Final Steps to Success for #iGiveCatholic 2020

#iGiveCatholic Prayer

The #iGiveCatholic prayer is available in both *Spanish and English* and can be found under **Next Steps** on the Resources page of our website: https://www.igivecatholic.org

O Lord, giver of life, we know that all we are,
and all we have are gifts from You.

We live in a world that celebrates consumption.
But You call us to be good stewards
of all You have entrusted to us.

May this #GivingTuesday prompt us
to gratitude and generosity,
that brings nourishment to the hungry
and hope to the hopeless.

We pray that #iGiveCatholic
may be a miracle of loaves and fishes,
where every gift shared lovingly
from a grateful heart
becomes bread for the multitudes,
and the ordinary becomes extraordinary.

In this giving and receiving, may our hearts rejoice
in You alone, who are Lord for ever and ever.

Amen

Thank You!

2020 Sponsors, Grantor and Associates

National Sponsor

OSV

Impact Sponsor

CCS FUNDRAISING

Affiliate Sponsor

CAPTRUST

Grantor

The RASKOB FOUNDATION for Catholic Activities

In Association With

CATHOLIC EXTENSION

Building Faith | Inspiring Hope | Igniting Change

ICSC

NCEA

National Catholic Educational Association

Introductions

Julie Kenny

#iGiveCatholic

National Program Director

GiveGab®

Your GiveGab Team

Merlin Komenda

Project Coordinator

Laryssa Hebert

Project Manager

Molly Petrie

CS Champ

GiveGab®

Submit Your Questions!

Chat Box

Q&A

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

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Agenda

- #iGiveCatholic Updates & Reminders
- Your Checklist for Success
- Online Donation Processing
- After #iGiveCatholic
- Your Resources & Next Steps
- Q&A

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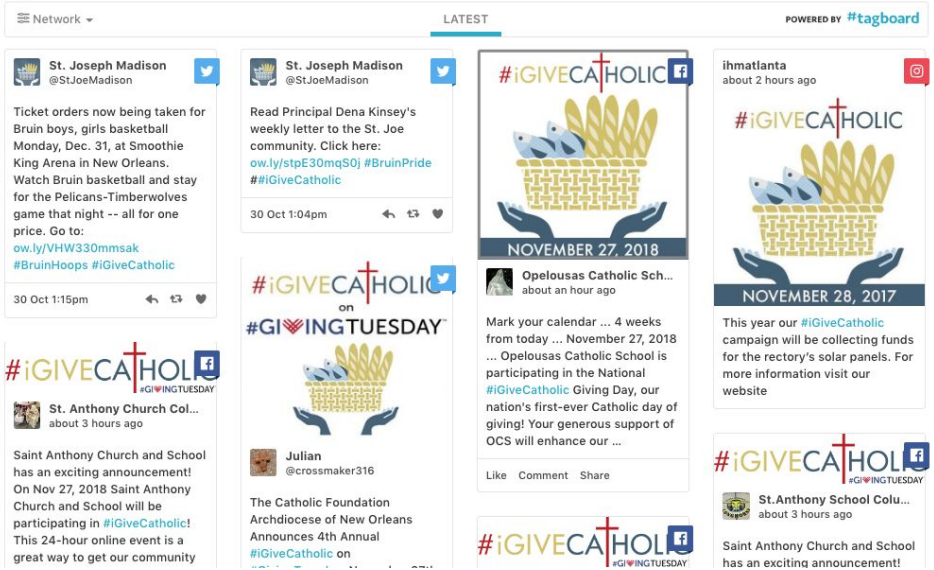
#iGiveCatholic Updates & Reminders

- **www.iGiveCatholic.org**
  - Or arch/diocese/foundation's landing page *(e.g. atlanta.igivecatholic.org)*
- When? **December 1st**
  - Advance Giving begins on November 16th
- Prizes
- Tagboard
- Tech Support



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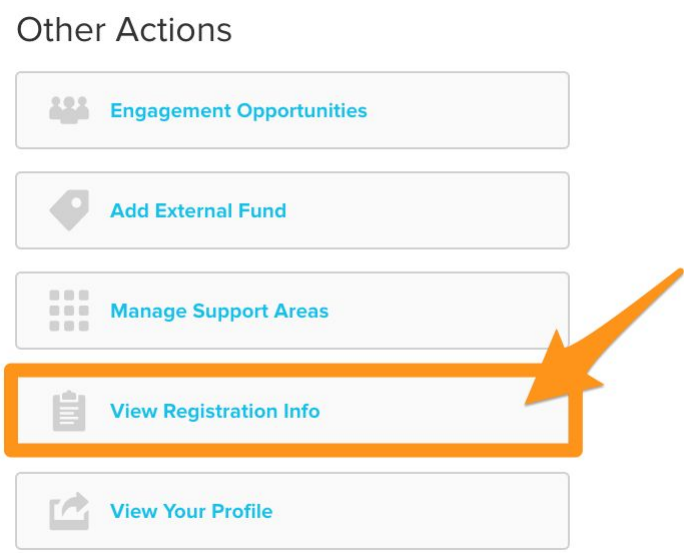
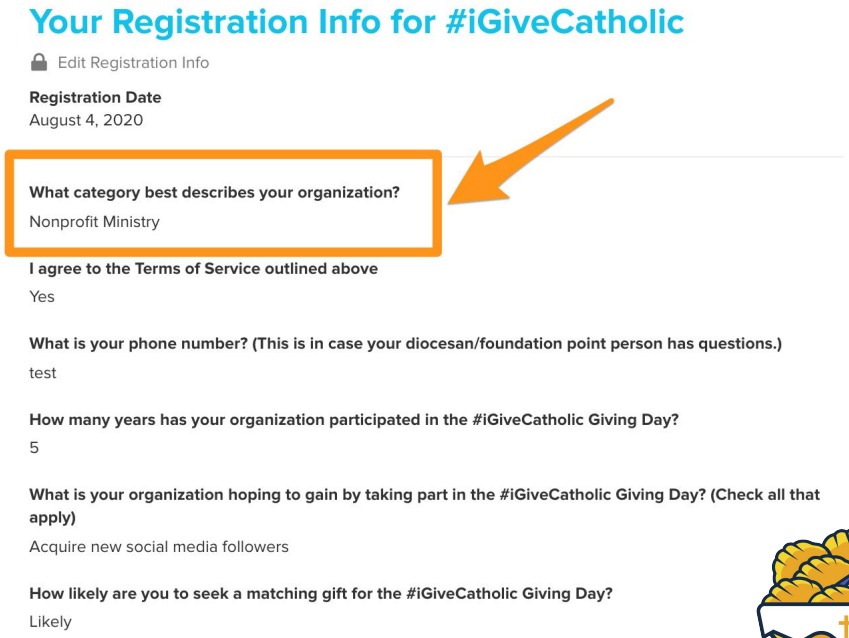
#iGiveCatholic Updates & Reminders

- Did you categorize yourself appropriately upon registering?





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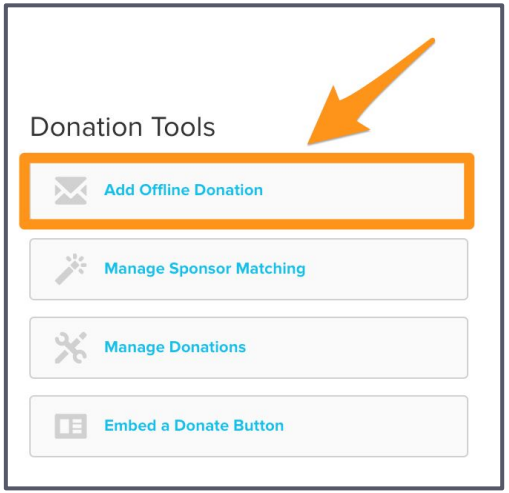
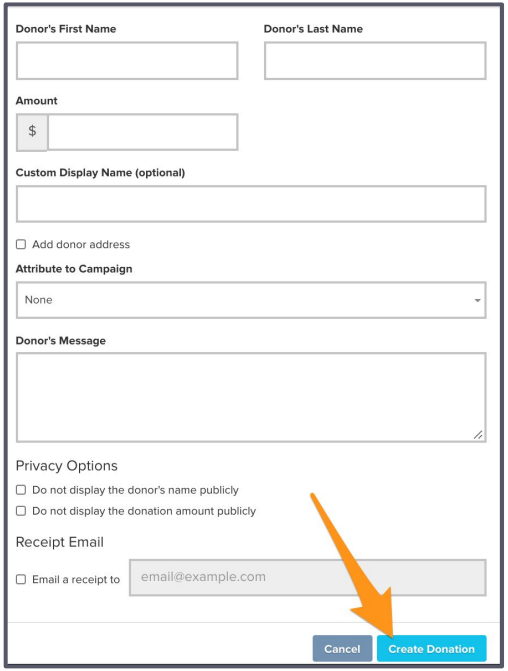
Your Success Checklist

- ☑ The Perfect Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

Do you have cash/check gifts?

- Add cash/check donations as offline gifts from your #iGiveCatholic dashboard
- Even send a receipt!





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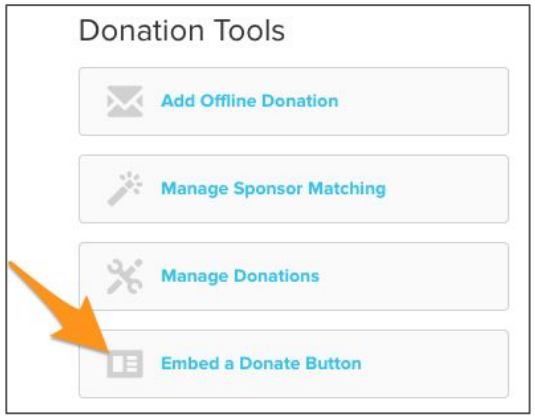
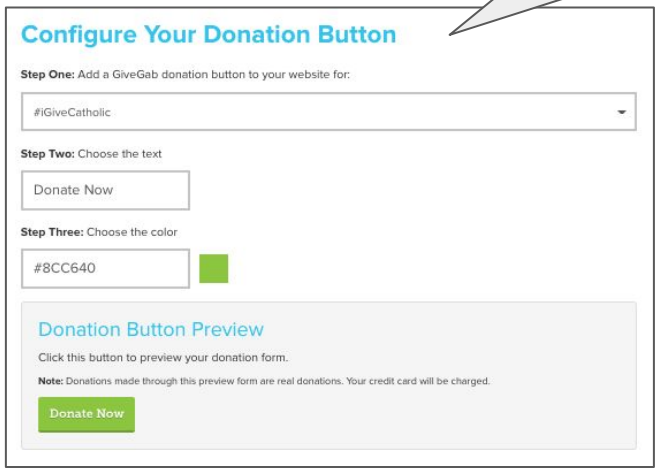
Have you added a button to your site?

- Add an #iGiveCatholic donate button to your organization's website
- All gifts will be collected through the #iGiveCatholic donation portal, rolling up into your totals and reports.
- GiveGab's support team is available to assist donors

Check out [this article] to learn how to add to your site!





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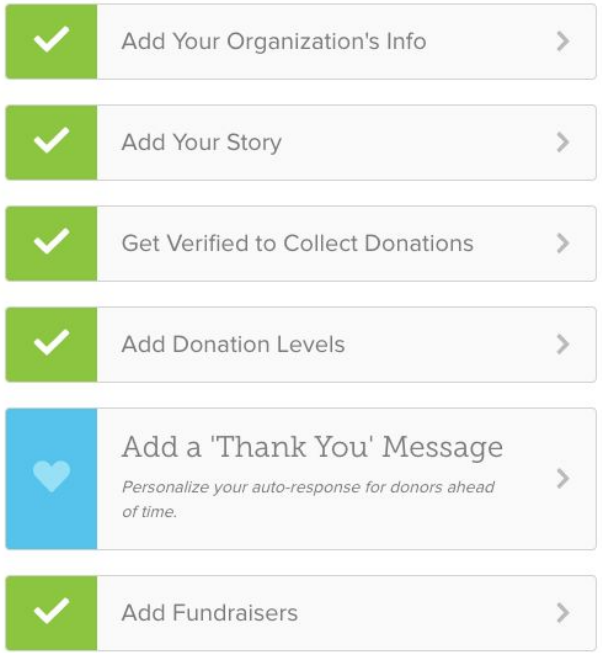
Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic story and visuals?
  - Set goals?
  - Included clear calls to action?
  - Customized donation levels? (No less than $25!)
- Invited Fundraisers
- Added Matches/Challenges



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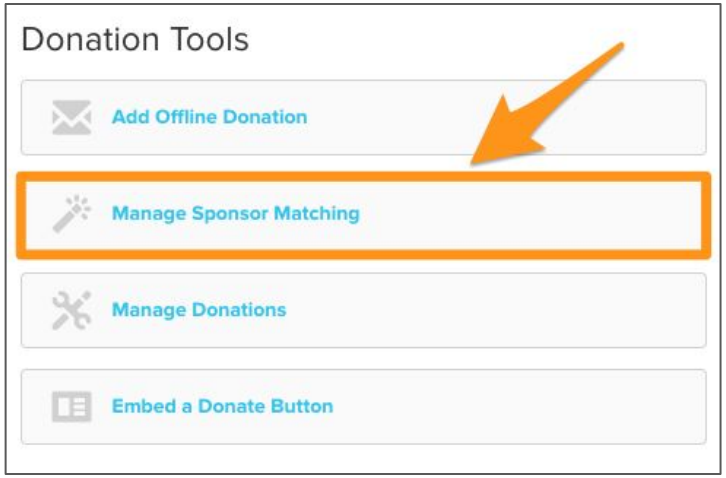
Is your profile completed?

Here are some great examples!

- Redeemer Radio
- Holy Trinity Catholic School
- St. Andrew Catholic Church

Do you have matches/challenges?

- During #iGiveCatholic 2019, organizations with matches raised **3.7x** more than those without
- Identify your sponsors
- Utilize GiveGab's automated Matching Feature to increase donor engagement - see "Engaging Your Ambassadors" training for a full tutorial!



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Do you have matches/challenges?

- Tailor to encourage engagement at crucial times on or leading up to December 1st
- What match/challenge strategies will help you reach your goals?
- 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, promote your match leading up to and on the day
  - *Support Catholic Charities on 12/1 during the "Double Dollar Dash!" Every donation received on 12/1 will be matched, thanks to our sponsor.*

Do you have P2P fundraisers?

- Expand your organization's reach
- P2P Fundraisers create their own fundraising page
- Every dollar they raise goes toward your totals!
- Now, more than ever, virtual engagement with your supporters will directly impact your success in raising crucial funds

Organizations that use the P2P feature raise 3.8 x more than organizations without

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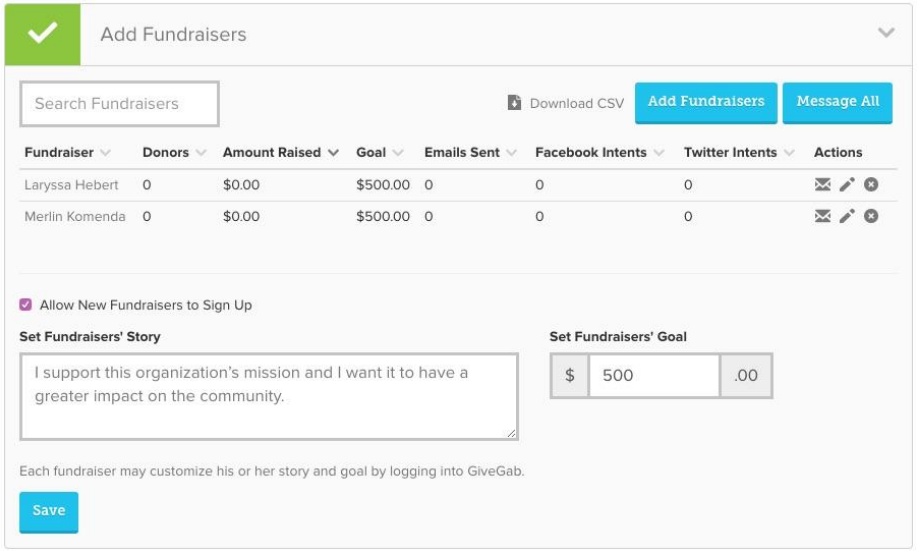
Who are your P2P fundraisers?

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

Set Them Up for Success

- 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”



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#iGiveCatholic Ambassadors

Don’t have dedicated individuals to create fundraising pages? That’s ok! Ask those passionate supporters to be ambassadors for your Giving Day. Ambassadors (and P2P Fundraisers) should:

- Commit to sharing your profile leading up to and on the day
- Send emails, make phone calls, post on social media
- Use the tools and resources available on the #iGiveCatholic Resources page (like sample marketing materials)

Now, more than ever, ambassadors are critical to your success!

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Do you have a communications plan?

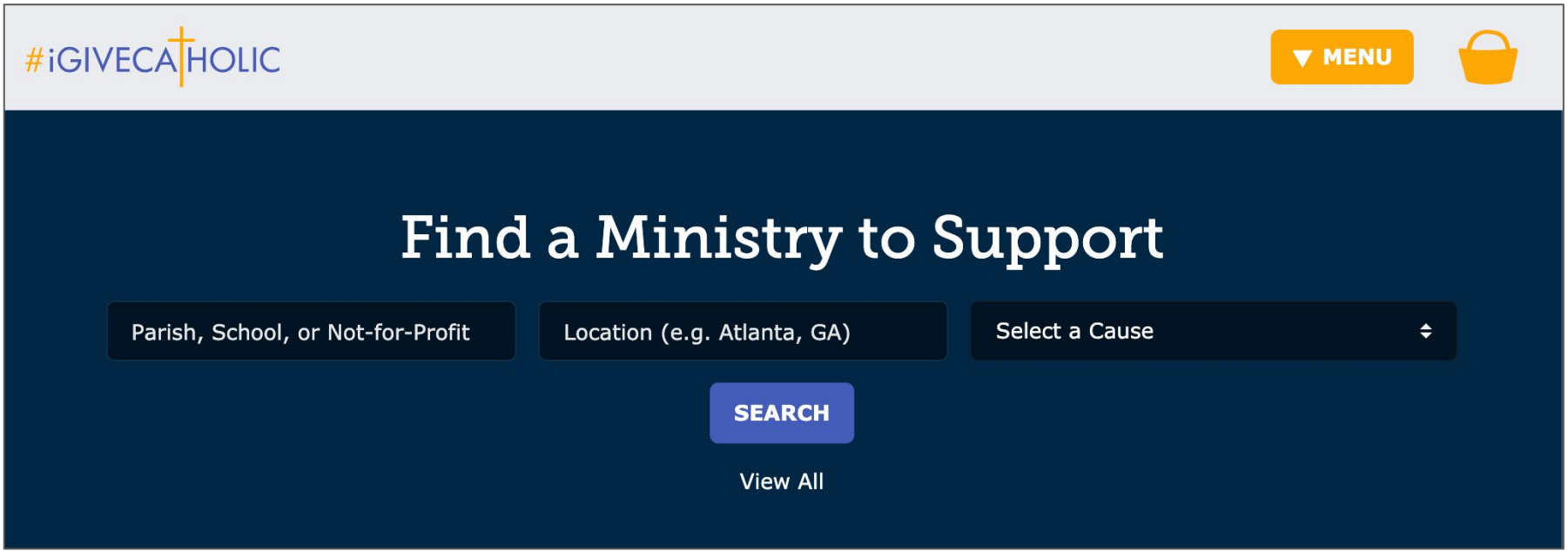
- Plan your online communications ahead of #iGiveCatholic
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your #iGiveCatholic Resources for the perfect plan!

Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your #iGiveCatholic Resource Toolkit is full of communication tools
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content

Making a Gift During #iGiveCatholic

#iGIVECATHOLIC
Search...
MENU
National
Ministries
GIVE BACK
Please Join Us, Give Back, and Give Catholic!
December 1, 2020


#iGIVECATHOLIC
MENU
Find a Ministry to Support
Parish, School, or Not-for-Profit
Location (e.g. Atlanta, GA)
Select a Cause
SEARCH
View All

#iGIVECATHOLIC

▼ MENU

Georgia Tech Catholic Center

#IGiveCatholic

DONATE FUNDRAISE

Thank you for supporting #iGiveCatholic!

Step 1 of 3

My Organization

Choose an amount to give:

$

Name to Display (Optional):

(Defaults to First and Last Name)

- [ ] 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.
- [ ] Make this donation in honor of or in memory of someone.

Add a public message to this donation

Choose Campaign (Optional)

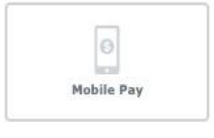
Remove this donation

+ ADD ANOTHER MINISTRY

BACK

NEXT

Payment Method *(Click on one of the following)*



First Name

Last Name

Credit Card Info

Card number MM / YY CVC

Email

Mailing Address

Street

City

State

Select State

Mailing ZIP/Postal Code

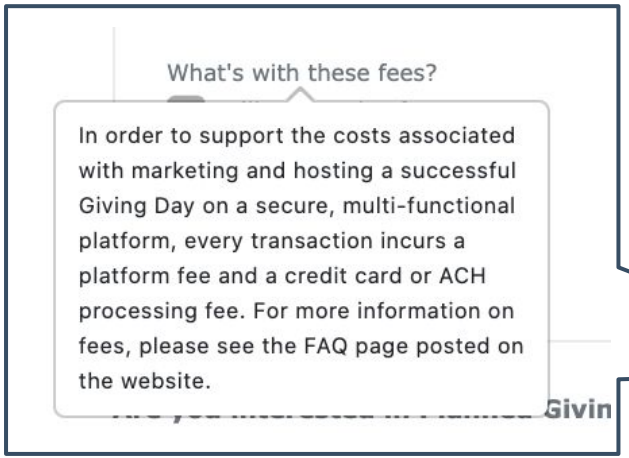
Phone Number

Country

United States

BACK

NEXT



Confirm Your Gift

Step 3 of 3

My Organization	Gift: $200.00
Email:	laryssa.hebert@gmail.com
Fees:	$11.00

What's with these fees?

☑ I'll cover the fees!

Total: $211.00

Are you interested in Planned Giving for the organization(s) you donated to?

If yes, please list which organizations

BACK SUBMIT

Laryssa,

Thank you for "Giving Catholic" and sharing your blessings! Through your generous #iGiveCatholic gift, the ordinary becomes extraordinary by strengthening and empowering the body of Christ. Your faith inspires us all!

Your donation receipt from #iGiveCatholic

Donor:	Laryssa Hebert
Date:	October 19, 2020
Fundraising Organization:	#iGiveCatholic
EIN:	61-1846962
Gift Designation:	My Organization
Amount:	$50.00
Total:	**$50.00**

View Your Donations

#iGiveCatholic is a 501c3 tax exempt organization, EIN 61-1846962. No goods or services were provided in exchange for this contribution.

After #iGiveCatholic

After #iGiveCatholic

- Downloading & Understanding Your Donation Reports
- Payout Timeline
- Thanking Your #iGiveCatholic Donors
- Remove donation button
- Update donors on impact of their gift all year long and as your project progresses

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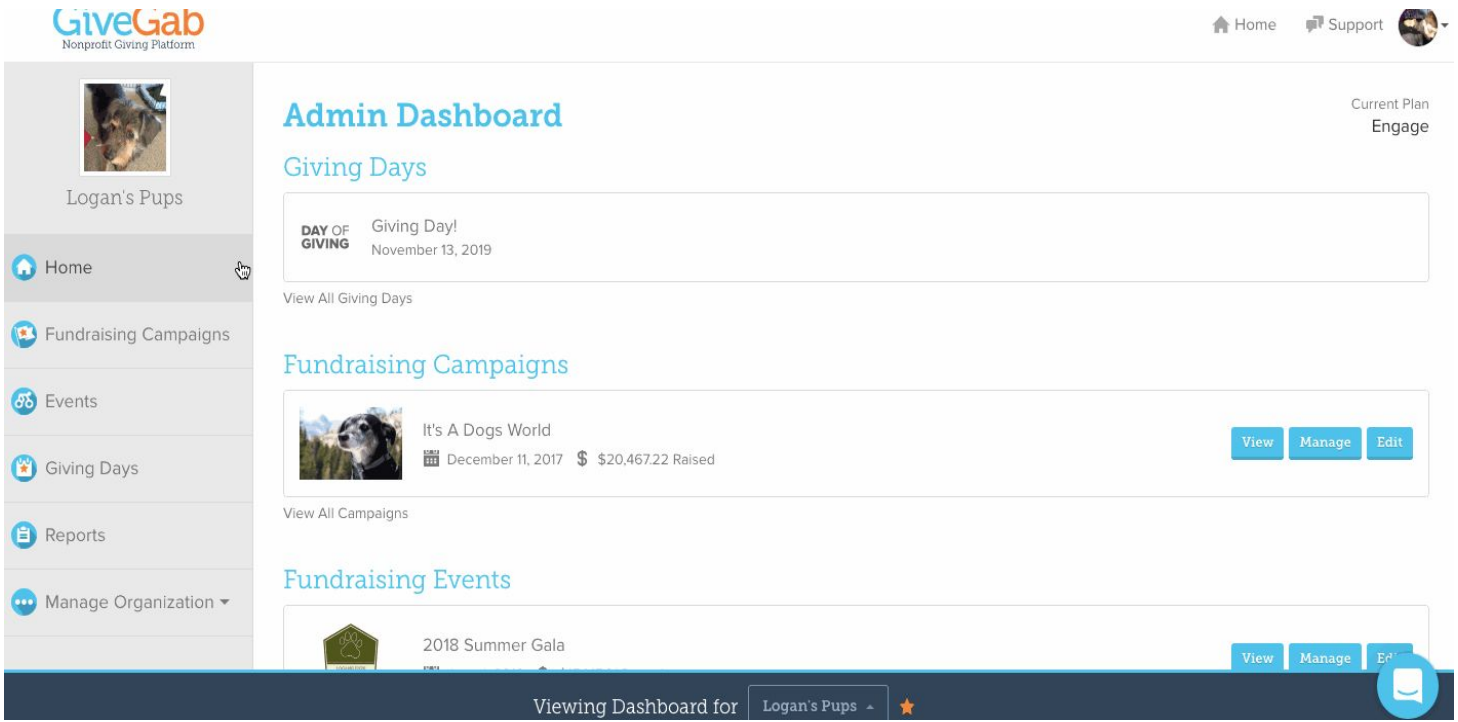
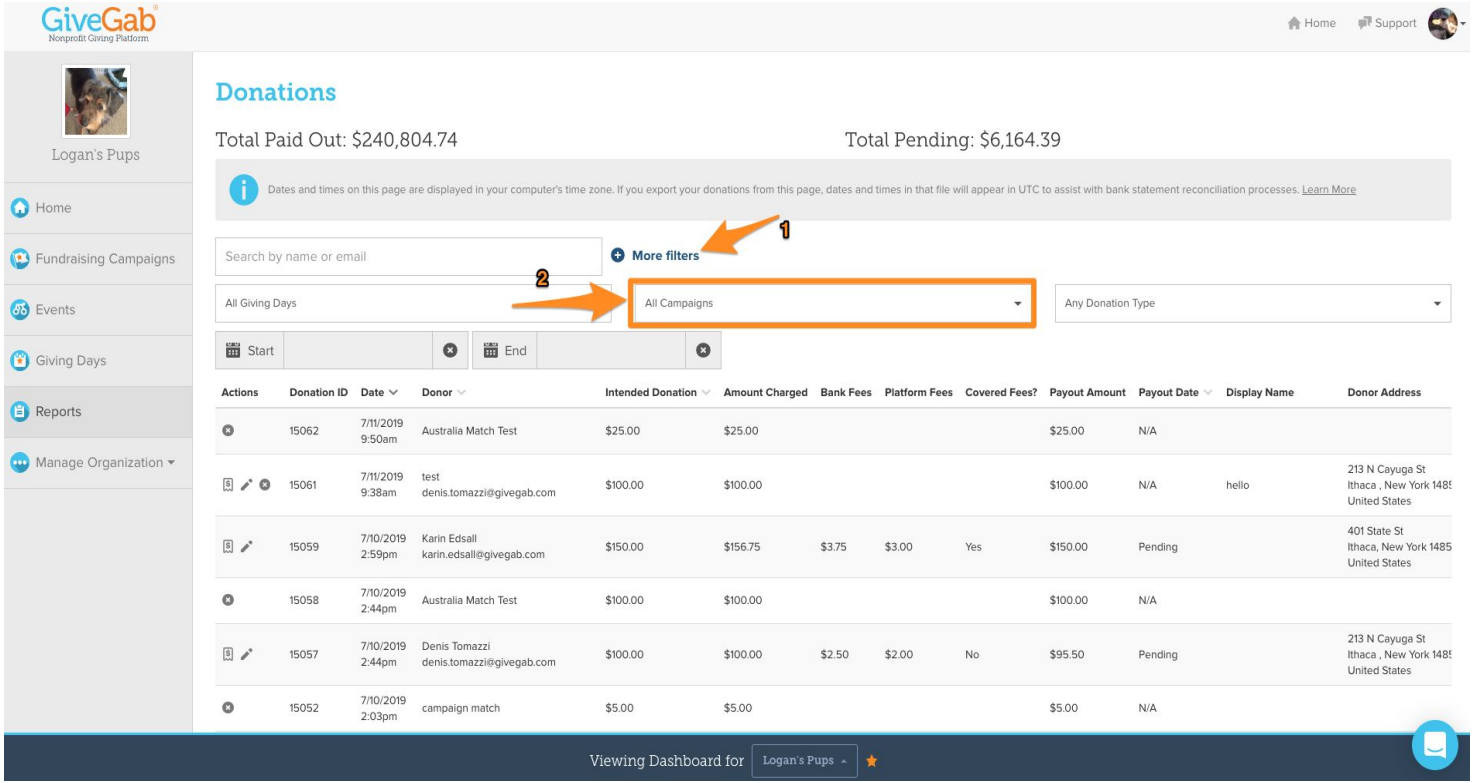
How will you get your donor data?



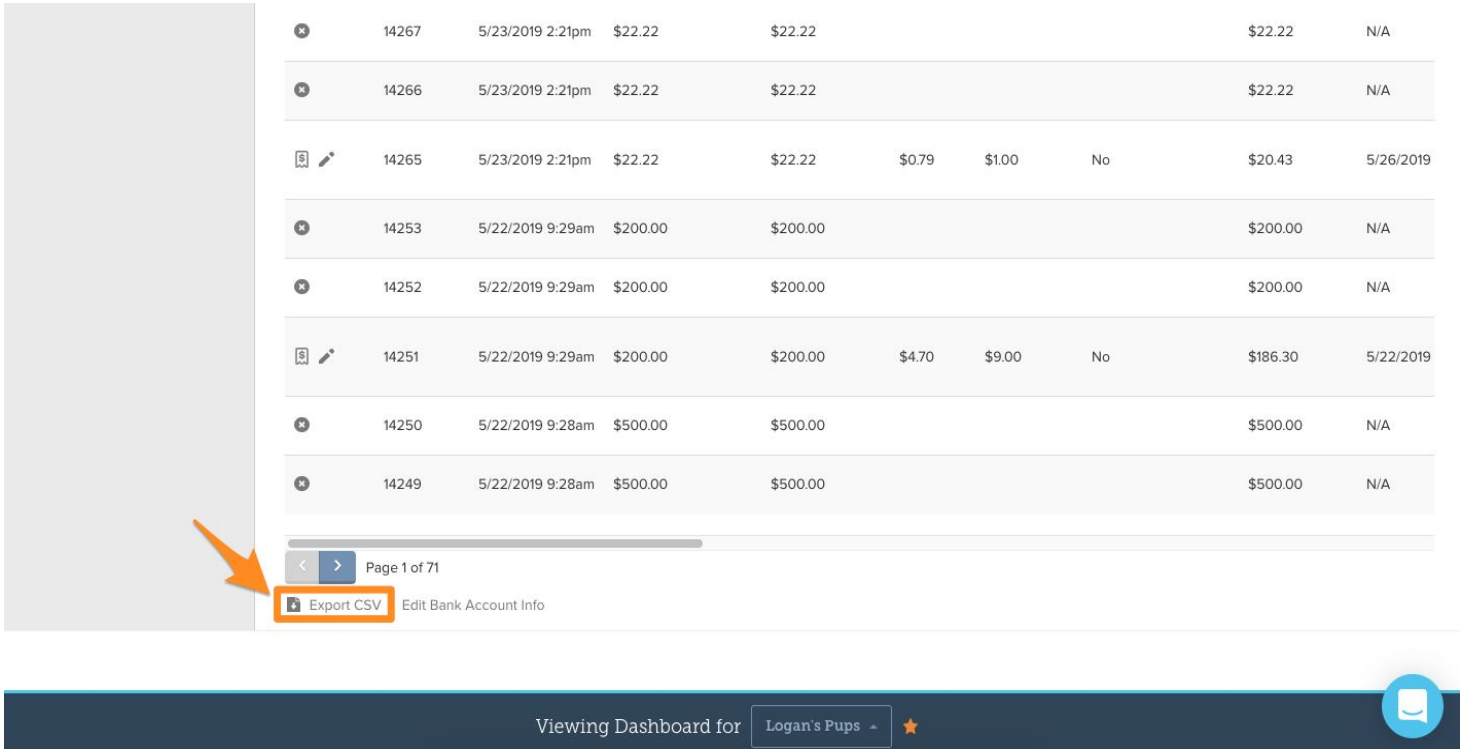
GiveGab®

How will you get your donor data?



GiveGab

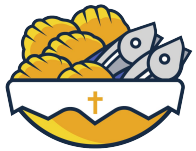
How will you get your donor data?



GiveGab®

How will you get your donations?

- If collecting funds directly:
  - Donations will be transferred to your bank account 5-7 days after #iGiveCatholic
  - Each online donation record will include a “Payout Date” to represent the date it was deposited. Donations listed as “Pending” have not yet successfully transferred.
  - *Note: Offline gifts your team entered in the dashboard would not count in this payout, as you should have collected those directly.*



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How will you get your donations?

- If your arch/diocese/foundation is collecting funds on your behalf:
  - Download a report of online gifts from #iGiveCatholic 2020 to determine how much you should receive.
  - *Note: Offline gifts your team entered in would not count in this payout, as you should have received those directly.*
  - If you have any questions regarding the timing of payout, etc. contact your diocesan/foundation point person

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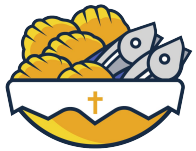
How will you thank your donors?

- 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!

GiveGab®

Your 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



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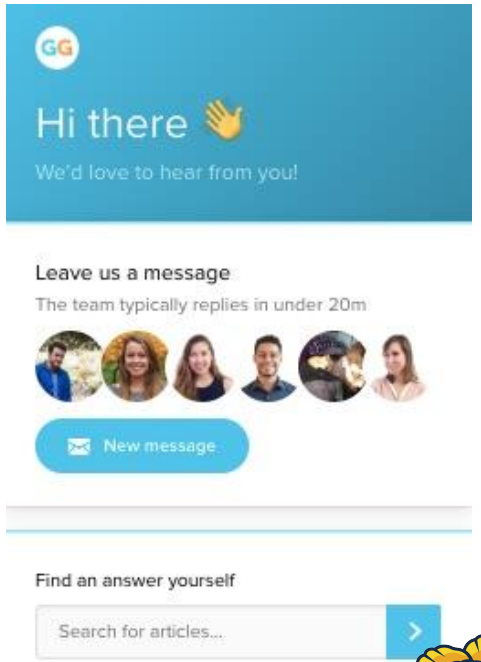
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - 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!**



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Your Next Steps

- Like and Follow #iGiveCatholic on Social Media!
  - Don’t forget to use #iGiveCatholic
  - Ask followers to like and share your posts
- Check your inbox for important emails, and check your verification status!
- Watch on-demand training course videos & review available resources
- Keep communicating even day of with updates on progress

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Questions?

Questions

Q:How can we add the goal bar to be visualized on the giving website?

A:Thanks for reaching out. If set on a profile, the goal bar will become visible on the Giving Day when overall sites stats are on. Let me know if you have any follow-up questions.

Q:1. Is there a field to put free form in? If so is there a character limit? We are going to be doing in honor and in memory of and want to make sure that we have enough space. 2. Do we need to add a campaign? If so where? 3. Is there a central website where the can go and search for our school?

A:Within your organization dashboard there is a great section that you can use right within the “tell your story” section. This will allow you to add as much content you like to your organization’s profile.
2. You are not obligated to a campaign, or “Support Area” that is under your main organization. That is an optional feature you can use if you want to highlight a certain program or initiative.
3. Your Diocese will have a general site where donors can search for your organization, but donors are also able to look on the gener #iGiveCatholic.org site as well.

Questions

Q: Is it strongly suggested to set a goal to be raised?

A: Setting a goal can help motivate and incentivize donors to give an extra amount to help your organization reach its goal.

Q: Can we link our organization's social media to the website?

A: Your organization’s page on #iGiveCatholic will have the options to share on FB, but one is not able to add custom social media accounts to the page. You are able to add information in the story section linking out to your social media pages if you like. Hope that helped. :)

Q: Do you have ideas on how to promote matching gifts?

A: Definitely! We’ve seen organizations pick specific times for the match and promote that time. For example a Lunch Break match which encourages donors to give from 12-1, this would allow donors to give during their lunch break and may encourage donors to share with their colleagues. Other organizations create a challenge, that will unlock when they reach a specific number of donors which can make it exciting for donors to try and reach that number of donors. For a challenge, reaching a goal will unlock a fund.

Questions

Q: Do you guys recommend sharing the link to the diocesan landing page with our potential donors, or the link directly to our ministry's profile?

A: We suggest you share the link directly to your profile page!

Q: Is there pre written text somewhere that we can use, already written for us to tweak and repost onto social media? For use now and as we countdown. TY!

A: Yes! On the website under Menu, select Resources. There is a Marketing Toolkit you can download with sample posts for Facebook, Twitter and Instagram!

Q: When do we need people to send their donations to the parish through #iGiveCatholic?

A: Supporters can send their donations anytime between 11/16 and 12/1 and they should mark their donation is for #iGiveCatholic!

Q: If we are collecting offline donations, when is the last day to enter them into the system?

A: All offline donation must be entered by the December 2nd.

Questions

Q: Will the "choose your own amount" show up under giving levels automatically?

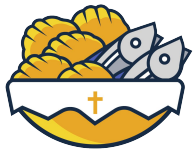
A: Yes! That “Choose your own amount” will automatically appear once a donation level has been added to a profile.

Q: Do donors get a tax exemption for their donation?

A: All online donors will receive a tax receipt as soon as they donate. Offline donors who give you checks or cash will only receive the tax receipt if you enter their email address into the system. If they don't give you their email, the parish will need to provide the tax receipt.

Q: Can you have too many donation level buttons? What is the optimal number of buttons?

A: We recommend approximately 3- 5 donation levels to allow for a good profile layout within mobile and not overwhelm your donors. However, there is no technical limit. Remember, set the donations levels to be at least $25 or more.



Questions

Q: What if your organization is better known by an acronym than a full name?

A: Hi there, if the acronym is more commonly used, you can update the name of your page to reflect that acronym, this can be done on the Organization Information page.

Q: Can the link we send out go directly to our site instead of going through all these steps?

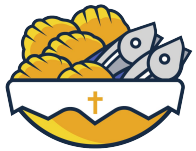
A: Yes you can certainly share the link to your organization's page directly.

Q: Do we get charged the fees if the donor opts not to cover them?

A: If the donor does not cover the fees it would be deducted from the payout amount to your organization.

Q: Is there a fee for the final total that our organization raises?

A: Nope, there are only fees charged to the individual donation transaction fees.



Questions

Q: Does NCEA keep any portion of the proceeds outside the fees?

A: Please feel free to reach out to the main contact at NCEA for whether or not NCEA charges any fees.

Q: If we are posting cash donations to go toward the giving total, do any fees come out of that total? Obviously, no fees out of the cash gift are given, but does the total amount get captured?

A: There are no fees applied to offline donations!

Q: How do you get to the Resources tab again?

A: Hi Meredith, here a link to the resource page - https://www.igivecatholic.org/info/resources

Q: What are the fee applied to each donation?
A: The fees applied to each online donation is 6.2%, plus $.30.

#iGIVECATHOLIC
Thank You!