

Using #iGiveCatholic to Enhance Your Annual Appeal Efforts

Plan and Results from the



Archdiocese of Washington

#iGIVECATHOLIC

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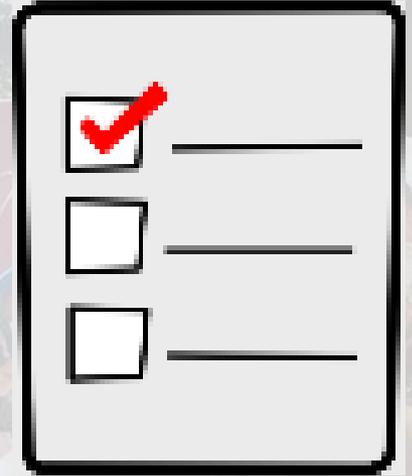
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Agenda

- Introductions
- Giving Days 101
- #iGiveCatholic overview
- The Archdiocese of Washington's experience in 2019, their first year using #iGiveCatholic
- Q & A



Today's Presenters

- Julie Kenny

#iGiveCatholic National Program Director

- Joseph Gillmer, CFRE[®], CSPG, CAP[®]

Executive Director of Development, Archdiocese of Washington

- David Cook

Director of the Annual Appeal, Archdiocese of Washington



Julie



Joe



Dave

Giving Days 101

- A powerful, 24-hour fundraising event that unites communities around local causes
- Builds community
- Connect donors to local organizations and needs
- Teach donors and participants to use digital tools
- Crowdfunding is fun!
- Think about it as a competition... “gamification.”



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#iGiveCatholic Overview

What?

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

When?

- Advance Giving Day phase begins **November 16** at the stroke of midnight and runs up to the start of the Giving Day, at midnight on **#GivingTuesday, December 1** and ends at 11:59 PM

How?

- An arch/diocese/Catholic foundation chooses to participate in the program
- On #GivingTuesday, alumni, parishioners, donors, and other supporters within the arch/dioceses give by going to the profile page within our website—iGiveCatholic.org—of their favorite Catholic participating organization to make a \$25 or greater donation via credit card or ACH gift. Or, offline by taking or sending a gift of cash or check to their favorite Catholic organization!

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History and Rationale



Challenges

- Trust
- Brand recognition and awareness
- Planned giving partnership
- Lack of fundraising capacity
- Resistance to online giving

Opportunities

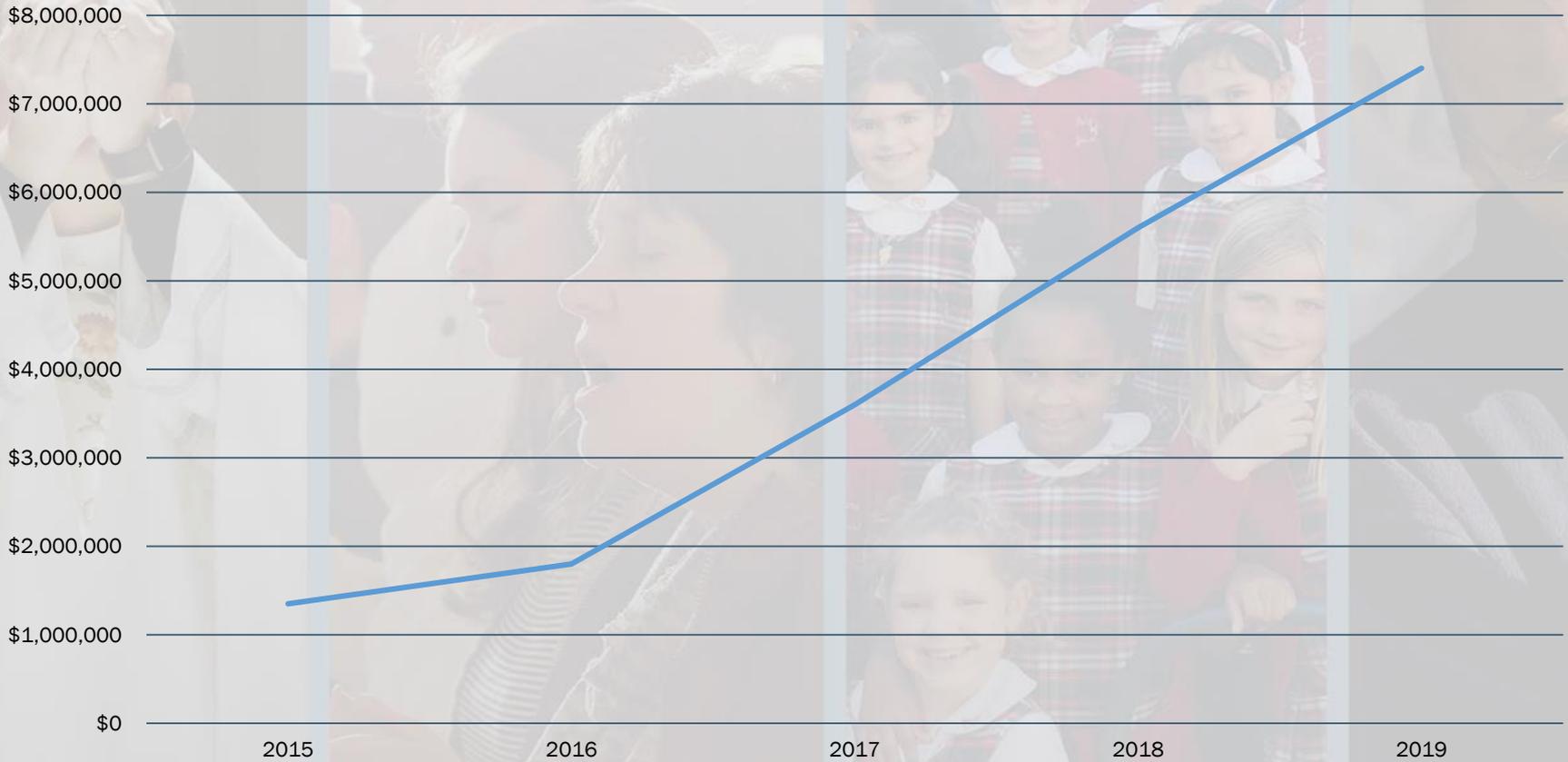
- Growth of community giving days
- Ministries already participating in giving days
- Identify planned giving prospects
- Connect giving to a greater spiritual motivation

Growth Over the Years

- Five additional arch/dioceses joined New Orleans in 2016
- In May, 2017 #iGiveCatholic became a separately incorporated 501(c)(3). Archbishop Aymond is Chair of the Bishop-led board.
- In the fall of 2017, a total of 17 arch/dioceses or Catholic foundations participated in #iGiveCatholic
- The #iGiveCatholic Giving Day in 2018 had 29 arch/dioceses/foundations participating
- Last year, 39 arch/dioceses/foundations participated in #iGiveCatholic on #GivingTuesday

Dollars Raised for the Church

Donations Through #iGiveCatholic



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Annual Appeal Profile Page

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LEADERBOARDS



**Our Faith.
Our Hope.
Our Mission.**

ADW - Annual Appeal

Our Faith. Our Hope. Our Mission.

DONATE

FUNDRAISE



<https://washington.igivecatholic.org/organizations/adw-annual-appeal>

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Archdiocese of Washington

- Home to 655,000 Catholics through 139 parishes and 92 schools in Washington, DC and the Maryland Counties of Montgomery, Prince George's, Calvert, Charles and St. Mary's.
- Annual Appeal traditionally receives gifts from 25,000 households, raising \$10.4 million in 2019.
- Efforts for #GivingTuesday raised \$25,000 in 2017 and \$13,000 in 2018.
- Church crisis, a delay in the naming of a successor to Cardinal Wuerl and the Federal government shutdown adversely impacted the Annual Appeal in late 2018 and the first half of 2019.
- Joined the #iGiveCatholic movement in August 2019 with a goal to raise the profile of a number of Catholic ministries, as well as replace the Annual Appeal's traditional #GivingTuesday efforts.

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The Plan & Goals

- Market #iGiveCatholic and recruit among parishes, independent schools, ministries and programs of the Archdiocese and other Catholic-affiliated organizations within the archdiocesan borders.

Note: Archdiocesan schools did not participate in 2019, as they already had a #GivingTuesday Plan for 2019.

- Build a three-lane marketing and outreach program
 - Annual Appeal: Integrated marketing outreach to past donors who had not made a gift yet to the Annual Appeal
 - Archdiocesan Ministries: Integrated marketing outreach to current donors to the Annual Appeal to support more than 16 specific regional ministries of the Church
 - Support for customizing giving pages for Catholic-Affiliated organizations
- Goals
 - Expose all donors in the archdiocesan database to #iGiveCatholic and the full range of Catholic impact in the Community – very important in a time when the value of Catholic institutions have been questioned.
 - Engage with at least a handful of parishes to fully adopt outreach strategies to be examples for other parishes in future years.
 - Raise the profile of the Annual Appeal's many important beneficiary ministries
 - Raise a minimum of \$15,000 for the 2019 Annual Appeal

Recruitment

- Recruiting Parishes, Schools and Ministries
 - Email and letter from the Archbishop and the Moderator's Office to parishes encouraging participation.
 - Emails and calls from the Office of Development as a follow-up to parishes
 - Advertising in local Catholic newspapers for the opportunity to join the Archdiocese in the movement
 - After recruitment, providing support for customizing individual giving pages and guidance for using #iGiveCatholic's marketing templates.
- Annual Appeal Recruitment
 - Outreach to past major, year-end donors to request \$5,000 level gifts for 1-1 matching
 - Outreach to special ministries supported by the Annual Appeal to showcase in the email and social media marketing strategy

Marketing

- Integrated and consistent outreach
 - Both the Annual Appeal and the separate outreach to other ministries of the Church employed an integrated marketing strategy that involved a regular cadence of **email, social media impact stories, telemarketing and ring/ringless voice messaging** to drive traffic to the #iGiveCatholic specific sites.
- Annual Appeal Email
 - Consistent Cadence (Average of 33,000 outreach per email)
 - 11/18 Subject - Introduction to #iGiveCatholic
 - 11/21 Subject - Double your gift to #iGiveCatholic
 - 11/25 Subject - Remember #iGiveCatholic this Thanksgiving
 - 11/29 Subject – It's Black Friday – Don't Forget us for #GivingTuesday
 - 12/2 Subject – It's Cyber Monday – Apply your Savings for #GivingTuesday
 - 12/3 Subjects - 6 am: Today's the Day! / 11 am: Don't Forget / 5 pm: Last Chance!
 - 12/4 Subject: Thank you for supporting #iGiveCatholic

Email Campaign

Double your impact today!

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Dear [salutation],

The [Archdiocese of Newark](#) participation in the [Annual Appeal](#) through [#iGiveCatholic](#) ministries will be [pledged](#) [here](#).

We are [pledging](#) [\\$10,000](#) to [St. Maria's Meals](#) and [other](#) [local](#) [programs](#) and [ministries](#) through your [gift](#) to the [Annual Appeal](#)! Thanks to [Charles and Barbara Rossotti](#), and [other](#) [generous](#) [donors](#), [Annual Appeal](#) gifts, up to the first [\\$10,000](#), will be matched for **DOUBLE THE IMPACT!**

[Click HERE](#) today to support [St. Maria's Meals](#) and more than [60](#) other local programs and ministries through your gift to the [Annual Appeal](#)! Thanks to [Charles and Barbara Rossotti](#), and other generous donors, [Annual Appeal](#) gifts, up to the first [\\$10,000](#), will be matched for **DOUBLE THE IMPACT!**

[DONATE NOW](#)

Thank you for your support of our Archdiocese's mission through your participation in [#iGiveCatholic](#). May you have a blessed and happy Thanksgiving!

To learn more about the Annual Appeal, please visit [appeal.adw.org](#).

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#GIVINGTUESDAY

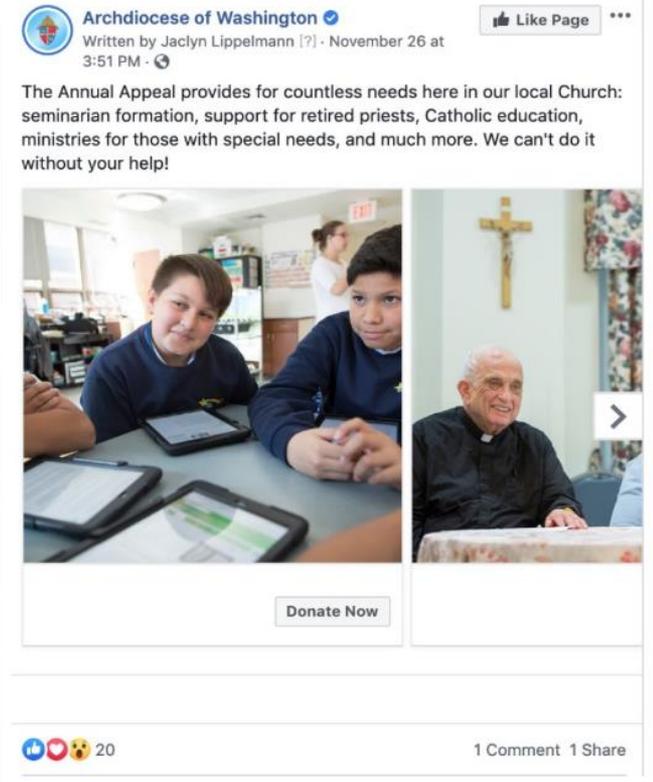
f t i v

- Three waves of messaging:
 1. Matching gift
 2. Thanksgiving
 3. Tracking to goal
- Externalities:
 - Momentum of concentrated email outreach carried over into 2020
 - ADW: 400% increase in EM1 campaign YOY

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Social Media Campaign

- Facebook Boosting:
 - \$991 spent
 - 14,600 people reached and 26,000 impressions
- Most viewed/clicked-on post:
 - “Generic” language
 - Pictures: School children and priests



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Results

#iGiveCatholic exceeded our every expectation

- Raised (online/offline): \$67,000
 - 450% of the \$15,000 goal
 - 275% of the previous high for #GivingTuesday
- # Gifts: 240
- Average Gift: \$280
- Matching Gifts: Two \$5,000 gifts – fully earned.
- Activities outside the Appeal: Additional \$42,000 raised, with a campus ministry, parish and two schools raising more than \$2,000 each.

Lessons Learned

- **Pay Attention to Donor Fatigue:** Integrated marketing was very effective in raising brand awareness and fundraising, however, it did also generate 100+ unsubscribes with each email. Many unsubscribes were deeply lapsed, but it nonetheless keeps us from emailing them ever again on our platform. Be sure to remove #igc donors in between emails to reduce this risk.
- **Start early** on building out email and social media content. Content prepared and set to release on a schedule will keep #iGiveCatholic and #GivingTuesday from overwhelming all other activities. The varied content will also reduce the risk of donor fatigue/angst.
- Start early on **securing matching gifts** – the more the better, as it gives another reason for outreach.
- Keep potential donors **appraised of progress** – success begets success!
- For ministries **outside of the Annual Appeal, limit the use of your arch/diocesan database for outreach.** Focus instead on teaching them how to leverage their networks.

Q & A?

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Thank you!

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