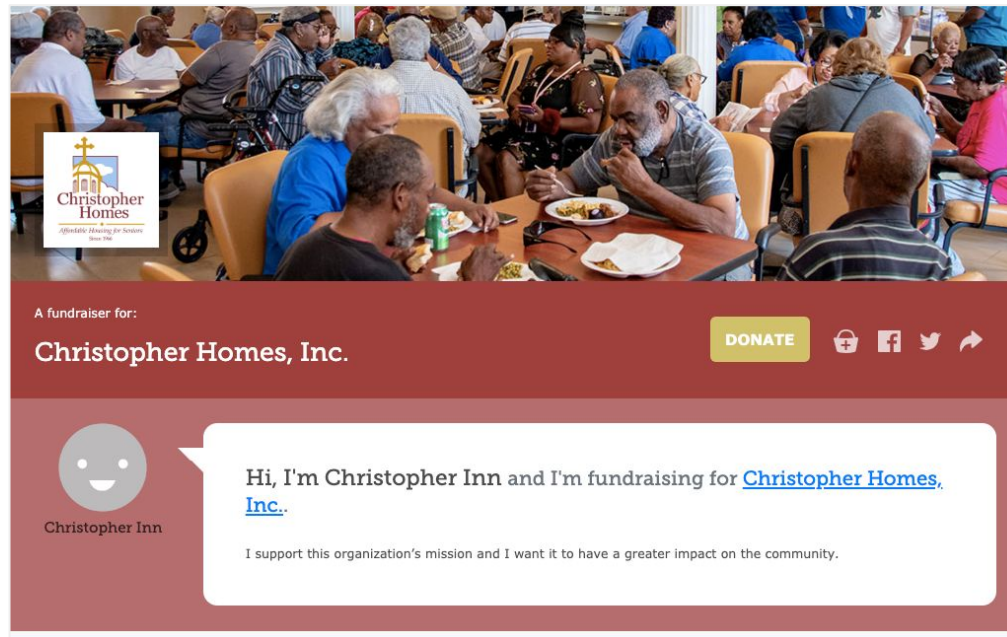
- 1:1 Match
  - Matches are based on the amount given by each donor, and you can set specific guidelines around your match to make it more impactful
  - Each time an eligible donation is made, a corresponding offline gift of the same amount will be contributed to your totals
- Challenges
  - A gift amount that's goal based and unlocks once a certain threshold is reached
  - A challenge can be tailored to your goals by selecting either a donor or dollar-based limit

# Successful Strategies

- GiveGab has an automated “Matching” Tool - see “[Engaging Your Ambassadors](#)” training for a full tutorial
- Tailor and time your match to encourage engagement at crucial times on December 3rd.
- Keep the details of your match as clear as possible
  - What goal do you need to reach? When is the match active? What is the gift to match ratio? What do donors need to do to have their gift matched?
- Brand and promote your match leading up to and on the day
  - **Example:** *Support Catholic Charities on 12/3 during the “Double Dollar Dash!” Every donation received on 12/3 will be matched, thanks to our sponsor.*

# Engaging Ambassadors with Peer-to-Peer Fundraising

- Expand your organization's reach
- P2P Fundraisers create their own fundraising page
- Every dollar they raise goes toward your totals!
- Watch “[Engaging Your Ambassadors](#)” training for a full tutorial



# Engaging Ambassadors with Peer-to-Peer Fundraising (cont'd)

- Managing your fundraisers is as easy as 1-2-3!
- Edit their profiles, get their unique links, create default stories and goals for them
- Track their progress and communication “intents”







✓

Add Fundraisers

Download CSV

Add Fundraisers

Message All

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
Laryssa Hebert	0	\$0.00	\$500.00	0	0	0	  
Merlin Komenda	0	\$0.00	\$500.00	0	0	0	  

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

500

.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

# Engaging Ambassadors with Peer-to-Peer Fundraising (cont'd)

Find your existing passionate supporters with strong personal connections to your cause:

- Parishioners
- Alumni
- Board Members or Volunteers
- Lower Capacity Donors or Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family

**Tip:** Be selective! Committed supporters are your most effective fundraisers.



## Do you have a communications plan?

- Plan and pre-schedule your online communications ahead of #iGiveCatholic
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Add your #iGiveCatholic Profile link and a graphic to your email signatures
- Customize the templates, guides, and graphics in your [#iGiveCatholic Resources!](#)

- Donation Reports
- Payout Timeline for Ministries collecting funds
- Payout Timeline for Diocese Collecting Funds
- Donor Stewardship

# How will you get your donor data?



Logan's Pups

## Admin Dashboard

Current Plan  
Engage

### Giving Days

**DAY OF GIVING** Giving Day!  
November 13, 2019

[View All Giving Days](#)

### Fundraising Campaigns



**It's A Dogs World**  
December 11, 2017 \$ \$20,467.22 Raised

[View](#) [Manage](#) [Edit](#)

[View All Campaigns](#)

### Fundraising Events



**2018 Summer Gala**


[View](#) [Manage](#) [Edit](#)

- [Home](#)
- [Fundraising Campaigns](#)
- [Events](#)
- [Giving Days](#)
- [Reports](#)
- [Manage Organization](#)


Viewing Dashboard for **Logan's Pups**




# How will you get your donor data?



Nonprofit Giving Platform

[Home](#) [Support](#) 




Logan's Pups

[Home](#)  
[Fundraising Campaigns](#)  
[Events](#)  
[Giving Days](#)  
[Reports](#)  
[Manage Organization](#)

## Donations









Total Paid Out: \$240,804.74      Total Pending: \$6,164.39


 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


Search by name or email [+ More filters](#)

All Giving Days **All Campaigns** Any Donation Type

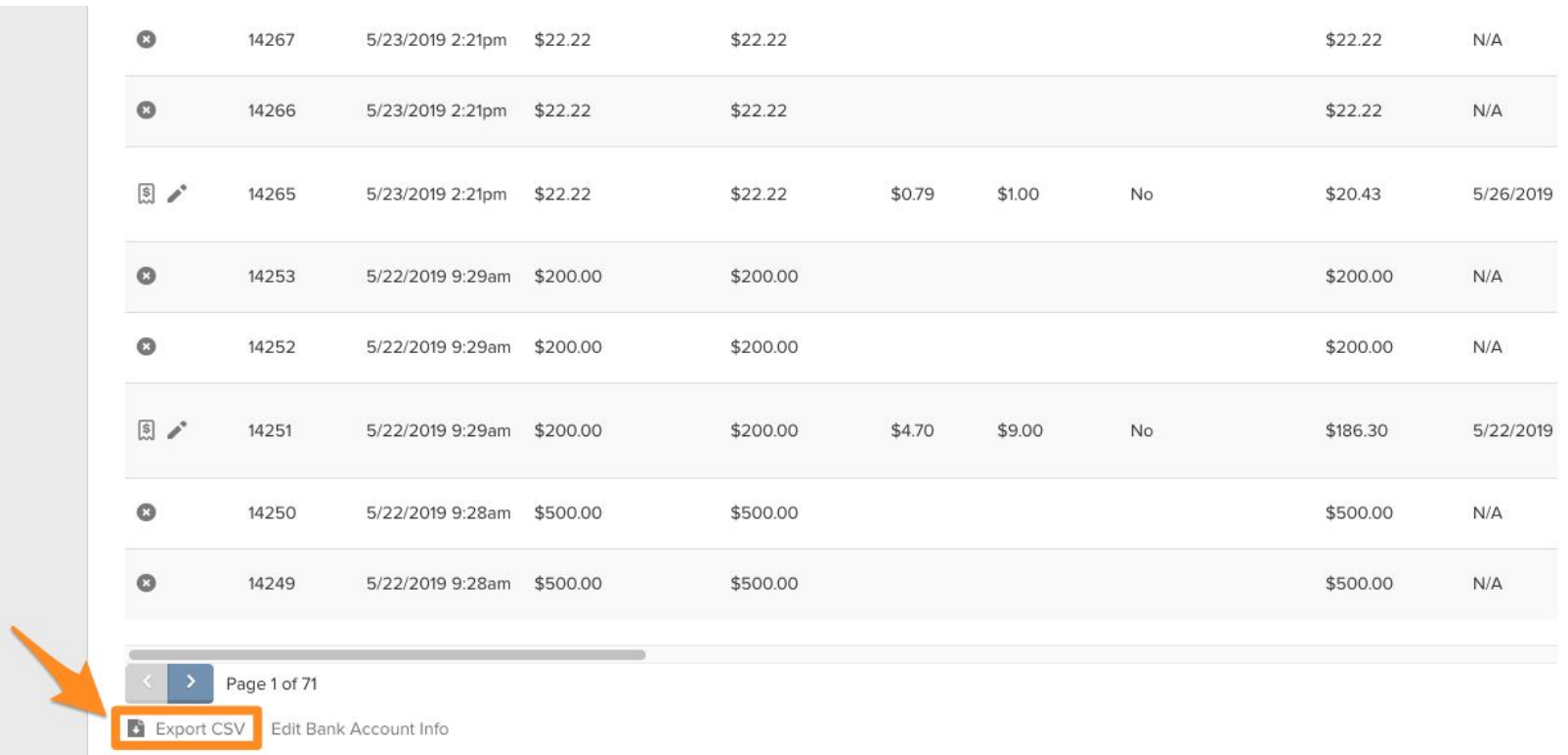
Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
 	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca, New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
 	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca, New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for **Logan's Pups** 




# How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table.

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
\$ ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
\$ ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

Page 1 of 71

 Export CSV Edit Bank Account Info





# How will you thank your supporters on #iGiveCatholic?

- Start your stewardship process immediately after #iGiveCatholic
- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away!

# How will the donation receipt look?



Merlin,

Thank you for sharing your blessings! Your #iGiveCatholic gift transforms lives, builds the body of Christ, and is multiplied by God in abundance. The faith that compelled your gift is an inspiration to us all.

## Your donation receipt from #iGiveCatholic

Donor:	Merlin Komenda
Date:	September 20, 2019
Fundraising Organization:	#iGiveCatholic
EIN:	61-1846962
Gift Designation:	Catholic Foundation (New Orleans)
Amount:	\$26.51

[View Your Donations](#)

# Your Next Steps

- Like and Follow #iGiveCatholic on Social Media
  - Don't forget to use the #iGiveCatholic hashtag!
- Check your inbox for important emails from #iGiveCatholic
- Watch remaining on-demand training videos
- Use the Marketing Toolkit available in your [#iGiveCatholic Resources](#)

## 4. Promote

Download the [#iGiveCatholic 2019 Marketing Toolkit](#)

**Graphics:** [Download](#) #iGiveCatholic promotional materials including logos, social share images, print materials, and more!



Email Marketing  
Templates

[View](#)



Social Media Tips

[View](#)

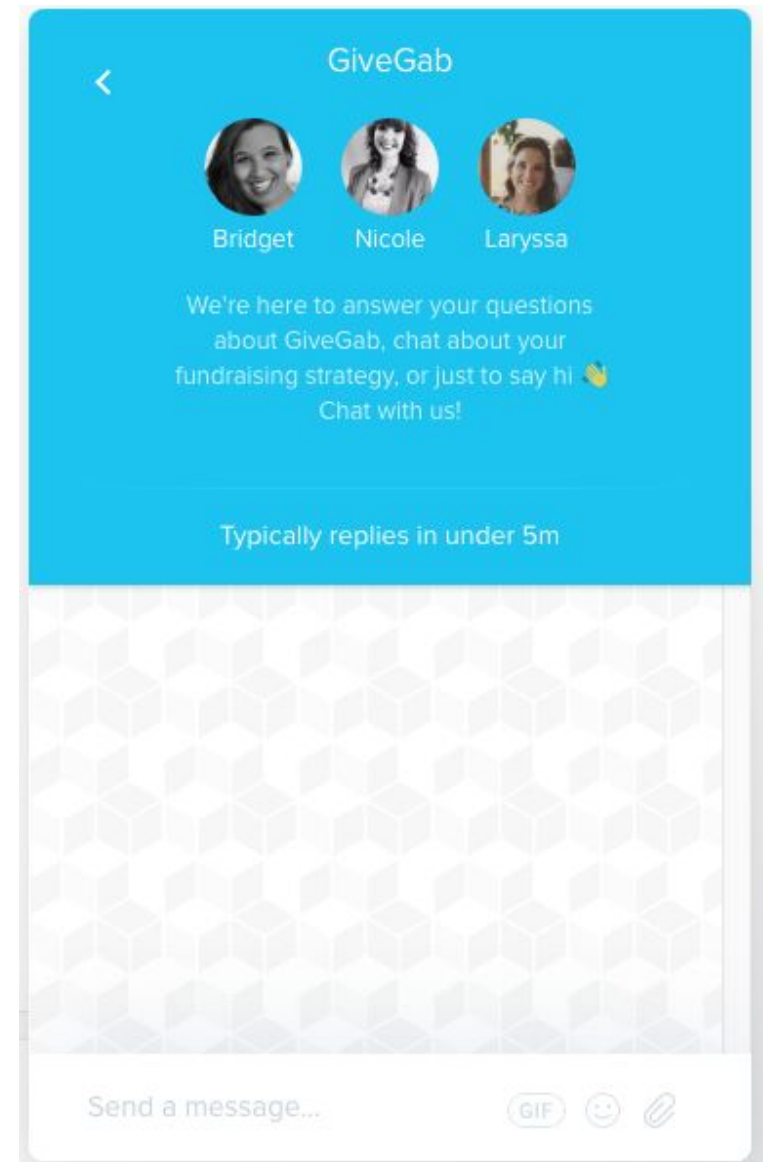


Download  
#iGiveCatholic  
Graphics

[View Downloads](#)

# What support is available?

- Visit Our Help Center:  
<https://support.givegab.com/>
- Send us an email at:  
[questions@igivecatholic.org](mailto:questions@igivecatholic.org)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand
  - Look for the little blue chat bubble!
- Reach out to your Arch/Diocese (contact information in the footer of your site!)



# Your Giving Day Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- #iGiveCatholic Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- Look out for the weekly #iGiveCatholic E-letters with ideas, examples and much more.
  - Contact [info@igivecatholic.org](mailto:info@igivecatholic.org) if you are not receiving these emails.



Questions?