



# #iGiveCatholic: Engaging Your Ambassadors and Donors



# #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*

# Thank You!

## *2021 Sponsors and Associates*

National Sponsor



Impact Sponsor



Affiliate Sponsor



**CAPTRUST**

In Association With



Building Faith | Inspiring Hope | Igniting Change

In Association with





# GiveGab/Bonterra Team

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# Agenda

- **Ambassadors**
  - Who are they?
  - How do you engage them?
- **Peer-to-Peer (P2P) Fundraising**
  - What is it?
  - Why is it beneficial and effective?
  - Inviting, managing, and empowering peer-to-peer fundraisers
- **Multiplying Donor Impact and Participation with Matches**
  - What are matches?
  - Two ways to leverage matches
  - Adding matches to your profile page
- **Key Takeaways**
- **Next Level Tips**



# Who Are Your Ambassadors?

- **Parishes:**

- Pastor
- Parishioners
- Council members
- Volunteers

- **Schools:**

- Students
- Alumni/Grad classes
- Parents/grandparents
- Faculty/staff

- **Ministries:**

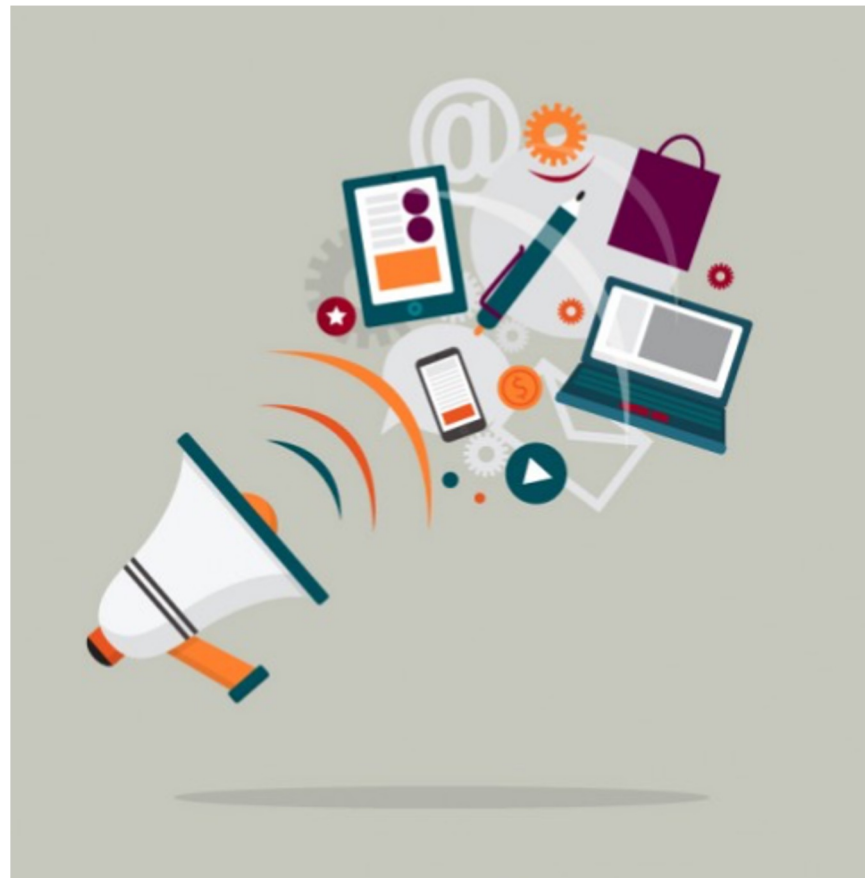
- Volunteers
- Staff
- Board
- Community members





# How Do You Engage Your Ambassadors?

- Spread the word about #iGiveCatholic
  - Act as **social media champions**
  - Send **personal letters** to bigger donors
  - Act as **peer-to-peer fundraisers** on behalf of your parish, school, or ministry





# What is Peer-to-Peer (P2P) Fundraising?

- A tiered system of fundraising that allows ambassadors to fundraise through their own page on your organization's behalf. Gifts collected on their pages will contribute to your totals!
- P2P Fundraisers share their story and connection to your organization with their personal networks, expanding your organization's reach
- Organically builds on existing relationships

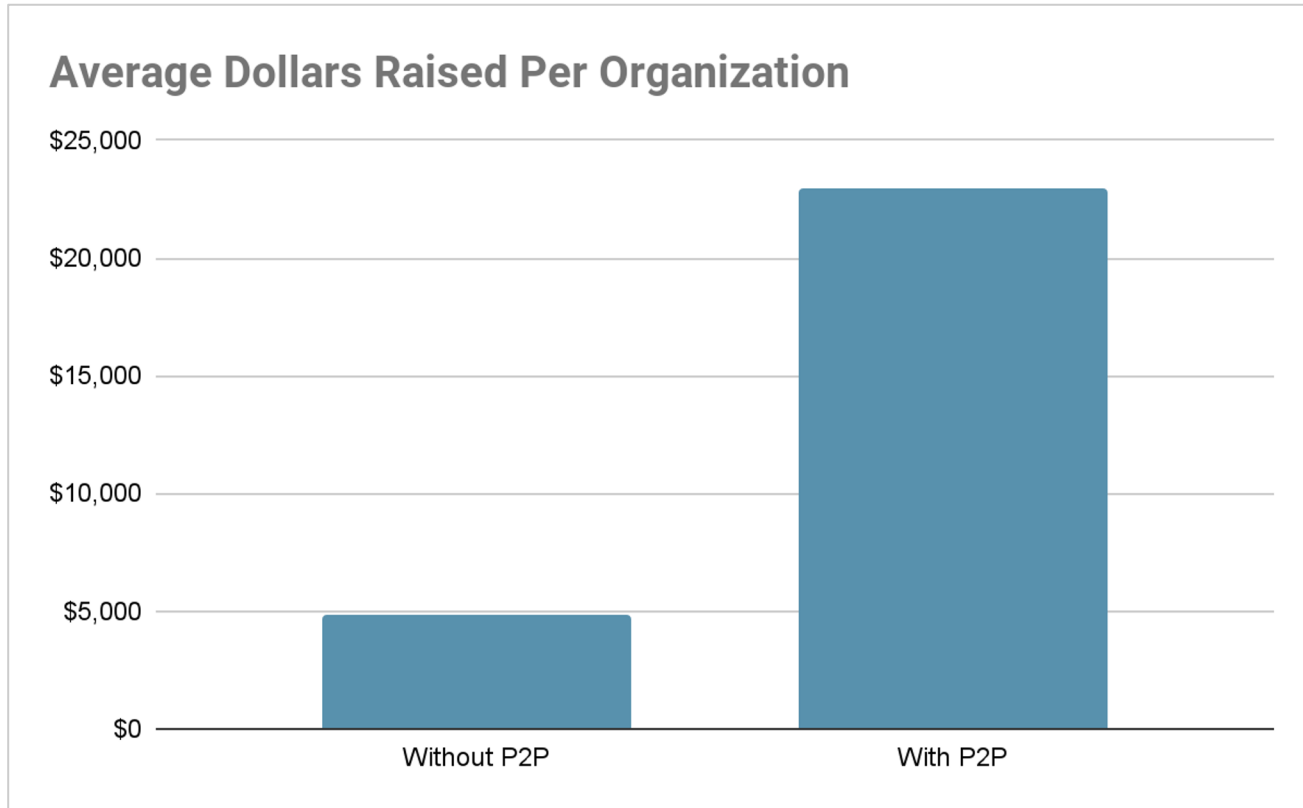


# Why is P2P Fundraising Beneficial to My Organization?

- **Reach** - Exponentially increases your potential for donations by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event



# Is P2P Fundraising Effective?



**Yes! During #iGiveCatholic, organizations who use Peer-to-Peer Fundraising raise on average 4.7x's more than organizations who do not.**



# Getting Started with P2P Fundraising

- Start early!
- Be selective before inviting them to participate - committed supporters are most effective
- Establish clear goals for your P2P fundraisers that align with your organization's goals for #iGiveCatholic
- Training opportunities and resources available for both you and your fundraisers
  - **P2P Fundraising Toolkit** on [www.iGiveCatholic.org/info/resources](http://www.iGiveCatholic.org/info/resources)
  - Download and share [P2P Fundraising 'Playbook'](#) with your fundraisers



# Timeline for P2P Recruitment





# Leading Your P2Ps

- Easily create and manage fundraising pages for those supporters that need more technical assistance
  - Be sure to provide their unique P2P Profile page URL so they share that out with their networks
- Check in with your fundraisers and provide content for them to use if they need assistance
- Motivate and empower them to share personal stories
- Incentivize fundraisers and create friendly competition



## Fundraisers

1	<a href="#">Lucy Young</a>	\$2,658.00
2	<a href="#">Julie Hill</a>	\$2,155.00
3	<a href="#">Louis Blakeman</a>	\$1,375.00
4	<a href="#">Ann Gradowski</a>	\$1,200.00
5	<a href="#">Mary Acevedo</a>	\$1,150.00

[SEE MORE FUNDRAISERS](#)



# Inviting P2P Fundraisers for #iGiveCatholic

Now that you've selected your group, how do you incorporate them into your #iGiveCatholic Giving Day outreach?

✓

Add Your Organization's Info

>

✓

Add Your Story

>

✓

Add Donation Levels

>

✓

Add a 'Thank You' Message

>

✓

Add Fundraisers

▼

Download CSV

[Add Fundraisers](#)

[Upload fundraisers](#)

[Message All](#)

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Email	Phone	Actions
Molly Petrie	1	\$2,000.00	\$500.00	testuser20902902@givegab.com		
Katrina Grein	2	\$1,210.00	\$500.00	testuser1020202092@givegab.com	(222) 333-4444	
Aimee McManus	2	\$550.00	\$500.00	testuser101010101@givegab.com	(444) 555-6666	
Aaron Godert	1	\$250.00	\$500.00	testuser0920922@givegab.com		



# Inviting P2P Fundraisers for #iGiveCatholic

## Write a Message to Your Recruits

**To:** Laryssa Hebert

**Subject**

Join Me!

**Message**

This is your invitation to your fundraiser page for #iGiveCatholic. Stay tuned for more updates, instructions and resources from our team. Welcome aboard!

Back

Send



# Inviting P2P Fundraisers for #iGiveCatholic

## Add Fundraisers

**Fundraiser Display Name (optional)**

**First Name**

**Last Name**

**Email**

**Fundraiser Display Name (optional)**

**First Name**

**Last Name**

**Email**

+ New Fundraiser

Cancel

Next: Compose Your Message



# Managing Your P2P Fundraisers

✓

Add Fundraisers

▼

Download CSV

Add Fundraisers

Upload Fundraisers

Message All

Fundraiser ▼	Fundraiser Display Name	Donors ▼	Amount Raised	Goal ▼	Email	Phone	Actions
Laryssa GiveGab Test	Class of 1999	0	\$0.00	\$500.00	lhebert@givegab.com		<div><div>✉</div><div>✎</div><div>✕</div></div>

**Tip:** Once they've been invited, you'll be able to manage and communicate with your P2P Fundraisers.



# Managing Your P2P Fundraisers

☒ Allow New Fundraisers to Sign Up

## Set Fundraisers' Story

I am very passionate about this organization's mission and the great work that they do in our community. Please consider making a donation to my profile - every donation will get added into the overall totals!

## Set Fundraisers' Goal

\$

500

.00


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

Save

**Tip:** If you want to create a default profile to get your P2Ps started, be sure to set that here. Set a suggested goal and customize a default story.




# Empowering Your Fundraisers




## Class of 1999's fundraising dashboard for St. Mary Sample Parish (City Name)


Complete the steps below to be sure that your fundraiser is successful.




### Tell Your Story




### Make a Donation



### Reach Out



### Share Socially



### Give Thanks

#### Progress

0%

\$0

Raised

of \$500 Goal

0





Donors

0

Emails Sent



# Empowering Your Fundraisers



Nicholas Broussard is a fundraiser for

## Diocese of Lafayette: Office of Vocations and Seminarians

[DONATE](#)

157%

**\$2,355** Raised **\$1,500** Goal **17** Donors



I was born in Lafayette, Louisiana, to a Catholic family and baptized in St. Michael's in Crowley. When I was three years old, my family moved to North Louisiana for my dad's job and it was there that I first remember "playing mass" with cheez-it crackers and altar serving. After my siblings and I received our first communion and had gone to confession for the first time, my family moved back to South Louisiana when it was time for my older brother to enter high school. My siblings and I attended John Paul the Great Academy for several years, and during the summer of my sophomore year of high school, one of my best friends invited me to go on Quo Vadis Retreat with him in St. Martinville. Interested, I decided to go.



# Multiple Your Impact with Matches



# What is a Match?

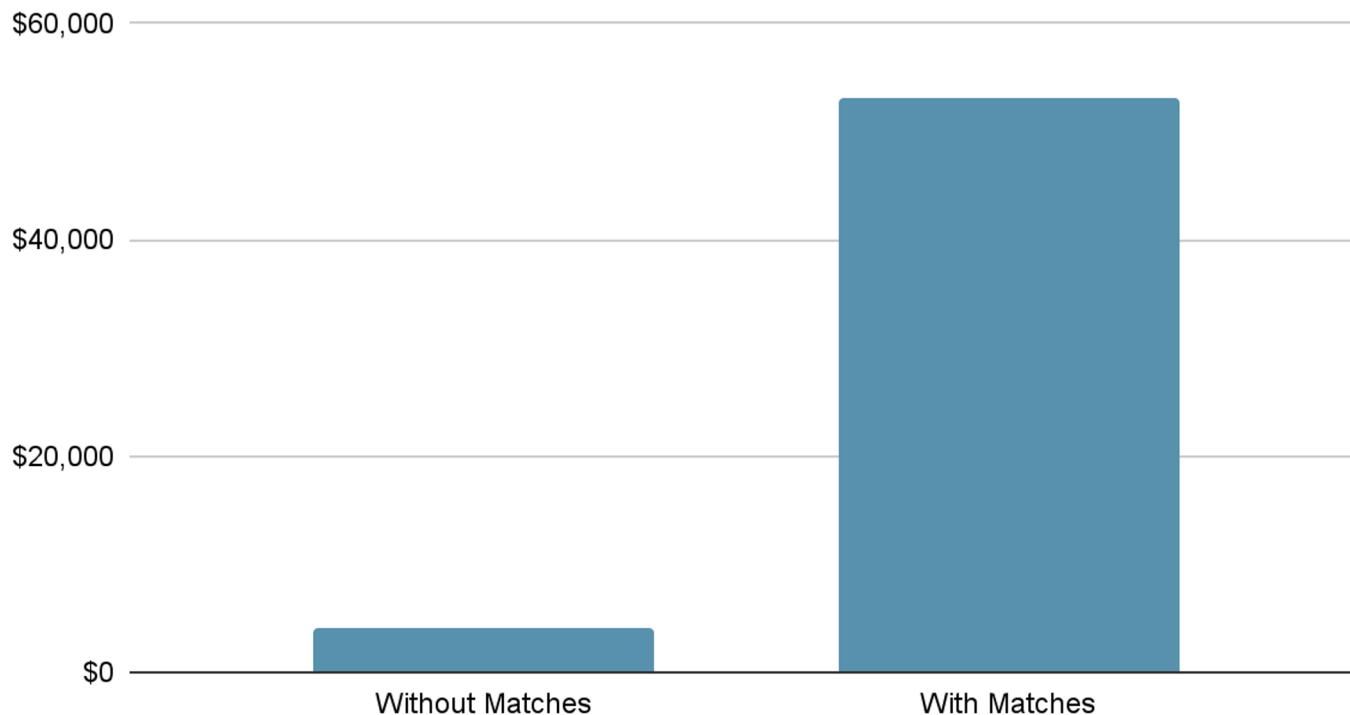
A **matching** or **challenge gift** is a pledged **cash or check** gift that's utilized in a way to motivate donor engagement.

- Your **ambassadors** can help! *Board members, existing donors, community members and businesses are great examples of matching donors or sponsors. They can also help spread the word.*
- Gamifies your giving day and motivates donors knowing that their gift will be multiplied
- Steward potential matching donors and begin building those relationships!
- This donation will be collected outside of the platform. Creating a match in GiveGab represents the dollar value of this match.



# Are Matches Effective?

Average Dollars Raised Per Organization



**Yes! During #iGiveCatholic, organizations who used Matches raise on average 13x's more than organizations who do not.**



# Two Ways to Leverage Matches for #iGiveCatholic

## 1) 1:1 Match

- Each time an eligible donation is made, a corresponding offline gift of the same amount will be contributed to your totals
- Matches are based on the amount given by each donor, and you can set specific guidelines around your match to make it more impactful

## 1) Matching “Challenge”

- A gift amount that's unlocked once a certain threshold is reached
- A challenge can be tailored to your goals by selecting either a **donor** or **dollar**-based goal
- *Pro Tip: Challenges are great for smaller matching gift amounts*



# Adding a Match To Your Profile

Now that you've secured Matching Dollars, how do you incorporate this into #iGiveCatholic?

## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button



# Adding a Match To Your Profile

## Matches and Challenges

[+ Add Match Commitment](#)[+ Add Challenge](#)[Manage Donations](#)

**Note:** All times are assumed to be in Eastern Time.



# Adding Matches & Challenges

Logo

Select Image

Remove

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

☐ Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

×

Donation Matching End Time (Eastern)

×

☒ Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

☐ Archived



# Your Live Matches & Challenges

## Matches

A Friend of Bishop Dwenger: Saintly Match

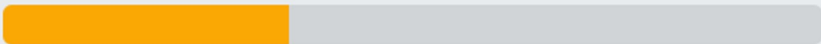


**\$50,000** MATCH

**COMPLETED**

Once a Saint...Always a Saint: Tuffly Challenge

Once we reach 100 unique donors, we unlock an additional \$10,000 from a generous Saint!



**65** more donors unlocks **\$10,000**

SEE MORE MATCHES



# Getting Creative with Matches

## Pool Resources

- Ask groups of individuals, existing supporters, families and other networks to pool their gifts into a combined match for your Giving Day efforts

## Look to your Existing Relationships

- Ask returning major donors to utilize their gifts as a match instead
- Ask a local business that you or your beneficiaries frequent, and be sure to communicate the value and advertising they will benefit from
- Share their generosity social media and ask them to re-share posts that they're tagged in



# Successful Matching Strategies

## **Communicate the value of these matches to potential sponsors**

- Promote your match heavily leading up to the Giving Day so all of your supporters know how to increase their impact
- Once you've secured a sponsor, make them a part of YOUR #iGiveCatholic giving day!

## **Keep the details of your match as clear as possible for donors**

- 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 Demo Seminary on [date] during the Double Dollar Dash! Every donation received on [date] will be matched, thanks to our generous sponsor, Rouses Markets!



# Key Takeaways for Engaging Ambassadors



# Key Takeaways and Best Practices

- Determine your #iGiveCatholic fundraising goals and how your Ambassadors will contribute toward these goals
- Check in and collaborate with your ambassadors
- Include specific, clear calls to action in all P2P efforts and Matching promotions
- Arm all ambassadors with key messaging and resources to make their job easy
- Highlight ambassadors and sponsors, and make them a part of the day-of
- Make your ambassadors - however involved they are - feel like the hero



## Next Level Tips

- Brainstorm and begin recruiting your P2P Fundraisers
- Start building relationships with Matching Sponsors
- Learn how to create an impactful #iGiveCatholic profile page to attract Matching Sponsors and P2Ps to collaborate with your organization

**View more #iGiveCatholic trainings  
for information on these topics!**



## Questions? Contact Us!

- Contact your leadership team indicated in the footer of your arch/diocese or foundation's landing page!
- Send us an email: [questions@iGiveCatholic.org](mailto: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!





Thank You!