



Creating an Impactful #iGiveCatholic Profile Page



#iGiveCatholic Prayer

*○ 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!

2021 Sponsors and Associates

National Sponsor



Impact Sponsor



FUNDRAISING

Affiliate Sponsor



CAPTRUST

In Association With



Building Faith | Inspiring Hope | Igniting Change

In Association with





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Agenda

- Planning Your Profile Page
- Building Out Your Profile Page
- Key Takeaways
- Next Level Tips



Get Ready: Plan Your Profile

● Define Your Goals

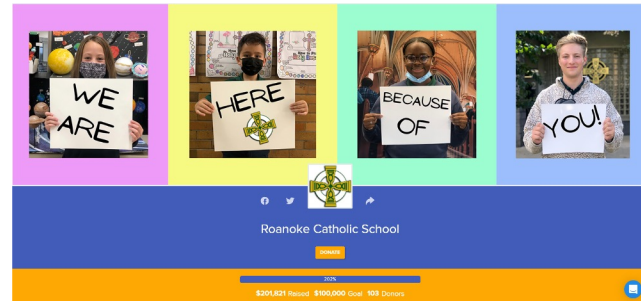
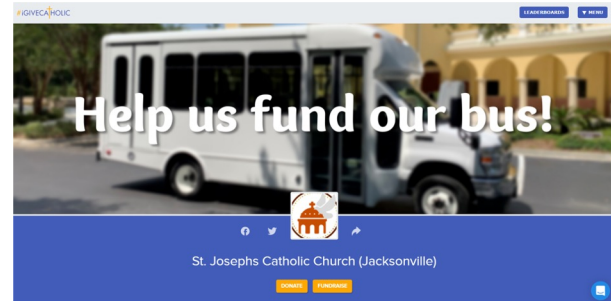
- ☐ Who is your audience?
 - Past and Current Donors
 - Potential New donors!
- ☐ How will you use the funds?
 - Specific project?
 - Mission support?
- ☐ What is your financial goal?

● Gather Your Assets

- ☐ Have a logo, photos, graphics and videos available














● Tell Your Story

- ☐ How can donors help you make a difference in the lives of others?
- ☐ What stories or testimonials can you share that will speak to their hearts?







Start with the Basics

-  Add Your Organization's Info  
-  Add Your Story 
-  Get Verified to Collect Donations 
-  Add Donation Levels 
-  Add a 'Thank You' Message 
-  Add Fundraisers 




Start with the Basics

- Tagline
- Website
- Updated Logo
- Select Up to 3 Causes

 Add Your Organization's Info 

Website

Logo


Causes (optional)
Cause #1
Cause #2
Cause #3

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.



Tell Your Story: Quick Tips

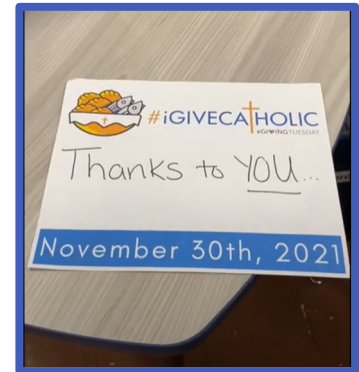
- **Focus on a specific project/illustrate your mission**
 - “#iGiveCatholic because...”
- **Make your story easy to understand**
 - Why are you undertaking this project and how will #iGiveCatholic gifts make an impact?
- **Create clear calls to action so donors know how they can impact your mission**
 - *Optional:* Add donation levels so their giving is tangible. (Next slides!)








Tell Your Story: Quick Tips (continued)

- **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...”





Bringing Your Story to Life

-  **1** Add Your Story >
-  Get Verified to Collect Donations >
-  **2** Add Donation Levels >



Bringing Your Story to Life

- Add Visuals
- Setting a Goal for #iGiveCatholic
- Build Out Your story
- Add a video – even a live stream! (*Youtube or Vimeo only*)

Add Your Story

1

Cover Photo

Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

2

Set a Goal

☒ Display Goal on Profile

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3

Tell Your Story

GT America

Formatting

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Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

4

Video Url

Paste Youtube or Vimeo Link Here

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save



Bringing Your Story to Life

Search Keywords

Enter space-separated search keywords

Note: Search Keywords optimize search results on the campaign website. Add terms relevant to your organization that are not captured in your story, name, or selected causes, as search functionality accounts for those. Example: dog rehoming, foster, senior cats

Make your organization easier to find! Use helpful keywords to generate the most accurate results for donors.

Questions to ask yourself when selecting keywords:

- Has your name recently changed, or have you merged with another organization?
- Are there particular words that donors would use to define your mission that aren't listed anywhere on your profile?



- Tell Your Story

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Your support can provide help to a family that needs it most, like the Smiths' story below.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the **"Clear Formatting"** wand icon before reaching out to support.



Bringing Your Story to Life

- Ask for testimonials from beneficiaries, volunteers, students, parishioners
- Create contests for content ideas from supporters
- Include tangible information that donors can relate to
 - Provide context for your goals. Ex. Why is \$5,500 so important?
 - How many people did your organization benefit in the last year? All-time?
 - For returning organizations: How have your services or needs changed in the past year?
 - For returning organizations: How did the funds from #iGiveCatholic last year further your mission?



Harry Thompson Center is a day shelter that provides vital services to people experiencing homelessness in downtown New Orleans. Founded by Fr. Harry Thompson, S.J. of Immaculate Conception Church, our Jesuit principles guide us in providing a safe space where houseless individuals can find respite and community while accessing a variety of services designed to meet their basic daily needs. **Our goal is to make their days a little easier while we work to help connect them with the resources that they need to get off the streets.**

For people living without shelter, access to hygiene and sanitation facilities presents a huge barrier to their well-being and quality of life. HTC's flagship sunrise shower service is one of the only operations in town that allows unhoused individuals to take a warm shower, use the restroom, brush their teeth, and receive personal care and hygiene items to keep them feeling clean and cared for. **Since January of this year, our Center has provided over 10,341 showers to our guests.**



When guests arrive at our Center, we take the opportunity to **build personal relationships** with them so that we can better meet their needs and connect them with our wide variety of services, which include access hygiene and sanitation facilities, laundry, case management, housing assistance, healthcare, phone lines, WIFI, support programs, legal resources, and more.

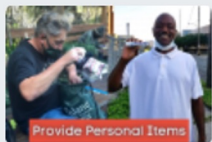
We see between 80-100 guests each day. Every individual who enters our Center is treated with love, compassion, dignity, and respect in keeping with our Jesuit principles. Our team of staff and volunteers includes physicians, nurses, counselors, social workers, priests, students, and community leaders who lend their time and talents to our guests. We are consistently reminded of **the resilience of the human spirit and the presence of miracles in our day to day lives** when our guests share their triumphs with us. We are often told that our presence in their lives makes them feel visible, cared for, and grateful.

We know that our services are changing peoples' lives on a daily basis. **Since January, we have successfully helped more than 114 individuals find housing**, effectively ending their homelessness for good.

We rely on funding from individual donors to account for more than 40% of our operating budget, and this year we need more support than ever. The continuance of the pandemic has left many of our guests in desperate situations, and we are seeing new faces daily who are still dealing with the aftermath of Hurricane Ida. We appreciate your contributions this Giving Tuesday and hope it warms your heart to know that your participation through #iGiveCatholic makes our work possible.



Bringing Your Story to Life



Provide Personal Items

\$20

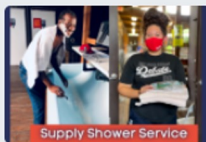
Help supply personal care items: razors, socks, bottled water, & more.



Sponsor Our Bike Program

\$50

Help buy locks, lights, helmets, and materials to support our bike program!



Supply Shower Service

\$100

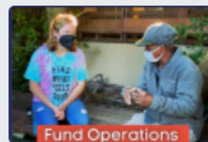
Provides one day of shower services for approximately 80 guests.



Support Housing Efforts

\$250

Funds 12 hours of housing navigation services.



Fund Operations


\$500


A \$500 gift helps us keep the lights on so that we can continue to serve.




CHOOSE YOUR OWN AMOUNT



Bringing Your Story to Life







Harry Thompson Center

DONATE

181%

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



Next Level Profile Features



Elevating Your Profile with Support Areas

Support areas are unique opportunities to fundraise for specific programs or campaigns within your ministry during #iGiveCatholic. Support areas will have their own customizable pages within your own page where they can tell the story of their own unique needs, services, or identity.

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



Preview Your Profile



Edit Youth Program

For #iGiveCatholic

Profile Donation Levels Fundraisers Matching

Share your page!

<https://nationalministries.igivecatholic.org/campaigns/youth-program>

Title

Youth Program

Video Link (Youtube or Vimeo)

Youtube or Vimeo link

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Support Area Page Link

<https://nationalministries.igivecatholic.org/campaigns/> youth-program

Position

Enter a number to customize the order in which your Support Areas appear. Support Areas will be ordered in ascending order.

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

☐ Display Goal on Profile

Story Image



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1200x800.

Story

GT America

Formatting

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Link

Image

Video

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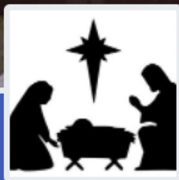
Save



#iGIVECATHOLIC

LEADERBOARDS

▼ MENU



Church Cleaning for Christmas

at St. Albert the Great Parish (Reno)

DONATE

\$870 Raised **7** Donors





What are the benefits of Support Areas?

- Give donors the freedom to allocate gifts to a specific area of need within your ministry
- Create Peer-to-Peer Fundraising pages AND Matches just for specific support areas
- Further your mission by showcasing all of your programs and services that can fundraise



Best Practices for Support Areas

- Support Areas are the best fit for larger organizations or have a range of programs that supporters might specifically identify with
- Examples of uses for Support Areas:
 - Schools: Class Alumni Years, Clubs, Extracurricular Activities, Tuition Assistance
 - Ministries: Food Pantry, Clothing Bank, Job Placement Services, Housing Assistance
 - Parishes: Choir, Adult Catechesis Program, Young Adult Ministry, Parish mission
- On your profile, these will show up as “Fundraising Campaigns” for Donors



Additional Engagement for Supporters

Engagement opportunities are a unique way to showcase additional ways that supporters can get involved with your organization. Are you searching for volunteers for an #iGiveCatholic-related event? Looking to use #iGiveCatholic as a funnel for future programming opportunities?

List them out on your profile to capture a new audience!

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



Preview Your Profile





Additional Engagement for Supporters

Edit Greeter at #iGiveCatholic Picnic Fundraiser

Overview

Name

Greeter at #iGiveCatholic Picnic Fundraiser

Description

☒ This is a volunteer opportunity

Date and Time (optional)

Start Time

End Time

Location

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

68131

Country

Contact Information

Contact Name

Email

Phone Number

Save



Key Takeaways



Key Takeaways

- Use a captivating **cover photo, videos and images** 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!





Your Resources

● Questions about #iGiveCatholic?

- Contact Julie! julie@igivecatholic.org
- Or, contact your arch/diocesan or foundation point person shown in the footer of your arch/diocesan/foundation landing page.

● Tech help?



- Contact GiveGab in the Blue Chat Bubble, questions@igivecatholic.org
- M-F, 9am - 5pm ET, extended hours on November 29!



Thank You!