Final Steps for

#iGIVECATHOLIC

#GIVINGTUESDAY

November 8, 2023

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#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!

National Sponsor

OSV

Impact Sponsors

CCS FUNDRAISING

YLD

Affiliate Sponsor

CAPTRUST

In Association With

CATHOLIC EXTENSION
Building Faith | Inspiring Hope | Igniting Change

GIVING TUESDAY

ICSC

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#iGIVECATHOLIC

Your #iGiveCatholic Team

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Your GiveGab/Bonterra Team

Laryssa Hebert

Project Director

Kalia Kornegay

Associate Project Manager

Submit Your Questions!

Q&A

Chat Box

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

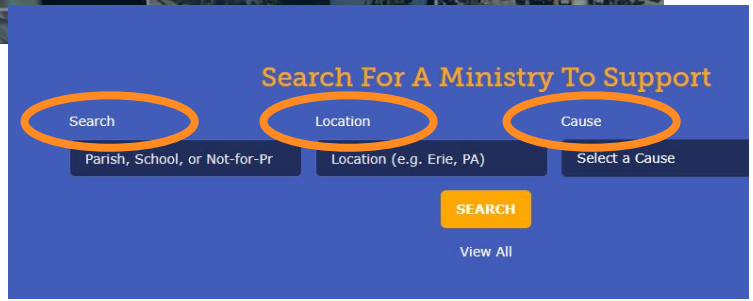
Agenda

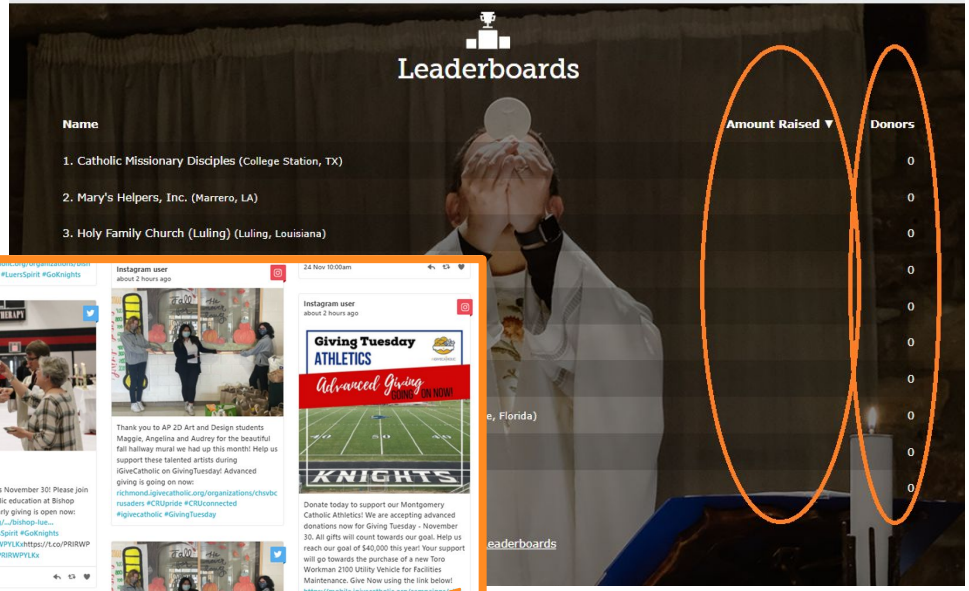
- #iGiveCatholic Updates & Reminders
- Your Checklist for Success
- Online Donation Processing
- After #iGiveCatholic
- Your Resources & Next Steps
- Q&A

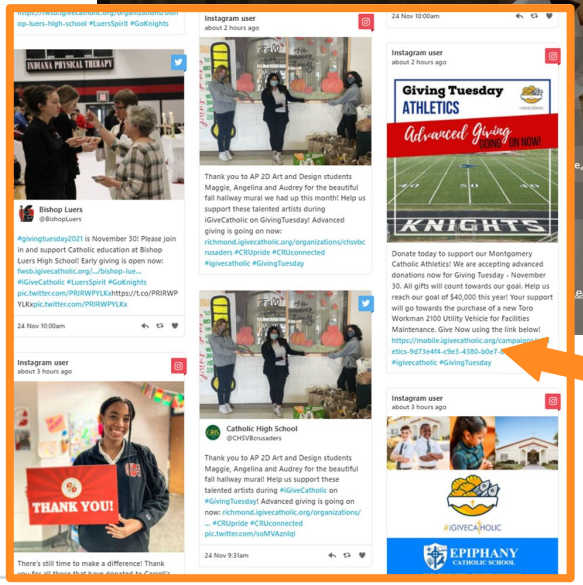
#iGiveCatholic Updates & Reminders

- **Registration closed** on Friday, November 3.
- TODAY is the deadline to **verify your banking account** *(if your group doesn't collect gifts on your behalf.)*
- **Advanced Giving** begins on November 13 – **THIS MONDAY**. Schedule your call-to-action communications to kick-off!
- *Warning: Customer Success IS A BIT SWAMPED with late registrants and others scrambling to verify banking accounts for us and any other GivingTuesday giving day.* ***Prepare for longer wait times*** *for assistance through the Blue Chat Bubble or through questions@igivecatholic.org*

What happens on GivingTuesday?







Nov 21- Dec 5
Instagram only

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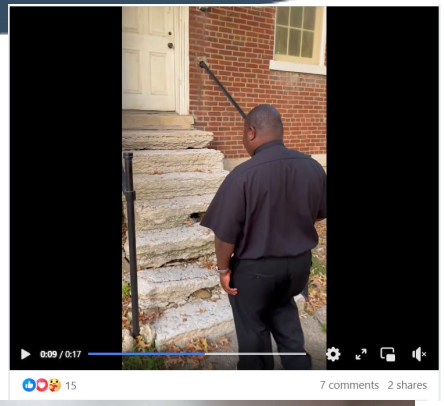
Have you posted a video yet?

Don’t forget about the *NEW* Video Incentive

- $500 prize to the organization with the most likes on a qualifying video by end of giving day.
- Can be on Instagram, Facebook or Threads
- Must tag us with @igivecatholic (NOT just the #!)
- Must be 3 minutes or shorter
- *New* “How-to” resources on uploading video to Facebook and Instagram on Social Media Tips & Tricks page
- Leading contenders pictured (and hyperlinked!)



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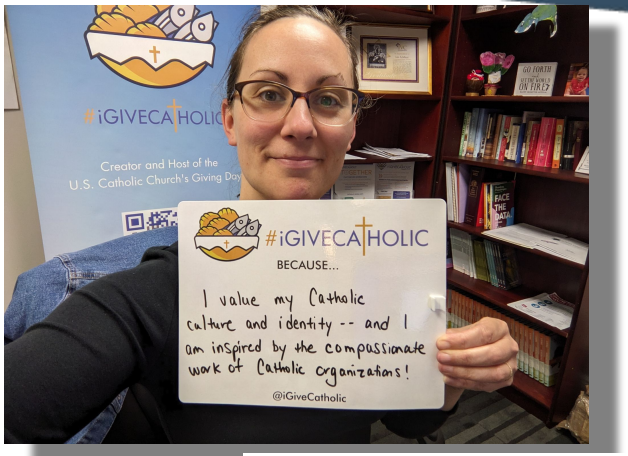
#iGiveCatholic BECAUSE...



#iGIVECATHOLIC
BECAUSE...

@iGiveCatholic

#iGiveCatholicBecause trend

- Upload pictures with written descriptions OR even better, video testimonies!
- Graphic available as JPG or PDF in the Graphics & Downloads page.
- Canva template also available so you can add your organization's logo and social tags!

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#iGiveCatholic Updates & Reminders

We've got MORE Canva Templates!!

- New to using Canva or a template? We've got instructions:
  - In ENGLISH
  - In SPANISH
- BEWARE: Using popular Canva templates on social media ***reduces*** visibility. Limit to internal communications and printed items.

#iGIVECATHOLIC #GIVINGTUESDAY

Canva

Templates Available for #iGiveCatholic 2023

IN ENGLISH:	EN ESPAÑOL:
Save the Date	2023 ¡guarda la fecha!
2023 Bulletin Ad with Donation Card	2023 "Es tan fácil como 1, 2, 3"
2023 Vertical ad	2023 Vertical Anuncio
2023 Horizontal "Easy as 1, 2, 3"	2023 Horizontal Anuncio
2023 Horizontal ad	Banner de correo electrónico
Email Banner	#iGiveCatholic PORQUE...
#iGiveCatholic BECAUSE...	

Your #iGIVECATHOLIC #GIVINGTUESDAY Success Checklist

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Preparations for Nov 13-28

- ❑ Are you verified to receive donations?
- ❑ Do you know how to log offline gifts?
- ❑ Have you embedded an #iGiveCatholic button on your website?
- ❑ Is your Profile inspiring and compelling?
- ❑ Have you added Matches or Challenges to incentivize donors?
- ❑ Have you engaged Ambassadors and Fundraisers?
- ❑ Have you scheduled your Call-to-Action Communications?

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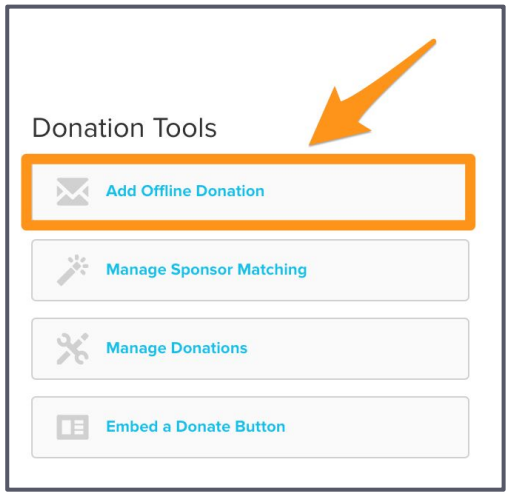
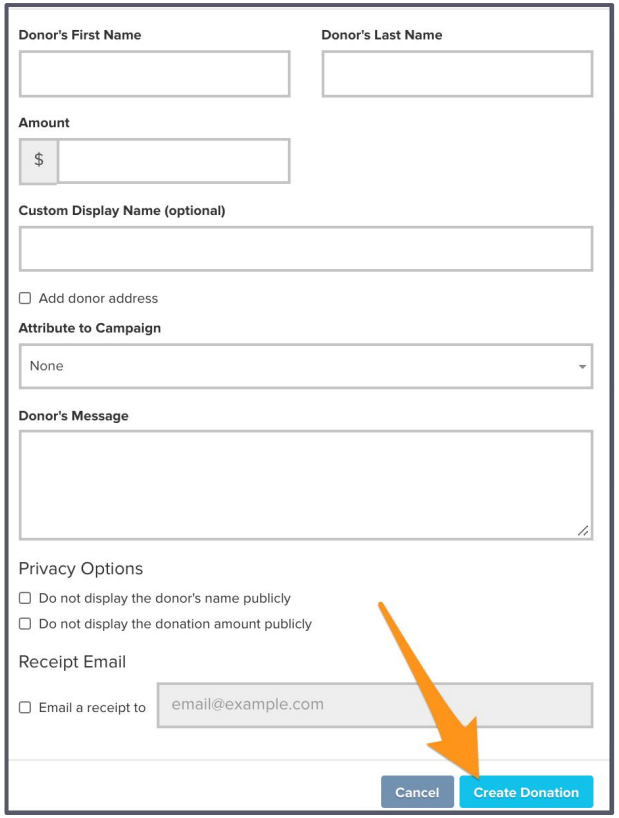
Reporting (Cash/Check) Offline Gifts



"Add Offline Donation" button DOES NOT APPEAR until Monday, November 13 when Advanced Giving begins.



- Add cash/check donations as offline gifts 12:01 AM on Monday, November 13 through 11:59 PM on Tuesday, December 5th!
- No Fees applied to offline gifts
- Tax reporting comes from your organization for these.

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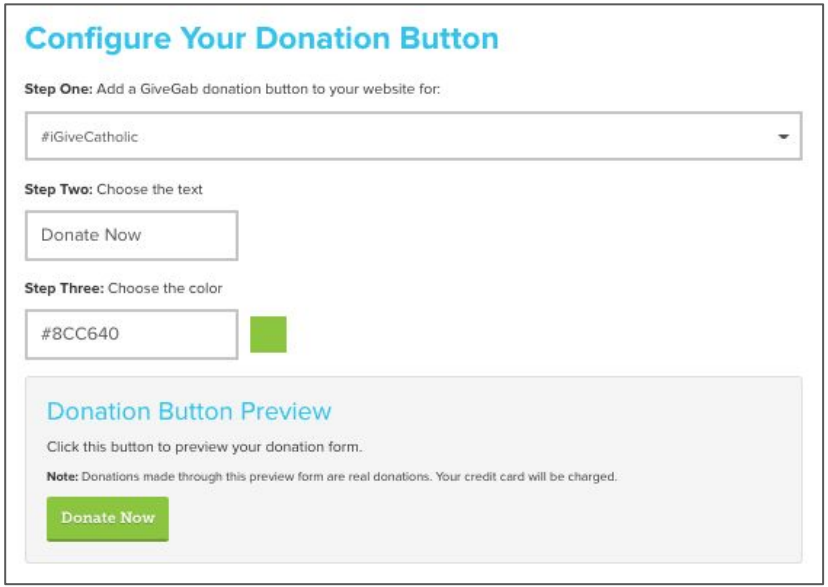
Adding a button to your website

- Add an #iGiveCatholic donate button to your organization's website **before November 13.**
- Set up through your dashboard.
- All gifts will be collected through #iGiveCatholic, rolling up into your totals and reports.
- GiveGab's support team is available to assist donors.



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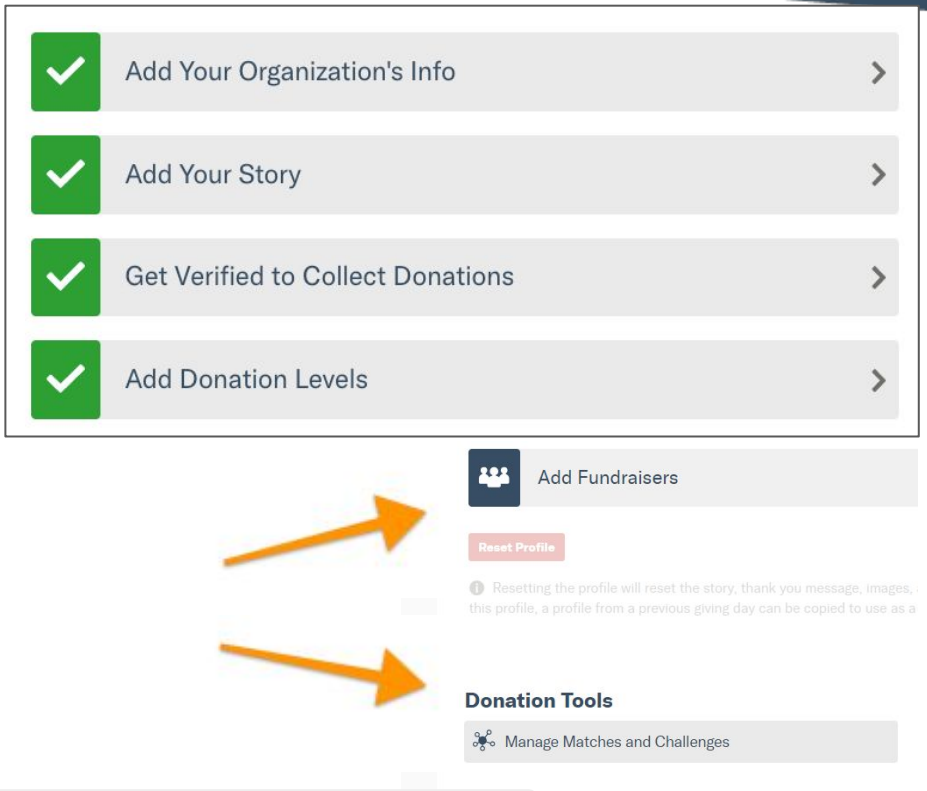
Are you proud of your Profile Page?



- Have you done the following?
  - Updated/added your causes?
  - Added your logo and a cover photo?
  - Set goals?
  - Customized donation levels?
  - *Do not fill the Thank You section*
- It's not too late to…
  - Invite Peer-2-Peer Fundraisers!
  - Add Matches/Challenges!

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Best in Class - Profile Pages

Here are some great examples for inspiration!

- **Catholic Campus Ministry at Northern Michigan University**

  Diocese of Marquette - *Great Cover Photo, Post-Goal Funding*

- **Our Lady of Prompt Succor Catholic School**

  Diocese of Alexandria - *Great Project and Goal*

- **Holy Family Special Needs Foundation**

  Diocese of Wichita - *Articulate Video about the need with CTA*

- **Transfiguration Catholic Church**

  Archdiocese of Atlanta - *Great project and video*

Matching Gifts and Challenges

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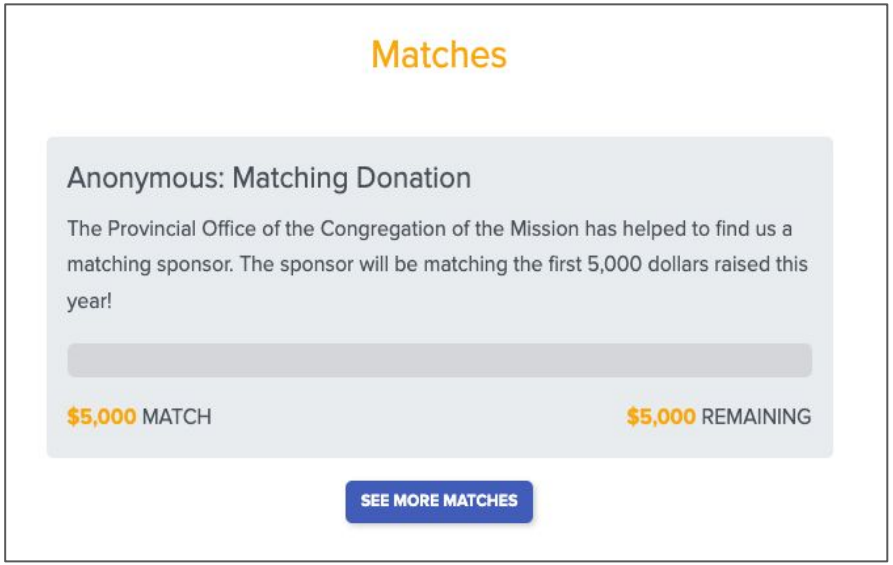
Do you have Matches & Challenges?

- During #iGiveCatholic 2022, organizations with matches raised **10X** more than those without.
- **Identify Candidates**. Board members, existing larger donors, local businesses, pooled donors. **Start somewhere!**
- **Solicitation Letter** Available upon request



- **Add Matches and Challenges** to dashboard

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Matching Gift Best Practices

- What match/challenge strategies will help you reach your goals?
  - ➢ *Publicize and activate during Advanced Giving to create early momentum*
  - ➢ *Day of matches on 11/28 create excitement!*
  - ➢ *People respond very favorably to Power Hour/Holy Hour Matches!*

- Keep the details of your match or challenge as clear as possible
  - ➢ Share out terms via social media, text and emails
  - ➢ Provide updates during the match term with progress reports

Ambassadors & Peer-to-Peer Fundraising

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What and Who? - P2P Fundraisers

WHAT…

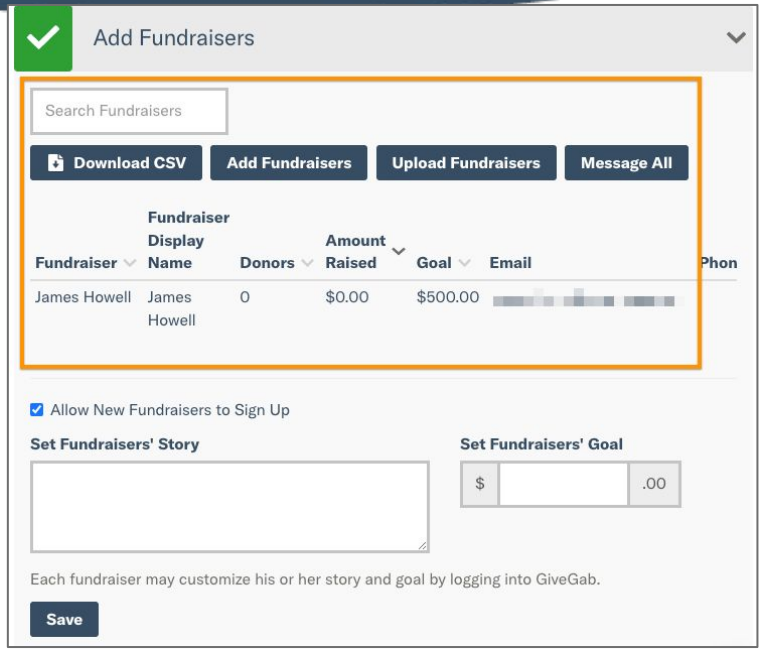
- Passionate supporters who fundraise on your behalf
- Share connection to ministry and impact it has had on them
- Profile page is connected to yours - dollars raised roll up to totals

WHO…

- Board Members and Volunteers
- Faculty/Staff/Alumni
- Parishioners/Ministry Leaders
- Lower Capacity Donors who want to contribute more
- Service Recipients
- Friends & Family

Set them up for Success!

- Managing your fundraisers is easy!
- Set up instructions HERE
- Offer help in setting up their profiles, setting goals, sharing URL link.
- Empower to share personal story
- Discuss method of distribution - social media outreach, email to friends/family, etc.



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#iGiveCatholic Ambassadors

Ambassadors are VIP's and Heroes Too!

While not directly *fundraising*, Ambassadors can have a **HUGE impact**

- Help to spread the word about your work - social media, email, text
- Motivate and inspire others!
- May or may not support financially but incredibly valuable to success!

Training Video - Engaging Ambassadors **HERE!**

Set a goal to recruit 5-10 ambassadors this year!

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Planning Communications

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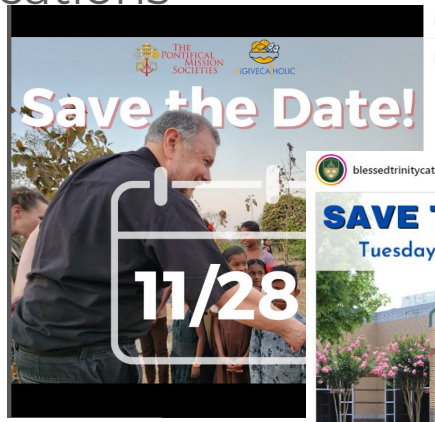
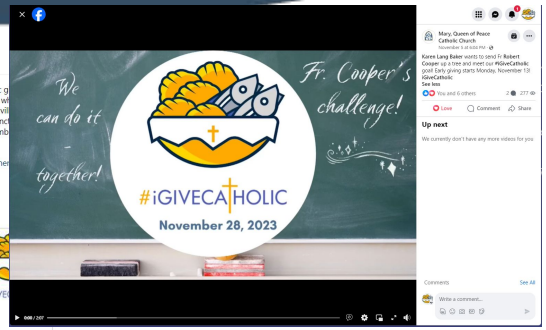
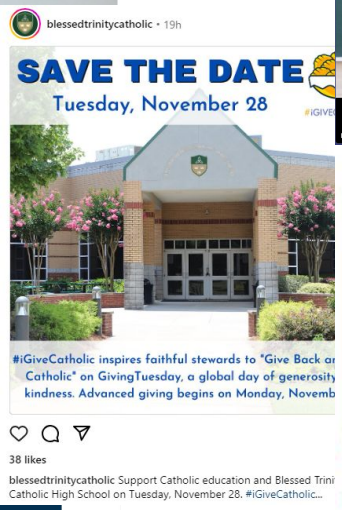
Are your communications ready?

- Plan your online communications ahead of #iGiveCatholic
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
  - Suggested TIMELINE HERE







The Annual Diocesan Appeal now on #iGiveCatholic!

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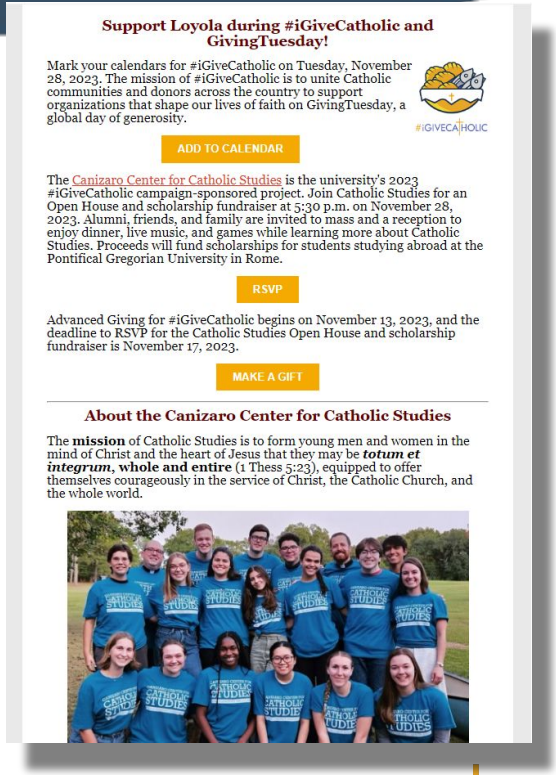
Are your communications ready?

- Use multiple channels for the best engagement
  - Social Media
  - Email *(example at right)*
  - Direct Mail
  - In-person events
  - Website
  - Group/Mass texts
  - Ambassador messaging
- Customize the templates, guides, and graphics provided on #iGiveCatholic Resources page for the perfect plan!
- ***NEW:*** Use **FLOCKNOTE**? You now have an #iGiveCatholic library of templates!



Support Loyola during #iGiveCatholic and GivingTuesday!

Mark your calendars for #iGiveCatholic on Tuesday, November 28, 2023. The mission of #iGiveCatholic is to unite Catholic communities and donors across the country to support organizations that shape our lives of faith on GivingTuesday, a global day of generosity.

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ADD TO CALENDAR

The Canizaro Center for Catholic Studies is the university's 2023 #iGiveCatholic campaign-sponsored project. Join Catholic Studies for an Open House and scholarship fundraiser at 5:30 p.m. on November 28, 2023. Alumni, friends, and family are invited to mass and a reception to enjoy dinner, live music, and games while learning more about Catholic Studies. Proceeds will fund scholarships for students studying abroad at the Pontifical Gregorian University in Rome.

RSVP

Advanced Giving for #iGiveCatholic begins on November 13, 2023, and the deadline to RSVP for the Catholic Studies Open House and scholarship fundraiser is November 17, 2023.

MAKE A GIFT

About the Canizaro Center for Catholic Studies

The **mission** of Catholic Studies is to form young men and women in the mind of Christ and the heart of Jesus that they may be ***totum et integrum*, whole and entire** (1 Thess 5:23), equipped to offer themselves courageously in the service of Christ, the Catholic Church, and the whole world.

How will you thank your donors?

- Start your stewardship process immediately after #iGiveCatholic – *or even on GivingTuesday!*
- Follow up with individual donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
  - Send an official #iGiveCatholic Thank You within one week of the Giving Day
- Highlight impact of donor-funded projects all year long

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Making a gift during

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#GIVINGTUESDAY

Donations: November 13 - 28

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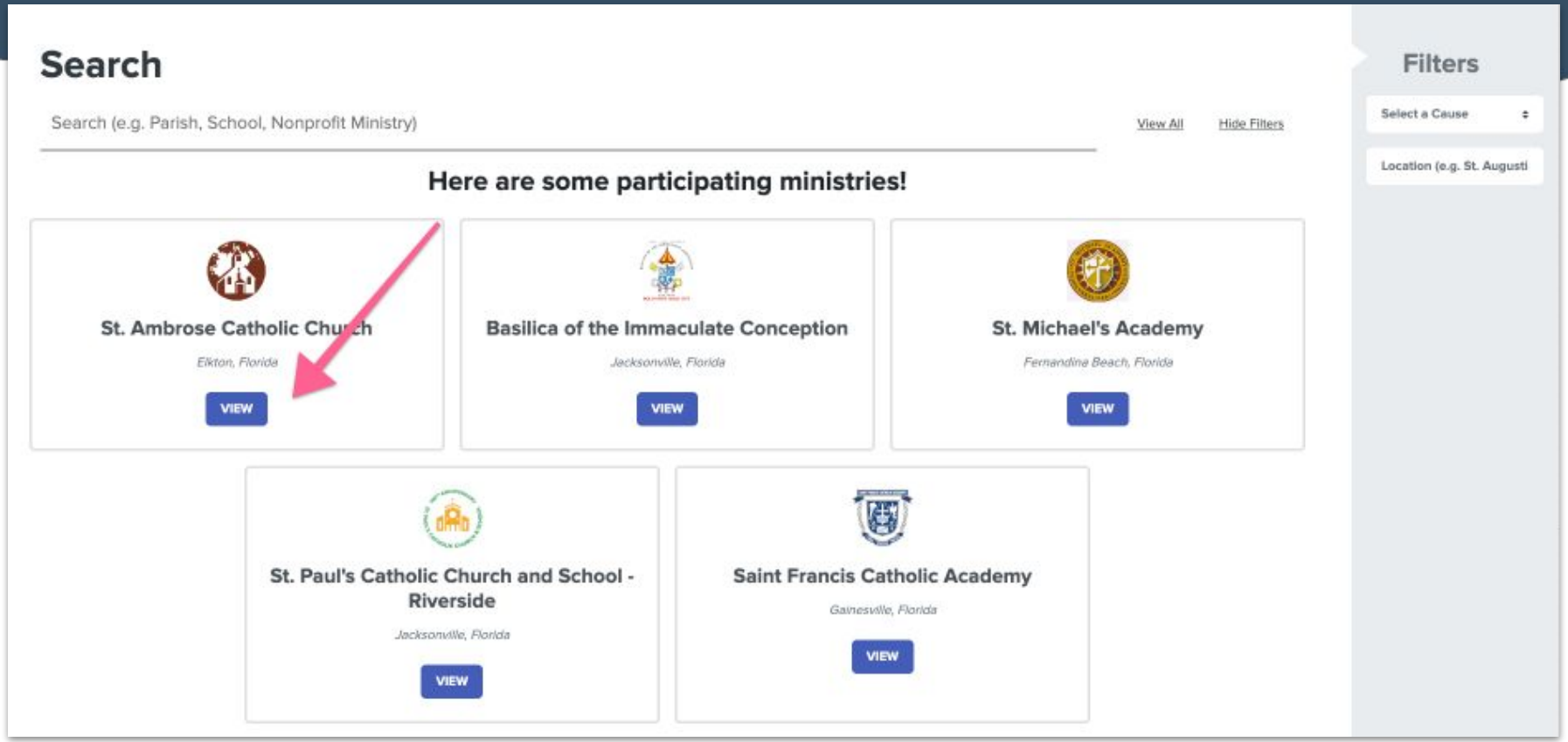

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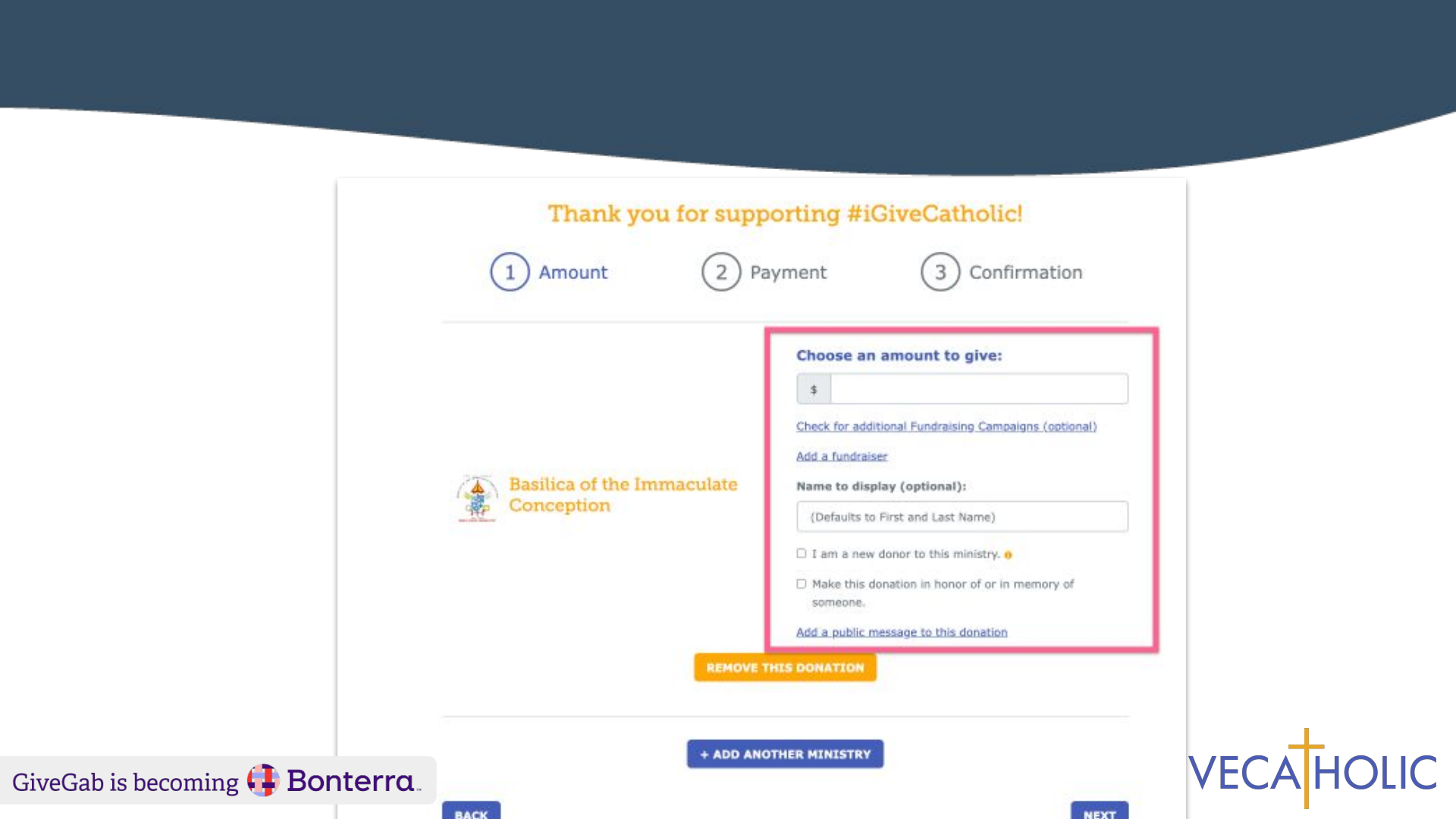

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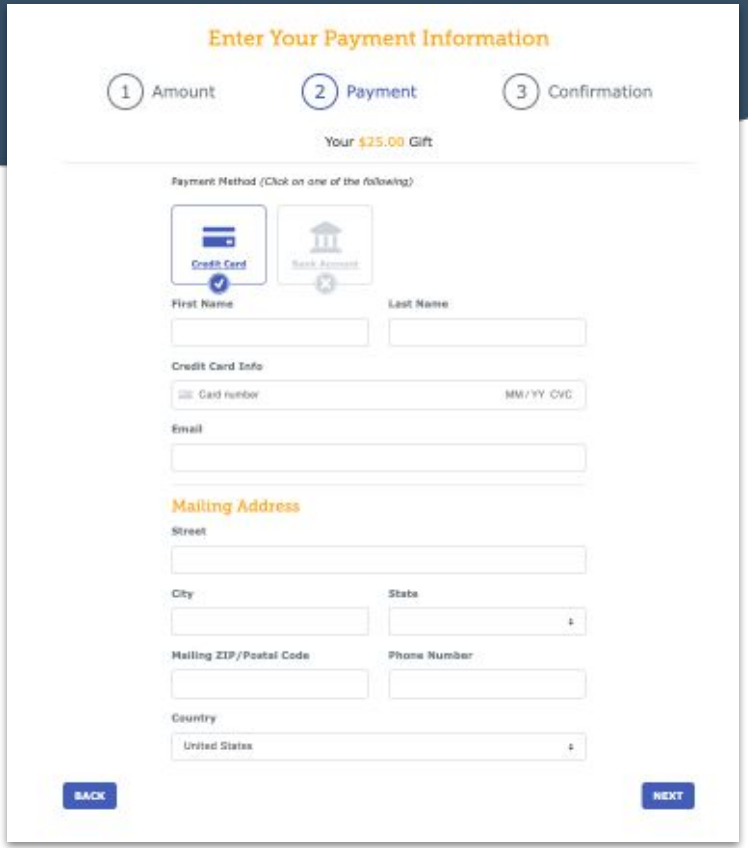
VECATHOLIC

- Credit Card
- ACH/Bank Transfer
- Mobile Pay
    - Apple, Google, Microsoft Pay appear on an enabled device



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What's with these fees?
As with in-person fundraising events, there are also costs involved with online fundraising. Every transaction incurs a technology cost (3.3%), as well as either a credit card (2.5% + $.30) or ACH processing ($3.00, only available on gifts of $100 or greater) cost in order to support the expenses incurred with a Giving Day event and site. Please see our FAQs posted on our site for a full breakdown.
Basilica of the Immaculate Conception
Gift: $25.00
Email:
laryssa@givegab.com
Fees:
$1.80
What's with these fees?
I'll cover the fees!
Privacy Option(s)
Please do not display a name publicly.
Please do not display the donation amount publicly.
Hide my name from this ministry and the public.
Total:
$25.00
Are you planning to use a Corporate Matching Program to enhance your donation(s) today?
Would you like to be contacted about leaving a gift in your will?
BACK
SUBMIT

#iGIVECATHOLIC

Laryssa,

Thank you for expressing your generosity through #iGiveCatholic. Sharing your blessings so willingly will support the good work happening in your community and around the country! Your gift empowers and strengthens the body of Christ. Thank you for choosing to "Give Back and Give Catholic!"

Your donation receipt from #iGiveCatholic

Donor:	Laryssa Test
Date:	November 1, 2023
Fundraising Organization:	#iGiveCatholic
EIN:	61-1846962
Gift Designation:	Basilica of the Immaculate Conception
Amount:	$25.00
Total:	**$25.00**

View Your Donations

#iGiveCatholic is a 501c3 tax exempt organization, EIN 61-1846962. No goods or services were provided in exchange for this contribution.

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Unsubscribe

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Per-Donation Fee Review

Credit Card/ Mobile Pay:

1.75% Platform Fee
+
1.55% Host Fee
+
$0.30 per transaction & 2.5% transaction fee (Stripe)
=
5.8% + $0.30

ACH (Bank transfer) :

1.75% Platform Fee
+
1.55% Host Fee
+
$3.00 flat bank fee
=
3.3% + $3.00

***$100 minimum**

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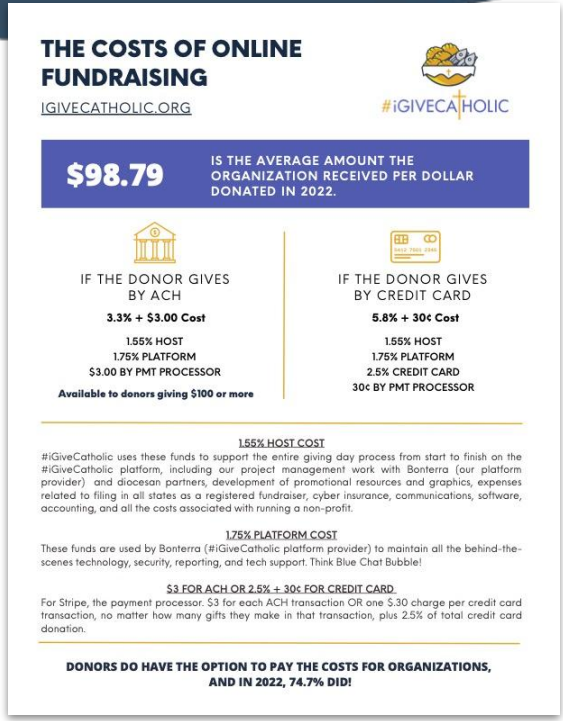
Fee Review (continued)

- Last year, donors covered 74.7% of all fees. This means that on average, it cost organizations $1.21 for every $100 raised!
- In other words, organizations paid on average $38 total in fees
- Offline donations of cash or check incur NO fees



THE COSTS OF ONLINE FUNDRAISING

IGIVECATHOLIC.ORG

#iGIVECATHOLIC

$98.79 IS THE AVERAGE AMOUNT THE ORGANIZATION RECEIVED PER DOLLAR DONATED IN 2022.

IF THE DONOR GIVES BY ACH

3.3% + $3.00 Cost

1.55% HOST
1.75% PLATFORM
$3.00 BY PMT PROCESSOR

Available to donors giving $100 or more

IF THE DONOR GIVES BY CREDIT CARD

5.8% + 30¢ Cost

1.55% HOST
1.75% PLATFORM
2.5% CREDIT CARD
30¢ BY PMT PROCESSOR

1.55% HOST COST

#iGiveCatholic uses these funds to support the entire giving day process from start to finish on the #iGiveCatholic platform, including our project management work with Bonterra (our platform provider) and diocesan partners, development of promotional resources and graphics, expenses related to filing in all states as a registered fundraiser, cyber insurance, communications, software, accounting, and all the costs associated with running a non-profit.

1.75% PLATFORM COST

These funds are used by Bonterra (#iGiveCatholic platform provider) to maintain all the behind-the-scenes technology, security, reporting, and tech support. Think Blue Chat Bubble!

$3 FOR ACH OR 2.5% + 30¢ FOR CREDIT CARD

For Stripe, the payment processor. $3 for each ACH transaction OR one $.30 charge per credit card transaction, no matter how many gifts they make in that transaction, plus 2.5% of total credit card donation.

DONORS DO HAVE THE OPTION TO PAY THE COSTS FOR ORGANIZATIONS, AND IN 2022, 74.7% DID!

After
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#GIVINGTUESDAY
#iGIVECATHOLIC
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Post-Giving Day Checklist

- ❑ Deplete unfinished matches, add offline donations by Dec 5 at 11:59PM
- ❑ Download & Review Your Donation Report
- ❑ Reconcile donation deposits
- ❑ Thanking Your #iGiveCatholic Donors
- ❑ Remove donation button from your website
- ❑ Update donors on impact of their gift throughout the year to keep #iGiveCatholic on their minds!

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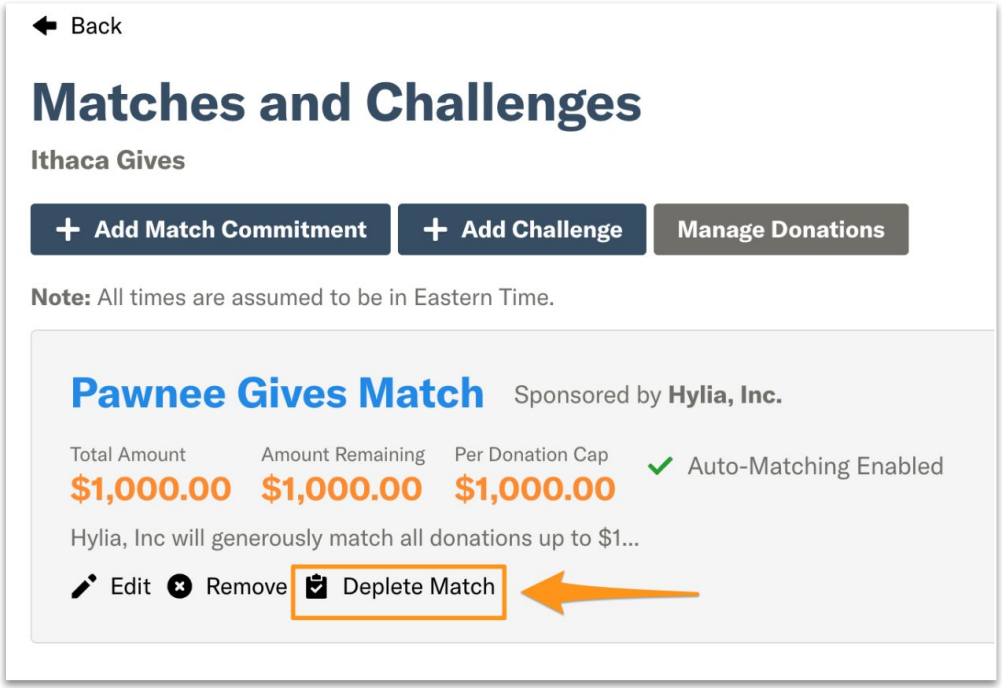
Ensure your profile reflects the total impact

Did your matching donor commit to the entire match amount?

Deplete before offline donations close at 11:59PM on Dec 5!



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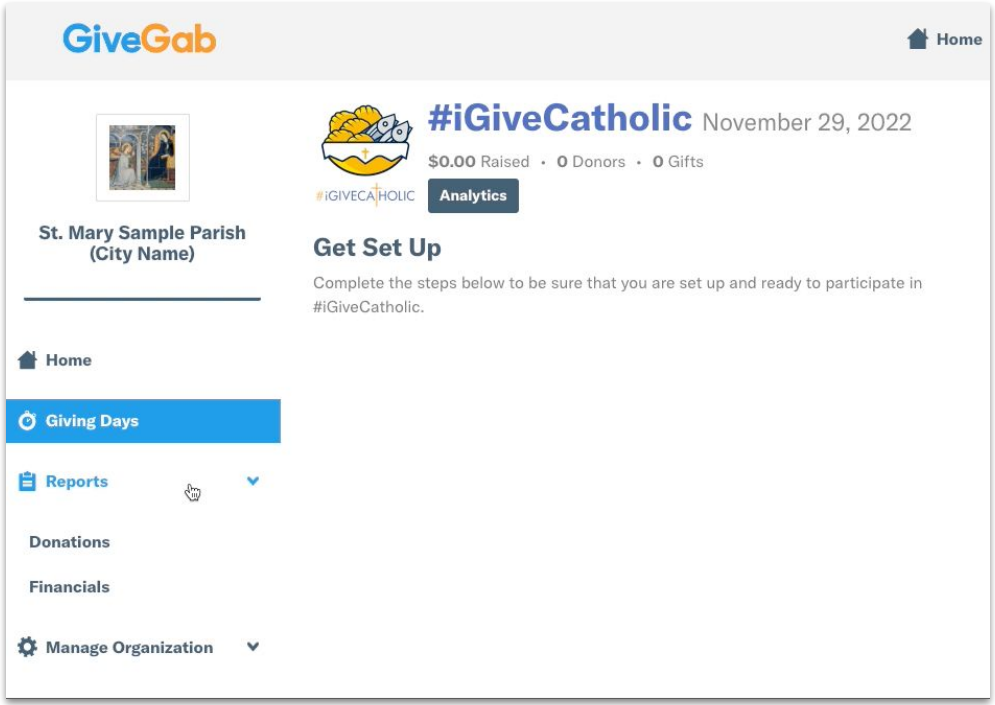
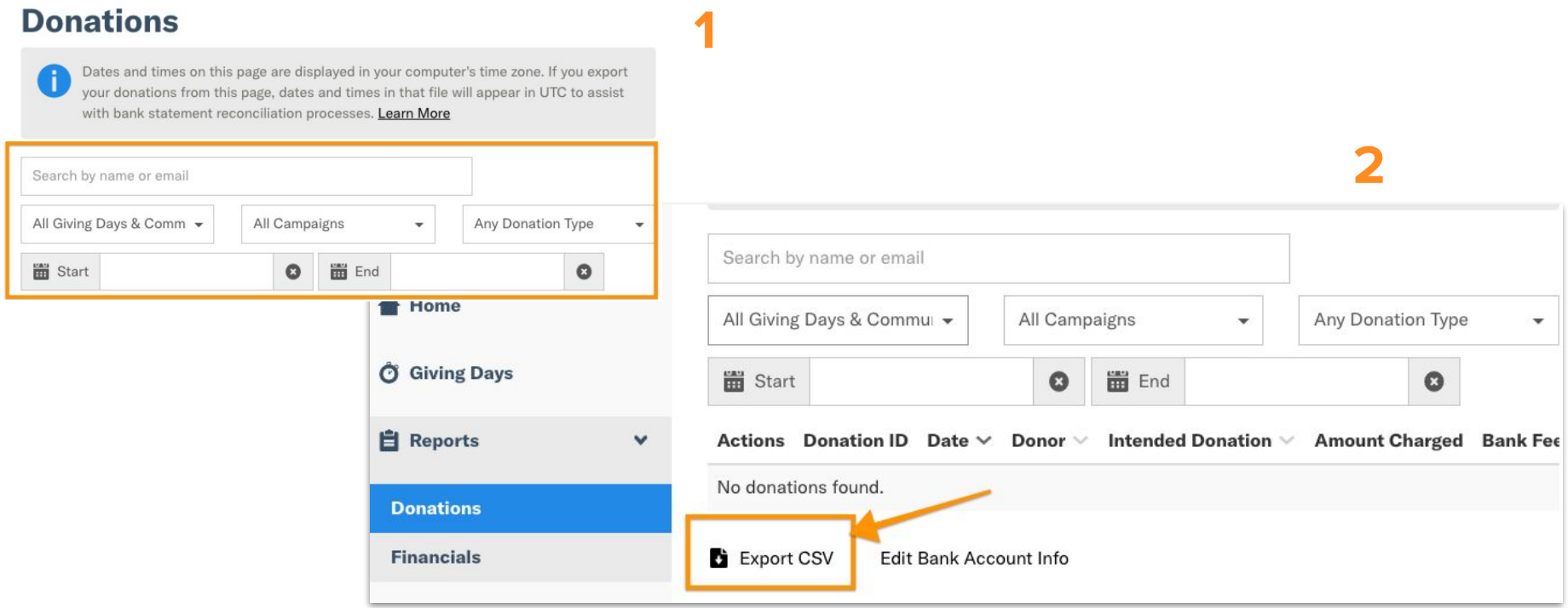
Download Donor Reports



How will you get your donor data?



How will you receive your donations?

If collecting funds directly:

- Donations will be transferred to your bank account 5-7 days after #iGiveCatholic. The statement descriptor will say, “BonterraTech.com”
- Each online donation record will include a “Payout Date” to represent the date it was deposited. Donations listed as “Pending” have not yet successfully transferred.
- Note: Offline gifts your team entered in the dashboard would not count in this payout, as you should have collected those directly.

How will you receive your donations?

If your diocese our group is collecting funds on your behalf:

- Download a report of online gifts from #iGiveCatholic 2022 to determine how much you should receive. Find the sum of the the “Payout” column for each donation.
- Note: Offline gifts your team entered in would not count in this payout, as you should have received those directly.
- If you have any questions regarding the timing of payout, etc. contact your diocesan/foundation point person

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Last few tips for

#iGIVECATHOLIC

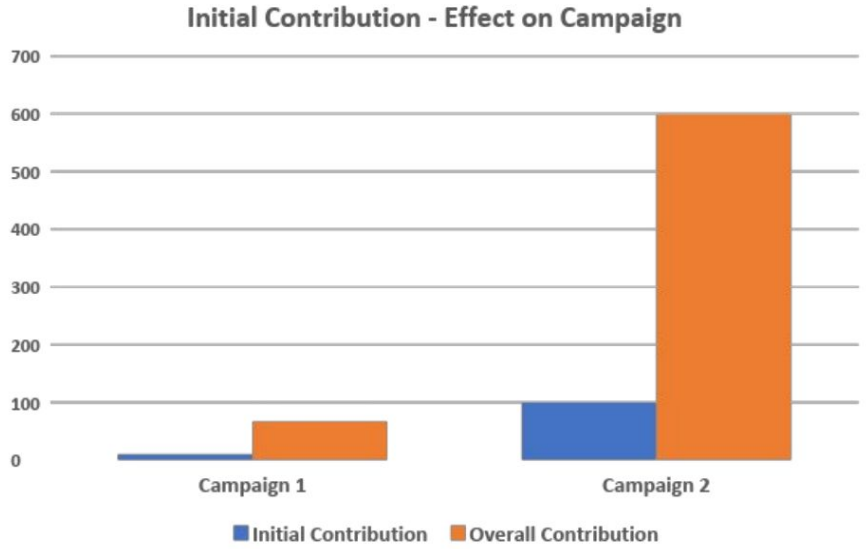
#GIVINGTUESDAY

GiveGab is becoming Bonterra

Go the extra mile!

First impressions REALLY DO matter!

- "Plant" major donors at the beginning of Advanced Giving to set the bar high.
  - The higher the amount a donor sees was recently contributed, the more they'll consider giving.
- Incentivize gifts during Advanced Giving with donor drawings for prizes so you start GivingTuesday with momentum!



Courtesy of GivingTuesday and The Effects of Seed Money and Refunds on Charitable Giving

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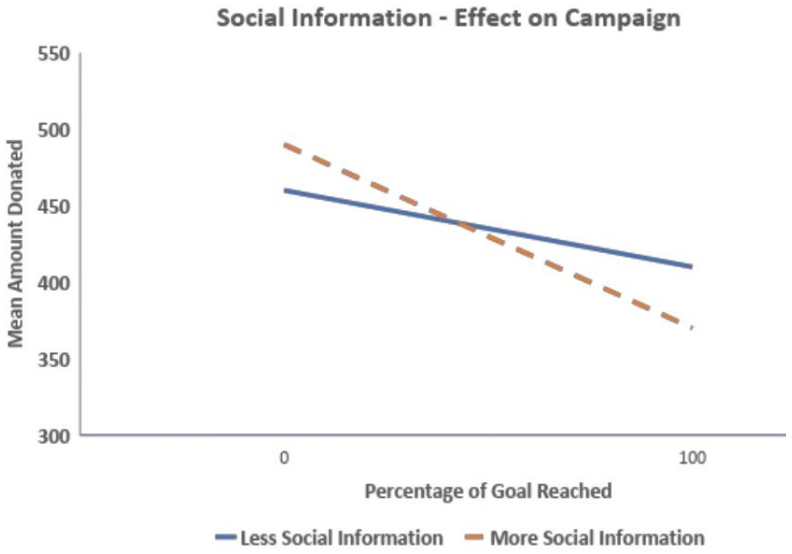
Go the extra mile!



As you approach your goal, **switch from reporting progress towards goal to describing impact of gifts.**

- Ok to start with 20%, 50%, 75% of the way there
- *"Help us DO X"* rather than *"Help us RAISE $X"*
- If you reach your goal, pivot and describe what you'll do with *additional funds* raised.
- Make sure your donors know YOU NEED THEM as a partner to make a difference with your mission-centered program.

Courtesy of GivingTuesday and "Social information decreases giving in late-stage fundraising campaigns"

Go the extra mile!

Know your audience – make it EASY to participate

- Create a **Venmo for NonProfits** to collect small donations from college students
  - **We've lowered our minimum donation from $20 in 2022 to $10 in 2023**, so that should help with steering right to #iGiveCatholic for digital payments through ApplePay or GPay!
- Use **QR codes on printed materials**
  - *PRINTED items because QR codes are useless on things that will likely be seen on computer or phone! (i.e. social media posts, emails, websites) Better to use links or hyperlinks on those.*
- Hold a **Live Event** to collect Cash or Checks
  - Consider combining with a showcase of your programs or activities! (i.e. ministry fair, student testimonies or displays of their works, invite your community to a special mass or prayer breakfast, etc.)
  - For schools, consider **Penny Wars** to encourage participation from younger students.

Key Dates and Next Steps

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Timeline

August 14	~~Registration Open!~~
August 23	~~*Webinar: "Getting Ready for #iGiveCatholic 2023"*~~
August 29	~~*Webinar: "Top Ten Roundtable"*~~
Sept/Oct	~~Complete Profile & Plan Communications~~
November 3	~~Registration Closes~~
November 8	~~*Participant Webinar: "Final Steps to Success"*~~
November 13	Advanced Giving OPENS
November 28	**#iGiveCatholic on GivingTuesday** (online giving through 11:59PM)
December 5	Portal closes for offline (cash/check) donations

Your Next Steps

- **Watch your inbox** for important emails from GiveGab, your diocesan or group leader, and **#iGiveCatholic's E-Blast Newsletters**!
    - You can find previous editions of our weekly E-Blast Newsletters on the Resources Page.
- **Schedule your announcement** of the start of **Advanced Giving** on Monday with a CALL-TO-ACTION for your donors to get your campaign started!
- **Follow #iGiveCatholic on Social Media**
    - Use #iGiveCatholic hashtag on your campaign posts!
    - Upload a promo video under 3 minutes and tag @iGiveCatholic to be entered to win $500!

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#iGiveCatholic Help

- **GiveGab Customer Success - Support Articles - Bookmark this!**
- **Questions about #iGiveCatholic?**
  - Contact your diocesan or group leader
- **Tech help?**
  - Contact GiveGab in the Blue Chat Bubble OR
  - Email to questions@igivecatholic.org
  - M-F, 9am - 5pm ET

Thank You!

Questions?

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