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
Your #iGiveCatholic Team

Lisa Schillace
National Director
lisa@igivecatholic.org

Anne Durney
Program Manager
anne@igivecatholic.org
Your GiveGab/Bonterra Team

Laryssa Hebert
Project Director

Kalia Kornegay
Associate Project Manager
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

→ #iGiveCatholic Overview
→ Who are GiveGab and Bonterra?
→ Registering and Getting Started
→ Preparing to Receive Donations
→ Tips from #iGiveCatholic
→ Next Steps
→ Q&A
What is #iGIVECATHOLIC?
A **bishop-led** 501c3 non-profit serving U.S. Catholic organizations

The **U.S. Catholic Church’s Giving Day**

A nationwide celebration of **generosity** and **Catholic connection**

On Giving Tuesday, **November 28, 2023** from 12 A.M. midnight to 11:59 P.M.

- **Advance Giving opens November 13th**

- Participating parishes, schools and ministries conduct their own campaign by **promoting their unique donation page**

- Trainings, templates and tools to **make fundraising easy and fun**!
Since 2015, thousands of Catholic organizations in over 60 dioceses have raised over $100M through #iGiveCatholic!

- Learn more on new “About” page on website:
  igivecatholic.org/info/about
Benefits of Participating

**Fundraising:** Raise unrestricted revenue.

**Friend Raising:** Connect with new/younger donors and strengthen relationships with current donors.

**Awareness Building:** Raise awareness of your mission and organization.

**Capacity Building:** Develop skills in online fundraising, using social media, and building or adding to your donor base.
2022 Results

2023 Goal:
Grow by 15%

Thank You!! You Gave Catholic, and We Are Grateful!

Outcomes & Results

$18,527,625 Raised
42,282 Donors
1,562 Ministries

$21.3M Raised
48,624 Donors
1,796 Ministries
Who is GiveGab®?
GiveGab’s Role

- Technical support and training
- Secure donation processing
- Hosting state-of-the-art online fundraising tools
How GiveGab Supports You

● Visit Our Help Center
  ○ support.givegab.com

● Check Out Our Blog
  ○ givegab.com/blog

● Send us an Email
  ○ questions@igivecatholic.com

● Chat with GiveGab’s Customer Success Team
  ○ Look for the little blue chat bubble and be sure to include your email address
Registering for

#iGIVECATHOLIC

#GIVINGTUESDAY
Need step-by-step help?

1. Getting Started

How do I register for #iGiveCatholic 2023?
Learn how to register for the 2023 #iGiveCatholic on GivingTuesday!

Step 1: Go to https://www.igivecatholic.org/
Registration for #iGiveCatholic on GivingTuesday will open on August 14th and will be open until November 3rd! To register, go to https://www.igivecatholic.org/ and click the ‘Apply Now’ button on the main landing page to begin the registration process.
Navigate to your site

Apply to join us for #iGiveCatholic on #GivingTuesday 2022!
November 29, 2022
#iGiveCatholic begins in
Find Your Ministry
and participate in #iGiveCatholic

Joseph

5 Results

- Sisters of Saint Joseph Welcome Center
  Philadelphia, Pennsylvania
  PARTICIPATE

- St. Joseph/St. Robert Catholic School
  Warrington, Pennsylvania
  PARTICIPATE

- Saint Joseph Villa
  Flourtown, Pennsylvania
  PARTICIPATE

Don't see your ministry listed?
You can create a ministry by clicking the button below.

ADD MY MINISTRY
Manage A Sample Parish for

#iGiveCatholic

Admins: [ ]

To request access to A Sample Parish, we just need your name and email:

**Your First and Last Name**

Molly Petrie

**Your Email**

molly.petrie@givegab.com

[Request Access]

If the admins above are no longer associated with your organization, please reach out to our customer success team via the chat bubble below.
If you participated in #iGiveCatholic in the past, you can copy your profile from previous years.

- Be sure to update existing content with new dates, photos, etc.
- Any existing bank account information will carry over, but be sure to review.
Your #iGiveCatholic Dashboard

<table>
<thead>
<tr>
<th>Icon</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>📝</td>
<td>Add Your Organization's Info</td>
</tr>
<tr>
<td>📖</td>
<td>Add Your Story</td>
</tr>
<tr>
<td>📋</td>
<td>Get Verified to Collect Donations</td>
</tr>
<tr>
<td>📦</td>
<td>Add Donation Levels</td>
</tr>
<tr>
<td>✍️</td>
<td>Add a 'Thank You' Message</td>
</tr>
<tr>
<td>🕵️</td>
<td>Add Fundraisers</td>
</tr>
</tbody>
</table>
Are you approved to participate?

111 Days to Launch
Participation Approval Status

Pending

Thank you for applying to participate in #iGiveCatholic! Your application will be reviewed, and the status shown as Pending until the application has been approved, typically within five (5) business days. You will be contacted if additional information is required.

111 Days to Launch
Participation Approval Status

Approved

Congratulations! Your organization’s registration has been approved to participate in #iGiveCatholic 2023! For assistance with your account, please contact GiveGab’s Customer Success team through the blue chat bubble (be sure to include your email address), or email them at questions@igivecatholic.org between 9 am and 5 pm Eastern, Monday through Friday.
Who can access your profile?

- Add Administrators (steps to follow)
- Review your supporters page to see who has access (and remove anyone that shouldn’t!)
Granting Full Administrative Access

First Name: Jane
Last Name: Admin
Email: jane@email.com

- My Organization Member
- Make this person an administrator for My Organization
- Make this person a Giving Day profile editor for My Organization

[ Add Member ]
Granting Profile ONLY Access

First Name: Jane
Last Name: Admin
Email: jane@email.com

- My Organization Member
- Make this person an administrator for My Organization
- Make this person a Giving Day profile editor for My Organization

[Cancel] [Add Member]
Maintaining your Admins

1. Navigate to the "Manage Organization" section.
2. Click on "Supporters" to view and manage supporter profiles.

Supporter Engagement

- Add Member
- Import Members
- Export CSV

Search
25 Results per page

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Donations</th>
<th>Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td>GiveGab Test</td>
<td>Larysa</td>
<td><a href="mailto:lhebert@givegab.com">lhebert@givegab.com</a></td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Hebert</td>
<td>Laryssa</td>
<td><a href="mailto:laryssa@givegab.com">laryssa@givegab.com</a></td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Kenny</td>
<td>Julie</td>
<td><a href="mailto:julie@igivecatholic.org">julie@igivecatholic.org</a></td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

- Full Admin Access
- Edit Giving Day Profiles Only
Wait! Does your organization have a common name?

- Add (City, State) so donors give to the right place! Ex. “St. Mary’s Parish (Ithaca, NY)”
Wait! Is your URL too long?

- Shorten or customize part of your link to make it more shareable!
Update Your Contact Info

- Designate or update the “point of contact” for your organization
- This is used when a supporter wants to know who to reach out to at your organization
- “Reply-to” email if a donor responds to their emailed receipt
Finding Your #iGiveCatholic Dashboard

[Image of the #iGiveCatholic dashboard showing Giving Days with two entries: one for November 29, 2022, and another for November 30, 2021.]
Sharing Your Profile Page

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile

Get Prepared
- Webinar and Workshops
- Giving Day Toolkit
- Help Center

Share Your Page
- https://sopapers.givegab.org/organizations/a-very-reptile-reuse
Banking Verifications for Donations
GiveGab/Bonterra’s Verification Process

- What is the goal with adding banking information to my profile?
- Why do we verify organizations before they can fundraise on GiveGab?
- What are the three required sections of information for verification?
- How does Stripe store this information?
How do I verify my organization?

1. Navigate to your organization’s “Bank Account & Verification” page
2. Enter your EIN and click “Save”
3. Click “Verify Your Organization” (see second image)
How do I verify my organization?

4. Enter your information via secure Stripe-hosted onboarding form
5. Click “Submit”
Checklist for Successful Verification

- Determine your organization representative
- Review the [Steps to become verified on GiveGab support articles](#)
  - How does this process work?
  - Video explanation of verification process
- Enter the requested information as soon as possible
  - You can skip the State Solicitation Attestation step!
- Check your dashboard again in 5-7 business days. Not verified? Reach out to GiveGab’s customer support team.
Verification Resources

- What is required by GiveGab to fundraise?
- Who should be an organization representative?
- Why do you require personal information?
- About secure storage of personal information
Tips from your Program Manager
Importance of a Great Profile Page

- Outward-facing message - make it something of which you are PROUD!

**Elements to Consider:**

- **PROFILE IMAGE:** “A picture is worth a thousand words…”
- **THERMOMETER:** Set goal and tracking of progress
- **DONATION LEVELS:** Demonstrate impact to donors
- **STORY:** Describe what you do and why it’s important in VIDEO and WORDS

*Invest the time to do this well. It will pay great dividends!*
St. Thomas More Catholic Church and Newman Center

DONATE | FUNDRAISE

100%

$205,790 Raised | $200,000 Goal | 267 Donors

$25
St. Nicholas: Stock up the STM food pantry for your campus student!

$50
St. Catherine of Sienna: Send one of our campus outreach efforts across the USA!

$100
St. Francis Xavier: Send a student on a virtual or in-person trip!
Key Feature #1 - Matches/Challenges

**DOLLAR-FOR-DOLLAR MATCH**

When a gift is made, an offline gift releases and is added to organization totals. *NEW* You can now choose 2:1 or 3:1 ratios for automated matches. 

**HERE** is how to add a matching gift to your profile

**CHALLENGE**

A gift is unlocked when a certain threshold is reached (Either # donors or dollars) 

**HERE** is how to add a challenge gift to your profile

Organizations with matches/challenges raise 10 X more on average

- Last year $2,160,924 in matching gifts from 107 organizations (90% exhausted)
- Goal for this year: $2,500,000 and 150 organizations
Use a Match Hour to help your chances of winning a time-restricted diocesan prize!

Anonymous: Hour of Mercy Match
The first $1,000 in donations during the 3 o’clock hour will be matched dollar-for-dollar.

$1,000 MATCH  COMPLETED

Which support groups do you have who can pool money to fund a match?

Arts and Crafts Committee: Match Opportunity
The Arts and Crafts Committee has offered a dollar-for-dollar match for the first $1,500 in donations!

$1,500 MATCH  COMPLETED
Challenge Examples

**Based on number of donors in a specific time window. **Add urgency!**

- **The Drake Family: 25 unique donors during Early Giving**
  - A generous donor has offered a challenge grant of $750 if PCRS has 25 unique donors between now and midnight, November 28th!!
  - $750 unlocked!

**Based on dollars raised towards goal. **Builds momentum!**

- **Anonymous: The Donna Henry $30K Challenge**
  - A generous donor has offered a $5000 challenge grant if the PCRS Giving Tuesday total reaches $30,000!!
  - $5,000 unlocked!

[SEE MORE MATCHES]
Those Who Want to Help Inspire Others!

- Board Members
- Larger Donors
- Local Businesses (including bulletin or program book advertisers)
- Consider Pooling Resources
- Handful of them in Year #1 - start somewhere!

50%+ of donors in our post-giving day survey reported that a matching gift was highly motivating and an important component of their support.
WHAT IS PEER-TO-PEER?

- Ambassadors who fundraise on your behalf
- Share connection with your ministry and impact it has had
- Profile page is connected to yours - donations in your totals

Organizations using P2P raise **7.5X** more on average

- Last year organizations using P2P raised **$43,062** vs. **$5,479** who didn’t
- Goal for this year: **$550,000**, **115 orgs**, **2,450 donors** - **15%**

**P2P = BEST WAY TO SECURE NEW DONORS!!!!**
You can also use for Individuals or Groups!

- Healthy Competition is good!
  - Parishes - Ministries or Mass Time Communities
  - Schools - By Grade Level or Alumni Years/Decades
  - Ministries - Board Members or Service Recipient (i.e. college student for a campus ministry)
Peer-2-Peer Example

Encountering Christ Everywhere

Diocese of Lafayette: Office of Vocations and Seminarians

1. Carter Domingue  $4,920.00
2. Christopher Lee  $4,765.00
3. Nicholas Broussard  $2,700.00
4. Giovanni Ranzino  $1,680.00
5. Eric Hernandez  $1,370.00
6. Michael Johnson  $1,250.00
7. Evan Hebert  $605.00
8. David Furka  $550.00
9. Haden Coleman  $425.00
10. Bret Lee  $375.00

Donate  Fundraise

$20,240 Raised  $15,000 Goal  170 Donors

#iGIVECATHOLIC
## Fundraisers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Group</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SAM Knights of Columbus</td>
<td>$12,550.00</td>
</tr>
<tr>
<td>2</td>
<td>SALA</td>
<td>$7,675.00</td>
</tr>
<tr>
<td>3</td>
<td>SAM Co-Op</td>
<td>$4,300.00</td>
</tr>
<tr>
<td>4</td>
<td>St. Angela Merici SVDP Society</td>
<td>$3,900.00</td>
</tr>
<tr>
<td>5</td>
<td>SAMA</td>
<td>$3,370.00</td>
</tr>
<tr>
<td>6</td>
<td>SAM St. Joseph Altar</td>
<td>$2,930.00</td>
</tr>
<tr>
<td>7</td>
<td>SAM Grandparents Club</td>
<td>$2,475.00</td>
</tr>
<tr>
<td>8</td>
<td>SAM Family Life Apostolate</td>
<td>$2,300.00</td>
</tr>
<tr>
<td>9</td>
<td>SAM Prayer Group</td>
<td>$1,550.00</td>
</tr>
<tr>
<td>10</td>
<td>SAM's Family Faith Formation</td>
<td>$525.00</td>
</tr>
</tbody>
</table>

#iGIVECATHOLIC

St. Angela Merici Church

$269,575 Raised  $209,000 Goal  490 Donors

GiveGab is becoming Bonterra.
Key Feature #3 - Support Areas

- **Showcase** an organization’s programs or special campaigns
- **Earmarked funds** help clarify donor passion and intent
  - Ministries/Catholic Charities - highlight specific programs
  - Schools - extracurriculars (Athletics, Music, Arts, etc.)
  - Parishes - multiple projects you want to fund (Youth ministry retreat, renovating adoration chapel, liturgical music program, etc.)
Explore #iGiveCatholic Resources

The #iGiveCatholic Resources Page has valuable tools and templates for all your #iGiveCatholic needs!

- Customizable templates
- Communication timeline
- Marketing toolkit
- Downloadable graphics, posts, social media profile photos, logos and more
- Resources for board members, volunteers, staff and fundraisers

See more training videos on the Trainings Page for tips and fundraising strategies!
Before we finish...
Cost of Online Fundraising

- A.K.A. Fees assessed on Online Donations
  - Stripe processing fees are ubiquitous and unavoidable
  - GiveGab platform fee is less than it would be independent of #iGC
  - #iGiveCatholic only takes 1.55% to support program
  - Approx 75% of donors covered the fee in 2022
    - Offline gifts incur no fees
  - Infographic resource available [HERE](#)
If the donor gives by ACH

**3.3% + $3.00**

1.55% Host Cost  
1.75% Platform Cost  
$3.00 by Pmt Processor

Available to donors giving $100 or more

---

If the donor gives by Credit Card

**5.8% + 30¢**

1.55% Host Cost  
1.75% Platform Cost  
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 GiveGab/Bonterra and diocesan partners on the site, development of promotional resources, 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 partner) 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. 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.

---

**98.5¢ is the average amount an organization received per dollar donated in 2022.**

---

DONORS HAVE THE OPTION TO PAY THE ONLINE COSTS FOR ORGANIZATIONS — AND IN 2022, 79.7% DID!
New Email Banner Template!

- Canva template to create your custom #iGiveCatholic email banner!
  Instructions include information about
  - Getting a FREE Canva Pro Teams account through NonProfit program
  - Using Bit.ly to create a short URL to your profile page (also QR code!)
  - Adding your custom banner to your email signature in Outlook or Gmail
- Find in Resources page under Sample Email Content (or click HERE)
**NEW Video Incentive** for participant organizations

- **$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 #iGiveCatholic (@igivecatholic)
- Must be 3 minutes or shorter
- **New “How-to” resources on uploading video** to Facebook and Instagram on [Social Media Tips & Tricks page](#).

GiveGab is becoming Bonterra.
Key Dates and Milestones
**Timeline**

**Tue, Aug 29**
- [WEBINAR – “TOP TEN ROUNDTABLE”](#) (click to register)

**September-October**
- Enter BANKING INFORMATION and get verified
- Draft email COMMUNICATIONS and social media posts
- Customize PROFILE PAGE with logo/photos/stories/video/donation levels
- Distribute SAVE THE DATE in all communication channels

**Fri, Nov 3**
- LAST DAY TO REGISTER! Registration closes at 11:59 PM

**Wed, Nov 8**
- [WEBINAR – “Final Steps to Success”](#) (click to register)

**Mon, Nov 13**
- Advanced Giving Day Phase!

**Tue, Nov 28**
- #iGiveCatholic on #GivingTuesday!

**Tue, Dec 5**
- Enter all remaining offline gifts of cash and checks into dashboard before 11:59 PM

**Wed, Dec 6**
- Create and distribute thank you notes for donors, sponsors, & volunteers
Your Next Steps

- **Register for #iGiveCatholic** by Friday, November 3
- Register for ‘**Top Ten Roundtable’** NEXT WEEK, August 29 at 3PM ET and ‘**Final Steps**’ Webinar November 9 at 3 PM ET via [Trainings page](#).
- **Follow iGiveCatholic on Social Media**
  - Use #iGiveCatholic hashtag!
  - Upload a promo video under 3 minutes and tag @iGiveCatholic
- **Watch your inbox** for important emails from GiveGab, your diocesan or group leader, and #iGiveCatholic!

GiveGab is becoming Bonterra.
#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?