



2023 INNAUGURAL TOP TEN ROUNDTABLE

1. St. Angela Merici Catholic Church (Archdiocese of New Orleans)

Initial 2022 Goal: \$209,000

Actual 2022 Total: over \$280,000

FEATURED STRATEGY:

- **Engaging parish ministries in Peer-2-Peer competition**
 - The campaign project was to complete capital funding of a multi-use space that all ministries would be able to use, so asked all ministries: “Since you will each benefit from this new building, will you help us raise the money we need to build it?”
 - Winning ministry gets a party as the first event in the new building!
 - Parish staff set up each of the ministry’s P2P fundraising pages, distributed to the leaders who distributed solicitation requests via their personal text, email, and Facebook accounts.
 - Included updates on ministry leaderboard during each campaign update via Flocknote email and on social media
 - Donors would call asking how they could make gifts in each of ministries they cared about, so this strategy encouraged multiple gifts from same household.
 - Became more than a fundraiser; it built community within the parish and built pride within individual ministries. Also increased the exposure and awareness of all the ministries, so expects the effort to increase involvement from parishioners moving forward.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Exception campaign video explaining need and campaign
<https://www.youtube.com/watch?v=aWw9IMpAHag>
- Additional mini-project video after goal reached
<https://www.youtube.com/watch?v=-pM-rsS1jvg>
- Conducted a one-hour Live Telethon on giving day evening
<https://www.youtube.com/watch?v=ICnk2n24Eh4>
- Also mail a letter to all parishioners with the full details of the upcoming campaign including prize opportunities and any special events relating to it.
- Exhausted 9 individual Matches totaling \$87,500
- Held drawings for donors to win locally-sourced prizes during advanced giving and giving day
- Offered inclusion of donor name on commemorative plaques in new building for #iGiveCatholic donations starting at \$25. Became VERY attractive to parishioners and donors.

- 2022 was 7th year participating in #iGiveCatholic. Pastor started with small -- but VISIBLE -- project where donors could see their impact year-round, then increased budget and magnitude each year:
 - 2016 – New Magnolia Trees along back fence
 - 2017 – Renovated Conference Room attached to church
 - 2018 – Resealed School/Parish Parking Lot
 - 2019 – Repainted the exterior of the Church
 - 2020 – New Security and Live Stream Video Systems in Church
 - 2021 – New Organ and Choir Loft
 - 2022 – Complete Capital Funding for new Multi-Purpose Building
 - 2023 – Planning to build an Adoration Chapel
- People want to see pastor’s face in a picture of the project. Video has to be clearly stated, brief, include humor but not dwelling in it, get your point out and be done. Had a video editor in parish donate time to record and edit, but could just invest \$1,000 and get BIG return on your investment.
- “What’s great about #iGiveCatholic is that it doesn’t FEEL like a pastor’s capital campaign because you are carried on the momentum of the diocese and national campaign’s energy. Your donors are a part of something BIG.”

2. **St. Jude Catholic Church** (Diocese of Ft. Worth)

Initial 2022 Goal: \$82,000

Actual 2022 Total: \$82,000! In first year participating!

FEATURED STRATEGY:

- **Using prizes to incentivize participation, generate buzz, and steward donors**
 - All were donated or free to the parish
 - Had multiple levels so the more the donation, the more prizes you were eligible to win.
 - \$1,000+ = 3 drawings for reserved Christmas mass pew selection of their choice
 - \$500+ = prime parking space for 1 year, marked by a sign with #iGC logo and their name (Will make 3 for this year)
 - \$200+ = donated Southwest airline vouchers
 - \$100+ = several drawings for their deacon’s metal works
 - \$50+ = donated 65” screen tv
 - \$25+ = several drawings for *Incredibrellas* (a product from a parishioner’s business)
 - Also made #iGC tshirts for staff and gave out some to in-person donors on giving day.
 - Made a video on social media during Advanced Giving to list and describe prizes available: <https://www.facebook.com/stjudemansfield/videos/542964673910389>

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Chose worthy projects: parking lot renovation and security system for campus.
- Great social media presence throughout – clergy was very present. Lots of short, entertaining videos that showed the need for these projects:

- Diocese wouldn't insure the parking area in its former condition. Did a live video from Associate Pastor day-of to show their audience the target of their campaign. <https://www.facebook.com/stjudemansfield/videos/5526512047404406>
- Also posted silly grinch video about stealing Christmas gifts, which got lots of attention.
- Live video of girls singing from Hispanic choir raised \$2,000, had a phone line open during their telethon.
- Completed parking lot a couple of weeks after and then posted photos & video on Facebook
- Installed security system by Easter and reported on it.
- Included Spanish translation of story and campaign description on profile page and made Spanish versions of each video posted on social media. <https://www.facebook.com/stjudemansfield/videos/687461459622435>
- Created a QR code that they printed on bulletin and used the #iGC-provided offertory envelopes.
- Since it was their first year, she was a bit terrified when business manager set \$82K goal. "We just did the program. Anything Wendy Collins [Diocese of Ft. Worth #iGC administrator] said, we did it. And it worked!" Daughter helped, and they had fun together!

3. **Montgomery Catholic Prep** (Archdiocese of Mobile)

Initial 2022 Goal: \$50,000 and 200 donors

Actual 2022 Total: \$62,267 and 269 donors

FEATURED STRATEGY:

- **Using Support Areas to Direct Giving to Donors' Interests**
 - Recognizes that people want to know where their money is being spent. They are a regional school with four campuses, so wanted to allow people to give to what resonates with their heart.
 - Set up pages for Annual Fund, Middle/High School, Holy Spirit Campus, St. Bede campus, Band, & Athletics.
 - Talks about #iGC in a Sept Admin mtg to determine what the projects should be for each support area.
 - Each determined and communicated their own projects or items they were raising money to fund.
 - Raised \$56,615 of total \$62,267.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Great **Facebook activity** about why people gave and **hilarious video** from the "Giving Tuesday News Desk" from School President and Theology Chair. <https://www.facebook.com/montgomerycatholic/videos/643600447427066/>
- Have a **Giving Tuesday page on their Giving area of website** which is active all year. <https://montgomerycatholic.org/giving/giving-tuesday/>
- From the beginning it was a **team approach**:

- Development director managed the donors and prospects; Communications manager handled the website and social media.
- Now have 30-40 people involved in the campaign: admin, parents, teachers, volunteers.
- Has a Thank You Krewe of 12 parent volunteers who sit in “war room” and create near immediate thank you post shout-outs on Facebook the day of. The school provides breakfast, lunch & dinner. Keeps it fun and social.

4. Our Lady of Wisdom Church & Catholic Student Center/ULL (Diocese of Lafayette)

Initial 2022 Goal: \$150,000

Actual 2022 Total: \$169,043

FEATURED STRATEGY:

- **Giving Celebration on GivingTuesday**
 - 10a-5p with RESERVED PARKING for #iGC donors. Ended right before 5:30pm daily mass.
 - Each staff member had to commit at least 2 hours to participating
 - Student volunteers called to thank donors throughout the day
 - Encouraged dropping off offline gifts of cash or check to avoid fees.
 - Provided Venmo option for offline gifts, especially for students (must put #iGiveCatholic in memo)
 - Posted fun social media videos with students & pastor throughout the day with progress images towards goal

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Excellent graphic descriptions of each donor levels on #iGC profile page.
- Distributed humorous **video of pastor and students announcing their #iGiveCatholic campaign** and \$65K match opportunity, with signs thanking each of the match donors.
- Used a **\$65K match fund from 5 named and other anon donors**. Some board members and other major donors, some who have made a habit of contributing to the match each year as their end of year gift. Will also call past major donors to invite them to participate in the match fund as their yearend contribution.
- **Donor drawings for prizes** (\$30 or more, \$100 or more, Advanced Giving). Announced names during thank you video day after giving day.
 - Does not recommend drawing names and announcing live because occasionally a winner will decline the prize. They’ve adjusted to contact drawing winners before they create the video so they can draw a second name, if necessary.
- Featured **#iGiveCatholic year-round on website** as a way to give; adds #givecatholic profile redirection link during active campaign.
- Distributed #iGC offertory envelopes at mass
- Used an **automated text system (Twilio)** with bit.ly abbreviated profile url to send several texts on GivingTuesday with progress towards the goal.
- Establishing a projected timeline has made it much easier in recent years. **“Just stick to the plan, and trust that it will work out.”**

5. **BLOCS** (Archdiocese of Philadelphia) *provides need-based scholarships for area Catholic schools*

Initial 2022 Goal: \$50,000

Actual 2022 Total: over \$100,915

FEATURED STRATEGY:

- **Engaging Your Board of Directors & Staff as Peer2Peer Fundraisers**
 - Created a “Board Spotlight” of 2021’s leading P2P and distributed in social media and e-newsletter to encourage other board directors and staff members to participate in 2022.
 - Created a GivingTuesday Cup for the winner to keep for one year, before they handed over to the next year’s winner.
 - Launched P2P at September board meeting promising subsequent individual emails with custom URL, timing, how-to’s, and other FAQ answers. Pushed again at the November board meeting, which fell just after Advanced Giving commenced.
 - Keep it SIMPLE because these busy people will NOT read long emails. Make it EASY AND FUN.
 - Can’t add too many attachments or send emails to too many addresses at once to prevent being caught in spam.
 - Asked them to share in text or email to personal contacts why they joined the board, especially if they were products of Catholic education.
 - Produced and distributed a video testimonial from board member/P2P fundraiser on social media to bring attention to campaign.
 - Top fundraiser in 2022 brought in over, \$13,000; P2P total was \$56,315

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- **Secured Corporate Match Opportunities from Employers of Board Directors**
 - One board member approached with a windfall grant they needed to donate by the end of the calendar year, which became a \$10,000 match.
 - Another had room in their bank’s community grant program, so a \$50,000 grant became the second match.
 - Find out if any board members have quota left in their grant bucket.
 - Banks and other financial companies NEED to spend money in CRA (Community Reinvestment Act) funding EACH YEAR.
- Had a **GivingTuesday page on their website** with link to #iGC profile. Posted a news item with totals: <https://www.blocs.org/news/blocs-announces-over-100000-raised-on-giving-tuesday>
- This year, they approached spring **gala sponsors and prospects about splitting their gift between the two events** for greater impact. This strategy will add more matches & challenges to the 2023 #iGC campaign.
- In 2021, a BLOCs mom who was a publicist pushed their inaugural GivingTuesday campaign with a **PR effort to secure mentions in local papers and news channels.**

- Must create a “hook” with invitation to live component that is easy to film or photograph. Make it easy for new outlets!
- “Building BLOCs” theme. Children at one of their participating elementary schools used alphabet blocks to spell what they were thankful for. News teams were invited to attend and capture footage. First thing in the morning, right after homeroom, so news could use all day. Staff was on hand for interviews.
- <https://www.youtube.com/watch?v=qaGYhS5Icis>
- “#BuiltByBLOCs” video campaign
 - https://www.youtube.com/playlist?list=PLt3QG_Ux9dWw9v83hGt7WLAkNgaOsNaMt
 - Inspired by 2021 donations from BLOCs scholarships recipients in gratitude for their Catholic education, launched **an alumni ambassador campaign** to support #iGiveCatholic.
 - This year, will add “dine for dollars” events that are essentially viewing parties for “#BuiltByBLOCs” testimonies with a fundraising and friendraising component.

6. St. Andrew Catholic School (Diocese of Ft. Worth)

Initial 2022 Goal: \$100,000 + 100% family participation

Actual 2022 Total: \$140,000

FEATURED STRATEGY:

- **Inviting Major Donors to Inspire Donations with Match Opportunities**
 - Had a \$50K match from two couples (\$25K each), one who repeated from 2021.
 - In 2022 the 25K match donor said he wouldn’t repeat unless there was a reciprocal \$25K match. Called a regular major donor with the predicament, and she immediately agreed to provide the reciprocal match.
 - Focuses on grandparents who were Catholic educated, asking them to return their blessings to Catholic Education for the next generation.
 - “Please give back for the sacrifice your mother and father made to send you to Catholic school in your youth.”

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Several **video testimonies on social media**, some with #iGC branded signs.
- Cheer squad **handed out #iGiveCatholic envelopes at drop off line** day before #IGC; also went home with oldest/only students.
- Sent out **automated call from the Principal** to all constituents at 7pm on day of giving.
- Most of the \$25K of offline donations were dropped off at principal’s office.

7. Divine Mercy Church (Archdiocese of New Orleans)

Initial 2022 Goal: \$50,000

Actual 2022 Total: \$88,183

FEATURED STRATEGY:

- **Incorporating Ministry Engagement as an Additional Act of Generosity**
 - Encouraged/Challenged parishioners to grow in their own generosity and in doing so, help the church grow. Expanded stewardship to include not only donations, but also engagement with the parish, volunteering with a ministry, signing up kids for youth ministry programs, etc. Sensitive to the current economic realities.
 - Held Ministry Fair Thanksgiving weekend with opportunity to give. Scheduling for the weekend immediately before advanced giving this year to avoid common travel weekend. Starts the excitement, gets the pastor involved.
 - Added specific engagement opportunities for the school families (Home in School, Men’s Club, etc.), even if they aren’t parishioners. Resulted in improved relationships between school & church. Improved view of unification because on same team, same goal.
 - Social media post for each ministry during advanced giving time with a link to join through eCatholic. Told specific stories with call to action, not just asking for money over and over with the same general, generic story.
 - Greater engagement is the long game of building donor relationships anyway, will pay off more in the long term. Builds a community that people value more and want to engage and donate more. Also helps with evangelization. People didn’t know how many options there were or what they needed to support those ministries.
 - Improved volunteer staffing DRAMATICALLY. Reactivated ALL of the remaining ministries closed during the pandemic.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Fantastic, thoroughly developed “Grow for Good” theme (growing the parish and the ability to do amazing things) with specific page on website:
<https://www.divinemerccyparish.org/igc-22>
- Participated in 2018 & 2019 but didn’t invest much time or energy, so didn’t raise much money. Generic “pleas for money” don’t work that well. Needed to create a vision, some concrete projects.
 - 2022 “Grow for Good” raised \$88K; it’s generic enough to support a variety of projects. Recommending sticking with “Grow for Good” going forward.
 - Once you take the time to build it out, then you can copy it over from the dashboard the following year and just make small adjustments!
- Added Support Areas for school grades:
 - Set up a single support area, then duplicated for each grade and made adjustments
 - Created a QR code for each grade and put on flyer distributed through take-home folders.
 - Challenged each student to raise \$10
 - Secured prizes for winning grades from school
 - Reach goal first: extra recess
 - Raises most money: Christmas cookies and cocoa with the principal
 - Reach your goal: Pajama day before Christmas break
 - (used that one to spur donations to the last class to reach their goal so they wouldn’t be left out of the pajama day.)

- Gave prizes for signing up for a ministry OR making a donation at various times, so parishioners engaged multiple times to be eligible to win prizes.
 - Parishioners helped with securing donated prizes. Set the deadline EARLY because parishioners sometimes came through late in previous years, forcing her to reorganize and bundle prizes. Focused on local businesses and franchises (Chic-fil-a, beauty parlor, gift shop, bulletin ad buyers, etc.). Offered a social media shout out to in-kind prize donors.
 - Set up prizes for EVERY HOUR of the 24-hour window to make organization eligible for any prizes set by the diocese.
 - Found that parishioners get excited about the prizes and start talking to one another about them, excited to see who will win. Motivated people to engage in some kind of way.
 - Even if someone signed up for a ministry and didn't follow through, might have been an opportunity to add contact info to FlockNote.
- Asked each major offline donor of \$1,000 or more to turn gift into a challenge or match, then scheduled it for some time in the remainder of the campaign.
- "Have fun, make it your own, and you WILL succeed."

8. St. Thomas More Newman Center/University of SC (Diocese of Charleston)

Initial 2022 Goal: \$200,000

Actual 2022 Total: \$207,000

FEATURED STRATEGY:

- **Incentivizing Student Peer-2-Peer Fundraisers with prizes**
 - 14 fundraisers each raised between \$25-\$8,470
 - One prize each year is the Pastor's parking spot (for a defined amount of time)
 - Top winner: gets EITHER a spa day from a donor who owns a spa OR Pastor takes them on a shoot/hunt.
 - Gave each student a list of 50 donors to call. If they made it through the list, they could come back for more.
 - Provide \$20 gift cards to each student fundraiser once they reach the milestone

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Sent **save the date post-card** to 2021 donors early November with 2021 total, thank you for participation previous year, and announcing 2022 goal of 200K.
- **Building momentum with matches**
 - In 2021, the Pastor approached a couple in the parish who regularly gives generously at the end of the year and asked if they'd be willing to use this year's gift as a match to celebrate their generosity and inspire others to give. They were an unassuming older couple in parish who volunteer all the time, clean the church on Fridays. Responded with \$40,000 match gift. They are financial savvy, so liked the idea of return on their philanthropic investment. Agreed to repeat that match in 2022.

- Another couple approached pastor in 2022 with a Qualified Distribution from their retirement account. Had originally intended to give towards a land acquisition campaign, but because of the size of the gift, pastor asked if they would split part of the gift off as an #iGiveCatholic match opportunity. Became a \$20,000 match opportunity.
- Will do an open call in the parish bulletin to ask if anyone else would like to provide a match towards the 2023 goal of \$250K
- **Had Giving Tuesday evening event**
 - brought in \$30K in 3 hours, mostly checks & cash
 - Held in a private room at a local pizza joint (they waive rental for non-profits). They spent \$3-4K on food & drink, but knew ROI was going to be substantial. Two parishioners volunteered to decorate and run the night.
 - Scheduled testimonials from all levels of students
 - Students decided to run a mini-silent auction (which included such prizes as car washing & babysitting)
 - Parishioners came with a prepared check and many wrote a 2nd check after the pastor's talk or after a moving testimonial.
 - Mailed a postcard invitation to parishioners, previous donors, and community members plus a selection of students who were PARTICIPATING.

9. Duchesne High School (Archdiocese of St. Louis)

Initial 2022 Goal: \$200,000

Actual 2022 Total: \$136,045

FEATURED STRATEGY:

- **Giving Day Live Stream**
 - Broadcast event on Facebook & YouTube from 8am-8pm
sample segment: <https://www.youtube.com/watch?v=XmZH7VI0ieY>
 - Included about 35 minutes of live material per hour; the remainder was filled in with pre-recorded material, much also distributed in advance through social media
 - Included school musicians, dance presentation, athletes, science demonstrations.
 - Also included numerous video clips from teachers, students, and prominent personnel and alumni on what a Duchesne education means
 - Received a good bit of foot traffic at the school! Donors who dropped off a check were invited onto the live feed for a thank you and/or shout out on social media.
 - Started work in September to set up video testimonials and organizing volunteers.
 - Positive reaction to testimony videos was a pleasant surprise as well as the willingness for constituent participation in those videos.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- 2022 was the first real effort, registered in 2021 but didn't promote, mostly watched and gathered ideas.

- Team approach: Communications manager handled the promotion, Development manager led prep meetings and donor conversations, others contributed. Faculty were all supportive, too. **Go faster alone, but farther as a team.**
- **Started Communications in October:** emails to alumni & parents, one direct mail piece, and phone calls for one-on-one personal outreach to major prospects.
- Had about \$45K commitments before Giving Tuesday; met \$50K Challenge Match the morning of.
- \$50K donor was a specific **phone call request for seed money** for this new campaign; it was only confirmed in early November, though prospect calls started in October.
- Set 6 **specific projects** for capital improvements in #iGC communications that could be **realistically accomplished and visibly presented.** Will create a recap post for Facebook in late August showing impact of last year's campaign and announcing 2023 campaign.

10. St. Benilde School (Archdiocese of New Orleans)

Initial 2022 Goal: \$130,000 from 500 Donors

Actual 2022 Total: \$147,907 from 468 Donors (572 gifts)

FEATURED STRATEGY:

- **Developing a Strategic and Responsive Plan**
 - Builds out #iGiveCatholic elements into full Advancement Calendar with a checklist for each month August – December
 - August – Register for #iGiveCatholic
 - September – Meet to determine theme, write principals letter for direct mail, start designing profile page and print pieces
 - October – Confirm matching gifts, send direct mail piece to print, shoot promo video, begin video interviews and other telethon preparations
 - Early November – Direct mail piece arrival, add #iGC banner to all teacher and admin email signatures as well as school social media accounts, meet with Peer-to-Peer group leaders, acquire donor prizes, set-up Penny War, principal speaks at all masses weekend prior to Advanced Giving
 - Advanced Giving – embed profile url into home website “donate” button, change home website photo to #iGiveCatholic, Post promo video on all social media channels, email to parishioners through Flocknote, Penny Wars for 4th-7th grade
 - Day Before – Post reminders on social media, email reminders to parishioners and families, Student Council auto-call, set up telethon in library
 - Giving Tuesday – deposit Penny War jars at bank to determine winning grade, social media, email and text updates throughout the day, Holy Hour and Rosary in church for success of campaign, teachers call parents of students in early evening, telethon
 - First week of December – Write and mail thank you letter with report on campaign, signed by both pastor and principal

- Breaks down goal with day-by-day tracker to see how they are progressing through the giving period
 - When giving slows down, sends an email & adds a post on social media
 - Anytime during the giving period they receive a gift of \$1,000 or more, they ask the donor if they can hold it to use as a “pop-up” match opportunity to encourage re-engagement when giving slows.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Determines a theme each year and announces campaign with humorous video featuring the pastor and principal outlining the need and setting that year’s goal.
 - Started in 2019 in response to a competition from Archdiocese for best #iGiveCatholic campaign video (they won!)
 - 2022 Theme was Top Fund in the style of Top Gun: <https://www.youtube.com/watch?v=2Gt3S1Kii74>
- Hosts 1-hour live telethon on night of Giving Tuesday https://www.youtube.com/watch?v=VGWfh5F_thU (starts almost 30 minutes into the video stream)
 - Incorporated interviews from a range of constituents
 - Announced donor prize winners
 - Saved three match opportunities and a donor prize for just this hour
- Offers multiple donor prizes for specific windows of time to encourage repeat donations from the same household
 - Coordinates donor prize windows with whatever organization competitions the Archdiocese announces to maximize their eligibility for monetary prizes.
 - Includes a coveted prize only available during Advanced Giving.
 - \$500 and \$1,000 tuition credits as well as gift cards to Walmart, Amazon, Target and local restaurants
 - Decided to purchase gift cards rather than ask for donations since #iGC comes right after annual fair that requires lots of donations and volunteer effort.
- Penny Wars competition for 4th-7th grade students <https://www.ptotoday.com/pto-today-articles/article/8400-how-to-run-a-school-penny-war-fundraiser>