Final Steps for #iGIVECATHOLIC

November 8, 2023

GiveGab is becoming Bonterra.
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!

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In Association With

#iGIVECATHOLIC
Your #iGiveCatholic Team

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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
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
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!)
#iGiveCatholic BECAUSE...

#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!
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 Updates & Reminders

Canva Templates Available for #iGiveCatholic 2023

IN ENGLISH:
- Save the Date
- 2023 Bulletin Ad with Donation Card
- 2023 Vertical ad
- 2023 Horizontal “Easy as 1, 2, 3”
- 2023 Horizontal ad
- Email Banner
- #iGiveCatholic BECAUSE...

EN ESPAÑOL:
- 2023 ¡guarda la fecha!
- 2023 “Es tan fácil como 1, 2, 3”
- 2023 Vertical Anuncio
- 2023 Horizontal Anuncio
- Banner de correo electrónico
- #iGiveCatholic PORQUE...
Your Success Checklist

#iGIVECATHOLIC

#GIVINGTUESDAY

Success Checklist
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?
Reporting (Cash/Check) Offline Gifts

● 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.

“Add Offline Donation” button DOES NOT APPEAR until Monday, November 13 when Advanced Giving begins.
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.
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!
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
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
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
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.
#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!*
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
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!
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
Making a gift during #iGIVECATHOLIC

Donations: November 13 - 28
Join Us as we Give Back and Give Catholic!

November 28, 2023

27 : 10 : 37 : 00
days hours mins secs

GiveGab is becoming Bonterra.
Thank you for supporting #iGiveCatholic!

1. Amount
2. Payment
3. Confirmation

Choose an amount to give:

$ 

Check for additional Fundraising Campaigns (optional)

Add a fundraiser

Name to display (optional):

(Defaults to First and Last Name)

☐ I am a new donor to this ministry.

☐ Make this donation in honor of or in memory of someone.

Add a public message to this donation

Basilica of the Immaculate Conception

Remove this donation

GiveGab is becoming Bonterra
- Credit Card
- ACH/Bank Transfer
- Mobile Pay
  - Apple, Google, Microsoft Pay appear on an enabled device
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% + $0.30) 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.
Laryssa,

Thank you for expressing your generosity through #GiveCatholic. 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 #GiveCatholic
Donor: Laryssa Test
Date: November 1, 2023
Fundraising Organization: #GiveCatholic
EIN: 61-1849692
Gift Designation: Conception
Amount: $25.00
Total: $25.00

View Your Donations

#GiveCatholic is a 501c3 tax exempt organization, EIN 61-1849692. No goods or services were provided in exchange for this contribution.

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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
● 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
After

#iGIVECATHOLIC

#GIVINGTUESDAY

GiveGab is becoming Bonterra.
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!
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!
How will you get your donor data?

1. Search by name or email
2. Select filters:
   - All Giving Days & Comm
   - All Campaigns
   - Any Donation Type

No donations found.

- Export CSV
- Edit Bank Account Info
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.
Last few tips for

#iGIVECATHOLIC

#GIVINGTUESDAY

GiveGab is becoming Bonterra.
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
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”
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
## Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 14</td>
<td>Registration Open!</td>
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<tr>
<td>August 23</td>
<td>Webinar: “Getting Ready for #iGiveCatholic 2023”</td>
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<tr>
<td>August 29</td>
<td>Webinar: “Top Ten Roundtable”</td>
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<tr>
<td>Sept/Oct</td>
<td>Complete Profile &amp; Plan Communications</td>
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<tr>
<td>November 3</td>
<td>Registration Closes</td>
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<td>November 8</td>
<td>Participant Webinar: “Final Steps to Success”</td>
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<td>November 13</td>
<td>Advanced Giving OPENS</td>
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<td>November 28</td>
<td>#iGiveCatholic on GivingTuesday (online giving through 11:59PM)</td>
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<tr>
<td>December 5</td>
<td>Portal closes for offline (cash/check) donations</td>
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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!
#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](mailto:questions@igivecatholic.org)
  - M-F, 9am - 5pm ET
Thank You!

Questions?