

# Using #iGiveCatholic to Enhance Your Annual Appeal Efforts

*Plan and Results from the*



*Archdiocese of Washington*

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# Thank You!

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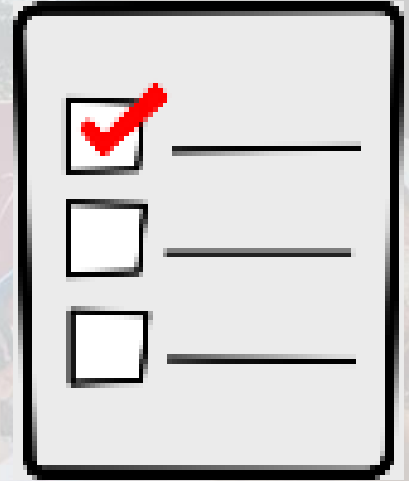
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# Agenda

- 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](http://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

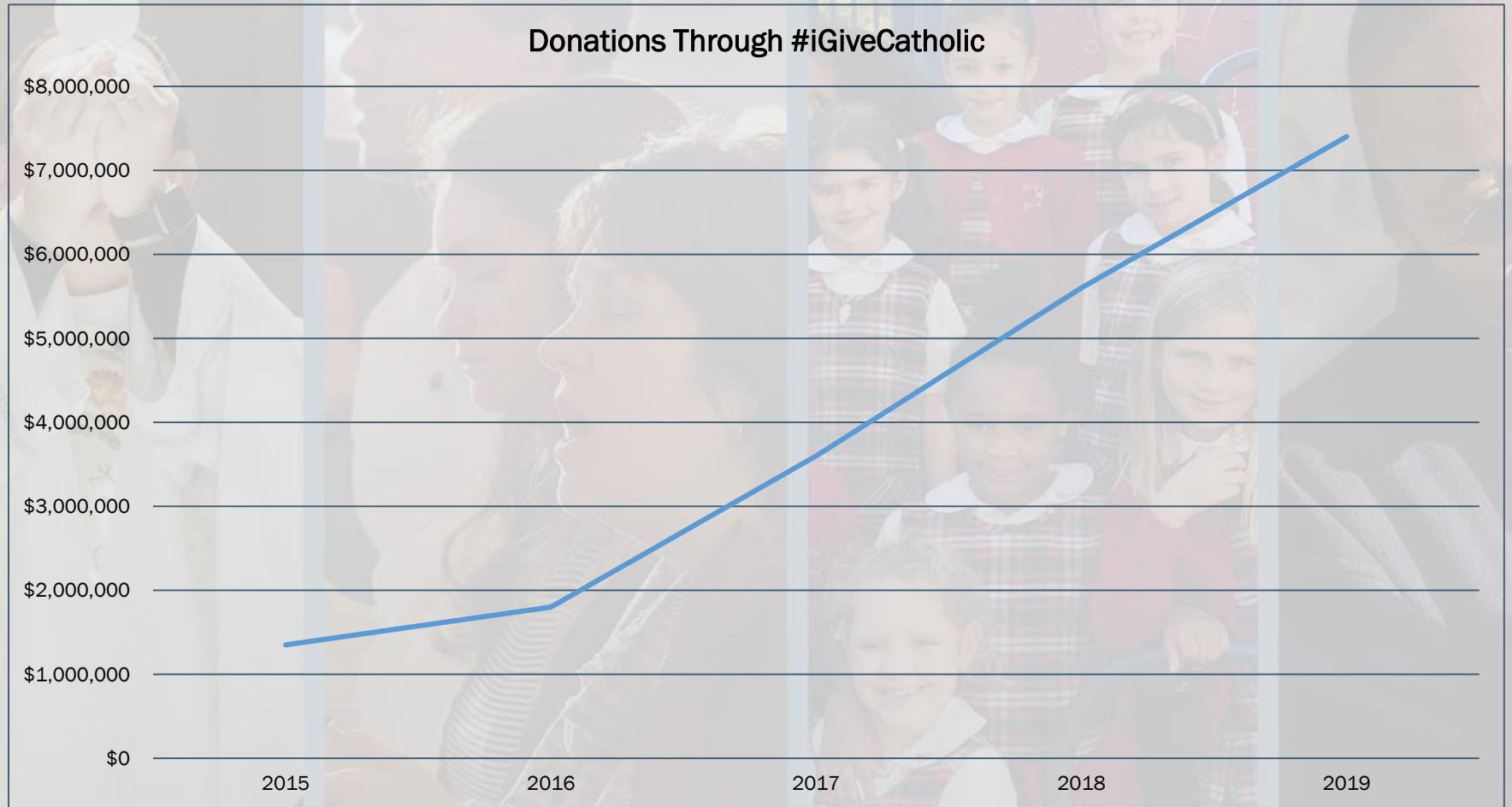


# Growth Over the Years

- 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



# Annual Appeal Profile Page

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LEADERBOARDS

The logo features a large white '50' on a dark blue background. A gold banner across the '0' reads 'TH' and 'ocesAN APPEAL'. Below the '50' is a smaller circular logo with '50TH ANNUAL APPEAL 1969-2019' and a coat of arms. The years '1969-2019' are also written below the banner.

## 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.



# 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



- 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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