



# #iGiveCatholic What's It All About?

#iGIVECATHOLIC



**#iGiveCatholic Prayer**

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

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# Thank You!

## National Sponsor



## Impact Sponsor



## Affiliate Sponsor



## In Association With



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# Agenda

- Giving Days: Overview
- What is #iGiveCatholic?
- Why Should My Organization Participate?
- Resources
- FAQs



# Giving Days

- A powerful fundraising event that takes place both online and offline and unites communities around causes
- Connects donors to organizations and needs
- Teaches donors and participants to use digital tools
- Crowdfunding builds excitement!
- Think about it as a competition... “gamification.”



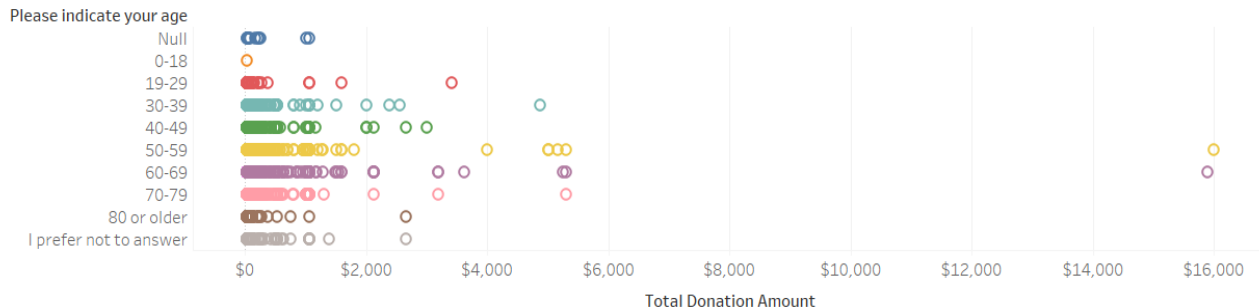
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# Why a Giving Day?

- Giving days are attractive to a broad range of donors – from individuals in their 20's through their 70's and beyond. (#iGiveCatholic 2021 Survey)
- Staff time required to carry out a giving day campaign is decreased by 50% to 80% (Knight Foundation)

Donation Total by Age





# #iGiveCatholic – History

## WHAT IS #IGIVECATHOLIC?

- A giving day challenge
- A celebration of Catholic arch/dioceses, foundations, parishes, schools, ministries, and donors!
- A day for Catholic donors to unite and be a part of something BIG!

## HOW DOES #IGIVECATHOLIC WORK?

- An arch/diocese/Catholic foundation chooses to participate in the program
- During a giving day, donors give by going to organization's profile page within our website—[iGiveCatholic.org](http://iGiveCatholic.org)—to make a \$20 or greater donation via credit card or ACH gift. Or, they can give offline by taking or sending a gift of cash or check to their favorite Catholic organization!

## WHEN IS #IGIVECATHOLIC HELD?

- **#GivingTuesday!** Begins at midnight (12:00 am) on November 29 and ends at 11:59 pm. Advanced Giving Day phase is November 14 - 28.



## HOW WE HAVE GROWN

GIVING DAY YEAR	ARCH/DIOCESE/ FOUNDATIONS	MILLIONS RAISED
2015	1	\$1.35
2016	6	\$1.8
2017	17	\$3.6
2018	29	\$5.6
2019	39	\$7.4
2020	40	\$12.7
2021	40	\$16.5

## BY THE NUMBERS

**\$22,946**

The average amount raised in 2021  
by organizations using  
peer-to-peer fundraising

**\$98.50**

The amount kept in 2021 for  
every \$100 raised online  
by participating organizations

Organizations with matching gifts  
**raised 13x more**  
in 2021 than organizations that  
did not use matching gifts





## Why #GivingTuesday?

- It is a global day dedicated to promoting generosity and kindness
- A counter-narrative to consumerism, promotes Catholic social teaching, and is evangelizing in nature
- It kicks off the charitable season, when many focus on their holiday and year-end giving
- TONS of free exposure and media attention for organizations participating

#GI♥INGTUESDAY

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# Why Should My Organization Participate?

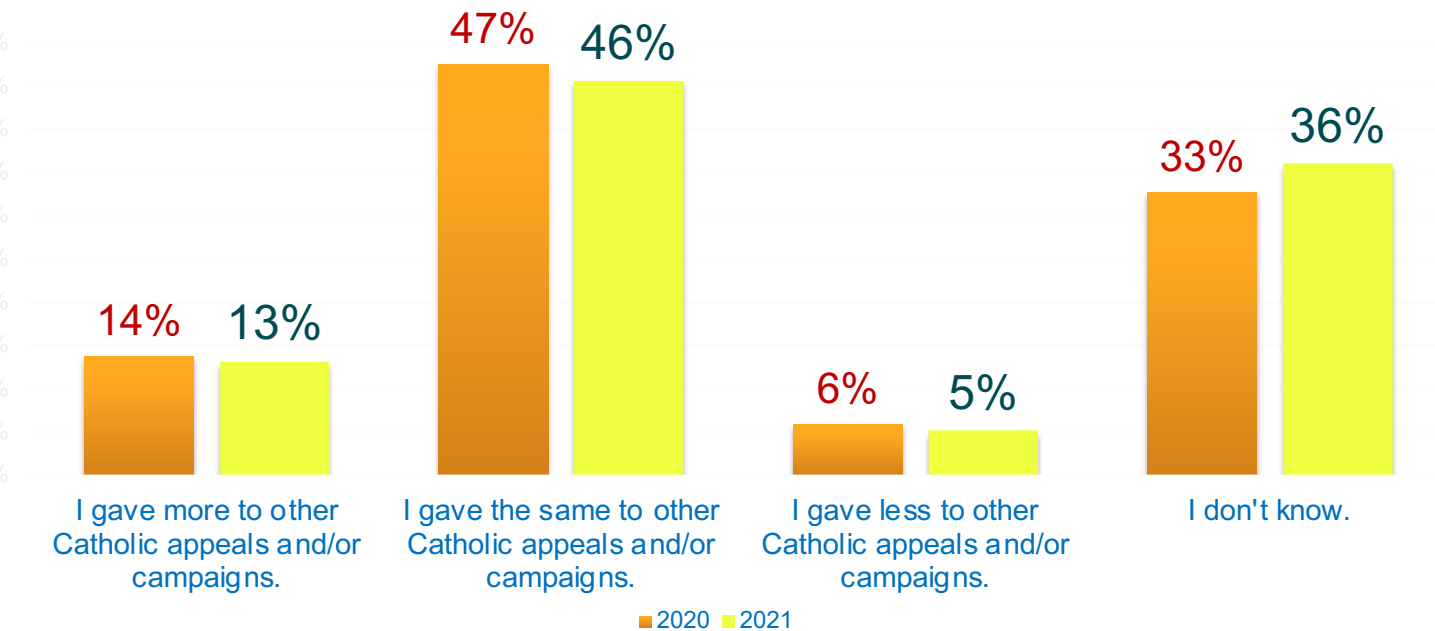
- **Fundraising:** Opportunity to raise unrestricted revenue
- **Friend Raising:** Connect with new/younger donors and strengthen relationships with current donors
- **Awareness Building:** Raise awareness of your mission and organization
- **Capacity Building:** Develop skills in online fundraising, using social media, and building or adding to your donor base





# #iGC Impact on Other Catholic Giving

## Because of my giving through #iGiveCatholic...






# Participation Resources

- Marketing toolkit, social media/marketing timeline, helpful e-blasts with examples
- Logos, graphics, bulletin inserts and more
- Robust online training webinars- both live and archived on the website
- Technical support from platform provider for you and your donors





# Follow The Plan

 <b>Social Media Marketing Timeline</b>	Six Weeks Out	Five Weeks Out	Four Weeks Out	Three Weeks Out	Two Weeks Out	One Week Out	Week Of #iGiveCatholic Giving Day	After #iGiveCatholic
<b>Website</b>								
Add #iGiveCatholic web banner and key messaging to website	✂							✂
<b>Email Communications</b>								
Email/newsletter distribution with #iGiveCatholic project and information including URL to profile page within igivecatholic.org	✂		✂		✂		✂	
Add #iGiveCatholic logo to staff email signature	✂							
<b>Facebook</b>								
Change cover image to #iGiveCatholic banner	✂							
Change profile icon to #iGiveCatholic badge	✂							
Post #iGiveCatholic promotional images	✂	✂	✂	✂	✂	✂	✂	
Announce participating with #iGiveCatholic on Giving Tuesday	✂							
Post unique organizational photos, stories, and videos, tag #iGiveCatholic, @iGiveCatholic, and include message points from Marketing Toolkit. Provide links to organization website and URL in iGiveCatholic.org.	✂	✂	✂	✂	✂	✂	✂	✂
Share #iGiveCatholic's and your arch/diocese's Facebook posts	✂	✂	✂	✂	✂	✂	✂	✂
Post fundraising updates and successes, ask followers to like and share							2-4x/day ✂	✂

Find this and other resources at  
<https://www.igivecatholic.org/info/resources>




## Best Practices

- Personalize and promote your organization's profile page
- Pick a smaller project or capital expense
- Attend or view the live or archived training videos
- Use the resources provided—marketing toolkit, graphics, social media timeline, etc.
- Dedicate staff or volunteer time to plan and run the Giving Day
- Communicate the Giving Day widely
- Involve key supporters to spread the word
- Thank your donors within SEVEN business days of the Giving Day
- Get creative and have **FUN!!**



# Examples



Harry Tompson Center

[DONATE](#)

181%

\$18,100 Raised \$10,000 Goal 75 Donors

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# More Examples







# More Examples

**Best of Rome 2021**

**Who has shaped your life?**

**St. Mary's Catholic School (Rome)**

**DONATE**

177%

**\$17,676 Raised \$10,000 Goal 70 Donors**

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# #iGIVECatholic Organization Survey

- The trainings were valuable
- Organizations felt the messaging to Catholic donors was important
- The average staff/volunteer time spent – 20-25 hours over 4 or 5 months
- Organizations most appreciated and used the marketing toolkit and templates, social media and graphics
- Successful organizations promoted their campaigns between 6 and 10 times using multiple methods.

**The most important outcome of #iGIVECatholic was that it was a fun and creative way to promote giving!**



# More Organization Data

- Those who promoted SIX or more times did the best
- Most effective methods per donors:
  - Email/Newsletter - **#1!**
  - Bulletin
  - Organization's Website
  - Social Media
  - Combination of all above received larger average gifts
- Time necessary to plan and execute successful event?
  - 30% - Six Months
  - 66% - Three months





# FAQs

## 1. Will #iGiveCatholic solicit my donors?

No! Neither #iGiveCatholic nor GiveGab/Bonterra (platform provider) will solicit donors.

## 2. What organizations can participate?

Any Catholic-serving 501(c)3 organization affiliated with a participating arch/diocese or foundation, or a stand-alone Catholic 501(c)3 ministry or Catholic school listed in the Official Catholic Directory.

## 3. How will organizations receive training?

Trainings are conducted online, both live and archived. Some arch/dioceses or foundations may also have trainings.

## 4. How will organizations know who is giving?

Organizations have real-time access to all donor and donation information through their Giving Day dashboard.



## More FAQs

- **What are the costs for my organization to participate in #iGiveCatholic?**

Your arch/diocese or foundation has likely funded the set-up cost for your participation! Donations are subject to online fundraising expenses that cover the costs of tech support, training, marketing materials, security, and special platform features to engage donors. Donors have the option of covering these fees; 81% of gifts had the fees paid by the donor in 2021!

- **Can we receive donations in other ways?**

Yes! Donors can bring or send gifts of check or cash (offline gifts) in any amount directly to your organization. Enter the donations into your dashboard so your donor sees their gift impacting your total, and no processing fees are applied!



# Key Dates

## Campaign Dates:

- Online registration  
**Opens August 15**  
**Closes November 2**
- Advanced Giving Day  
**Runs November 14-28**
- #iGiveCatholic on #GivingTuesday  
**November 29**

## Trainings:

- Live webinars at 3:00 pm Eastern  
**August 23**  
**November 9**



**More trainings can be found online on our website!**

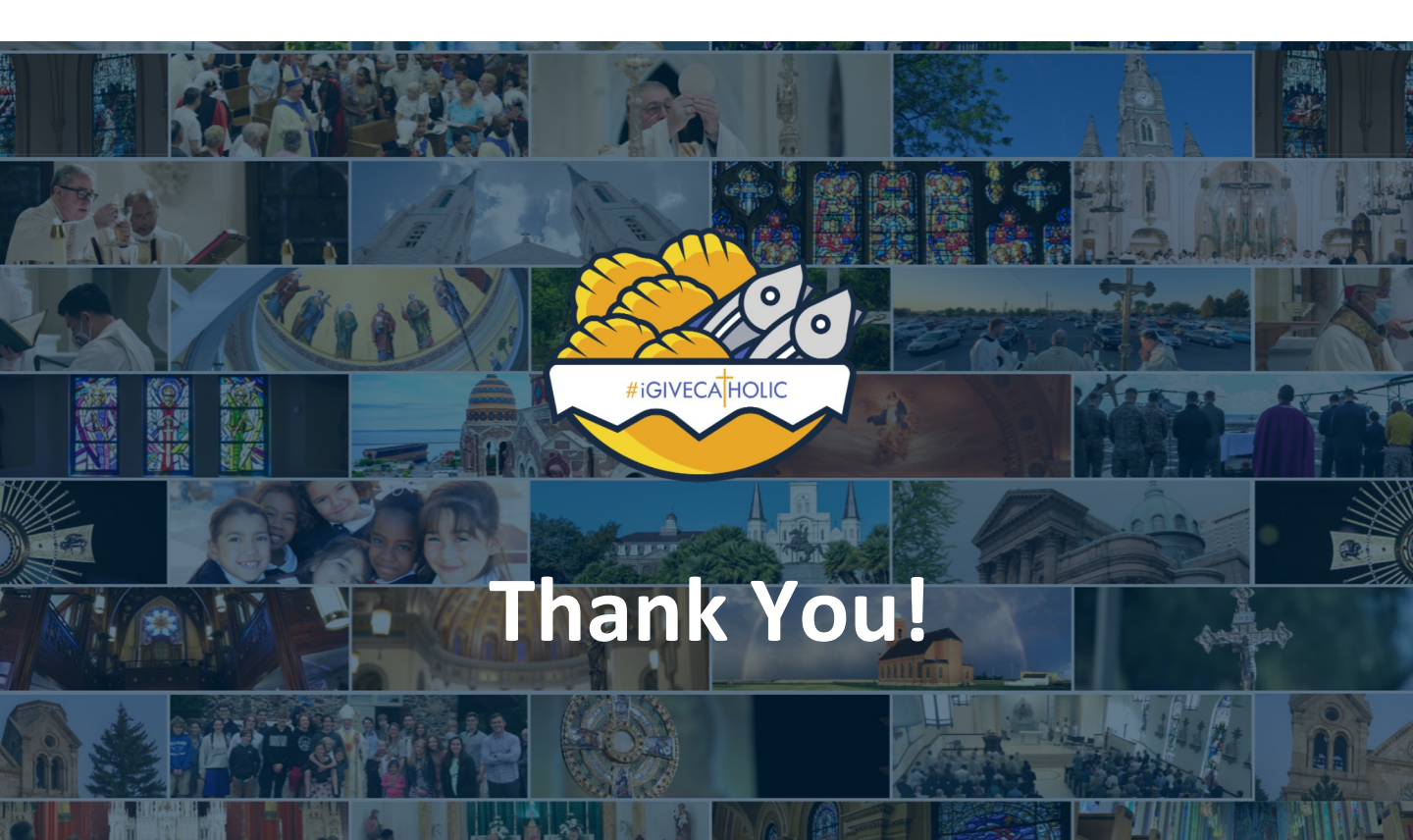
<https://www.igivecatholic.org/info/trainings> (after mid-July)



# Questions? Contact Us!

- Contact your arch/diocesan or foundation point person listed in the footer of your arch/diocese's landing page
- Send us an email with your question:  
[questions@igivecatholic.org](mailto:questions@igivecatholic.org)
- Visit GiveGab/Bonterra's Help Center:  
<https://support.givegab.com/>
- Enter your question in the chat area by clicking on the blue chat bubble at the bottom right-hand corner of the igivecatholic.org website! Be sure to include your email address.





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