



2024 TOP TEN ROUNDTABLE

- 1. St. Thomas More Catholic Newman Center and Parish** (Diocese of Charleston)
George Murphy, Senior, winner of the Peer2Peer challenge
Katie Washington, Director of Development

Initial 2023 Goal: \$300,000

Actual 2023 Total: \$323,423

Number of Donors: 345

Years Participating: 4

Project: Supporting College Ministry

FEATURED STRATEGY: Engaging Students in Peer to Peer Fundraising

- In 2023, 17 student Peer to Peer fundraisers brought in over \$55,000!
- Offered prizes to galvanize student support including cash, premium parking pass, gift cards, a hike with Father, or a spa day. [CLICK HERE](#) to see prize listing for fundraiser recruitment.
- Students are provided with a list of 50 donors and a phone script. If they finish that list, they can come back for another list of 50 donors. Students are also encouraged to solicit their own networks through email, text and social media.
- Sought opportunities to involve students in every part of campaign so they would feel ownership and motivated to fundraise for the campaign. Included video student testimonies on social media as well as at the live event on GivingTuesday, during which students also organized a mini silent auction for services by students (i.e. car-washing, yardwork, art, babysitting, etc.).

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- **Profile Page donation levels** each honoring a specific saint and describing a specific program with images showing that area of their ministry. Shows the potential impact of the donor's gift! Inspires generosity.
- \$103,000 in **Matching Gifts**
- Begins planning campaign 6 months in advance
- Strong **social media campaign**- each week leading up to #iGiveCatholic, Father will film and send a video in the weekly online bulletin. Each week for 4-6 weeks, students solicit donors via video.
 - [How to support STM during #iGiveCatholic!- Youtube](#)
 - [Student Testimony- Youtube](#)
 - [Basketball, Fellowship, and Hamocking: How I Got Involved at STM- Student Testimony- Youtube](#)
 - [Faith and Fellowship in Retreats post - Facebook](#)
 - [#iGiveCatholic Day of Post-Instagram](#)

- [Thank you- Instagram](#)
- [THANK YOU! - youtube.com](#)
- **Friendly competition** - challenged the local Catholic High School in a “Power Hour” to see who could raise the most funds from the most donors during that hour on the giving day. The two priests posted “trash talk videos” to promote. The loser bought the winner lunch.
 - [Ministry Competition Announcement – Instagram](#)
 - [Watch the priests announce the #Giving Tuesday Power Hour competition- Youtube](#)
- In the last two years, St. Thomas More has hosted a **live event** the night of #iGiveCatholic. They rent out a space at a local brewery and invite students, parishioners, community members and donors. Alumni, Father, and students all get to speak on the impact of campus ministry. The students run an auction at the event, selling services such as car washing, babysitting, yardwork, along with art, and other goods.
- At the end of the evening, The Director of Development and Pastor **call larger donors** to solicit final donations.

2. Saint John’s Catholic Schools (Diocese of Salina)

Alan Holdren, 8th Grade Entrepreneurship Teacher and #iGiveCatholic Administrator

Initial 2023 Goal: \$125,000

Actual 2023 Total: \$275,382

Number of Donors: 87

Years Participating: 4

Project: Unite our Catholic community to Give Back and Give Catholic in support of the organizations that have been there for the faithful for generations: our parishes, schools, and nonprofit ministries.

FEATURED STRATEGY: **Making your Social Media Go Viral**

- Began with a polar plunge challenge for #iGiveCatholic 2022.
- Celebrated online when each fundraising milestone was met and then when a new one was added:
 - [Initial roll-out of milestone challenges](#) and matching grant opportunities
 - [\\$50,000: All kids in parish treated to a movie at the theater.](#)
 - \$75,000: Teachers spin the wheel of Good *or* Bad Fortune
 - \$100,000: Administrators spin the wheel of Good *or* Bad Fortune
 - [\\$125,000: Pastor goes sky diving!](#)
 - LATE ADDITION: [\\$250,000: Bishop will walk to St. John’s in January](#)
- Rolled out a series of “Dude Parish” pastor challenges to draw attention to campaign:
 - [Challenge 1: Foosketball](#)
 - [Challenge 2: One-on-One Basketball between the Fathers](#)
 - [Challenge 3: “The Longest Shot Ever by a Priest on the Playground”](#)
 - [Challenge 4: “Highest Shot Ever from a Church Tower”](#)

- Other posts around the campaign:
 - [Father's Introduction to the basketball challenges video- Instagram](#)
 - [Parishioners and Coaches announce upcoming challenges- Instagram](#)
 - [Local basketball coaches offer commentary on the One-on-One game](#)
 - [Math/Chemistry Teacher explains the math behind Father's Shots- Facebook](#)
 - [Announcement of campaign total the day after Giving Tuesday](#)
 - [Thank You video montage of campaign video clips](#)
 - [Live photos and videos from Bishop Vincke's pilgrimage walk](#)
- By leveraging videos and social media, St. John's caught the attention of both their local bishop as well as EWTN. Ultimately, they went viral with their challenges!
 - [Catholic News Agency Article on the Basketball Challenges](#)
 - [Aleteia Article on The Basketball Challenges](#)

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Engaged 8th grade entrepreneurship class for ideas and video.
- Used the challenges to engage both the parish and school communities.

3. **Lexington Catholic High School** (Diocese of Lexington)

Anna Mullis, Vice President of Advancement

Initial 2023 Goal: \$18,500

Actual 2023 Total: \$24,171

Number of Donors: 92

Years of Participating: 4

Project: Fund lighting repairs in the theatre

FEATURED STRATEGY: **Engaging Network in Social Media with an Excellent Video**

- Invited students and the theater director to participate in the social media campaign.
- Parents were encouraged to like and share video and social media posts to win #iGiveCatholic's Social Media Video Contest for the most likes on a campaign video
- [Watch the winning social media video competition video here- Instagram](#)

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Chose a project which would have significance to the community.
- Prior to #iGiveCatholic, donors were contacted with **personal handwritten notes**.
- Internal communication was made to students to share the campaign with their parents and peers.

4. The Shrine of St. Martin of Tours (Archdiocese of Louisville)

Jackie Carlin, Business Manager

Initial 2023 Goal: \$100,000

Actual 2023 Total: \$74,435

Number of Donors: 126

Years Participating: 1

Project: Fixing the roof in the turrets.

FEATURED STRATEGY: **Engaging Volunteers**

- Utilized a committee to delegate tasks including reaching out to major donors.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Sent out **emails to the parishioners**- this was the first time they had utilized email communications!
- Parishioner created **video using drone footage**. Video showed the beauty, history and reverence of the Shrine and the importance of repairing the turrets in relation to the Perpetual Adoration chapel.
 - [Why the Shrine Needs Your Help on November 28th, 2023- YouTube](#)
- Used challenges and matches to bolster donations.
- Followed the **“Just One Thing”** email series from diocesan administrator and **marketing timeline** from the #iGiveCatholic [RESOURCES](#) page to-a-“T”!
- Set up a **table after masses** giving out donuts and flyers announcing #iGiveCatholic.

5. St. Joseph College Seminary (Diocese of Charlotte)

Frederik Akerblom, Director of Advancement

Initial 2023 Goal: \$55,000

Actual 2023 Total: \$62,930

Numbers of Donors: 110

Years Participating: 4

Project: build a grotto in honor of Our Lady, and to build a retention pond to save money on irrigation.

FEATURED STRATEGY: **Year-round cultivation of donor community**

- Strong emphasis on hospitality. Invite the community to visit the campus and use it as a place of prayer and pilgrimage.
- Focus on building relationships rather than seeing it all about the money. Invite people into mission!
- Invite large donors into matching opportunities.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Chose a project which would be meaningful to the community by **appealing to prayer** (Marian Grotto) and **practicality** (retention pond to save money on irrigation).
- Each year, the seminary takes an ad out in the **local catholic newspaper**.
- Used a \$20,000 **matching gift** to expand support.

6. Second Harvest Food Bank (Archdiocese of New Orleans)

Heather Sweeney, Director of Development

Initial 2023 Goal: \$30,000

Actual 2023 Total: \$42,622

Number of Donors: 199

Years of Participating: 9

Project: General Operating Support to Fight Hunger

FEATURED STRATEGY: **Strategic use of direct mail.**

- Mailed postcards to a targeted list of donors who were likely to respond with support.
- [2023 Giving Tuesday Postcard](#)

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- **Took advantage of timing relative to Thanksgiving** to bolster support for giving donations to allow food pantry to serve poor.
- **Board members** are encouraged to personally reach out to major donors.
- Used **deadline driven marketing to create sense of urgency**- Hurry! Last Chance to give!
- Major Gift Officer made **personal calls** the day of #iGiveCatholic to both ask and thank donors.

7. Epiphany Cathedral Catholic School (Catholic Education page)

Leah Mihm, Director of Advancement

Initial 2023 Goal: none established

Actual 2023 Total: \$85,242

Number of Donors: 132

Years of Participating: 1

Project: Hire a full-time police officer on campus

FEATURED STRATEGY: **Engaging Seniors**

- Recognized that snowbirds were in town just in time for #iGiveCatholic.
- Many older parishioners felt uneasy giving their credit card information online, so Leah set up a card reader after masses to process donations.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Implemented the “**Just One Thing**” email series from diocesan administrator and utilized the **marketing timeline** from the #iGiveCatholic [RESOURCES](#) page.
- **Maintain relationships with recurring donors**- some of whom will offer a matching gift each year.
- **Mass Appeals**- Father would make a pulpit appeal during the masses prior to #iGiveCatholic.
- Advertised #iGiveCatholic **in the bulletin**, as well as **sending fliers home with students**.
- Planned marketing at least 8 weeks out.
- Built up social media posts leading up to #Giving Tuesday
 - [Day of Announcement - Facebook](#)
 - [Thank you post- Facebook](#)
- Engaged donors with a **specific and meaningful project**.

8. The Pontifical Mission Society

Isabella Wagner, Director of Advancement Services

(non-diocesan partner)

Initial 2023 Goal: \$5,000 per diocesan office

Actual 2023 Total: \$85,673 from 20 individual regions

Number of Donors: 391

Years Participating: 1

Project: Expanding donor base with a focus on attracting younger people.

FEATURED STRATEGY: Rejuvenating donor base by attracting and educating younger donors.

- Created daily social media calendar to help organizations (many of whom who had never used social media!) to use it for their campaigns.
 - [Daily Social Media Calendar](#)
 - [Pennies for Pauline- Instagram](#)
 - [Generosity begets Generosity, Pope Francis Quote- Instagram](#)
 - [Springfield, Illinois Priest brings water back to his home country of Ghana- Instagram](#)
 - [TPMS Call to Action Video- Instagram](#)
- Focus was not on bringing in funds but rather to build relationships with donors, especially those who are younger. Goal was to introduce a younger generation to The Pontifical Mission Society and what they do for the Pope and Church.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Organizations who were successful utilized matching gifts and ambassadorships.
- Used **personal relationships** as the catalyst for fundraising.
- Encourages selling yourself as a representative of the brand, whether it be a parish, school, or organization. People are more likely to give when they trust and know the person running the campaign!

9. Cathedral of Christ the King (Archdiocese of Atlanta)

Ryan Beesley, Director of Advancement

Initial 2023 Goal: \$75,000

Actual 2023 Total: \$76,430

Numbers of Donors: 244

Years Participating: 5

Project: "Open Doors through Open Hearts: Supporting Worshipers with Mobility Needs"

FEATURED STRATEGY: Choosing an Attractive Project

- Chose a project which would directly impact parishioners and would galvanize support.
- Social media and profile page showed image of wheelchair in front of the Cathedral doors, a powerful image which highlighted the purpose of the project.
 - [It hurts to be left out- Instagram](#)
 - [Update on fundraising efforts - Instagram](#)

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Sent **strategic email communications** at times when people would most likely to be on their phones.
- **Announcements** were made **in the bulletin** as well as **in the homily** leading up to #iGiveCatholic.
- Used **matches** to maximize support.

10. St. Angela Merici Catholic Church (Archdiocese of New Orleans)

Rev. Clayton "Beau" Charbonnet, III, Pastor

Initial 2023 Goal: \$185,000

Actual 2023 Total: \$340,948

Number of Donors: 505

Years Participating: 8

Project: Building a Perpetual Adoration Chapel

FEATURED STRATEGY: Secrets to Sustaining and Growing over Many Years

- Pastor **MUST** enthusiastically lead the effort, especially in the campaign videos and other promotional materials.
- Start small and slow so your community can get a taste for success, then challenge them with bigger projects – but make sure they are still achievable. It feels good to be on a winning team! People **WANT** to be a part of a winning team and have fun watching their parish climb leaderboards.
- Give people a sense of mission and inspire them to invest in their spiritual home.

OTHER EXCELLENT CAMPAIGN COMPONENTS:

- Fr. Beau was featured on the [2023 #iGiveCatholic Pastor Testimony Video](#) where he shared his recommendation to choose a project that is:
 1. **Specific**
 2. **Visible**
 3. **Achievable**
- #iGiveCatholic History:
 - 2016 Planted Magnolia Trees around Parking Lot: Raised \$15,000
 - 2017 Sealed Parking Lot: Raised \$12,000
 - 2018 Renovated Conference Room: Raised \$30,000
 - 2019 Painted Interior of Church: \$30,000
 - 2020 Added Livestream and Internal Security Cameras: \$27,000
 - 2021 New Organ & Choir Loft: \$50,000 Goal, Raised \$106,000
 - 2022: New Community Center “Holy Family Hall”: \$209,000 Goal, Raised \$260,000 by end of #iGiveCatholic, continued to trickle in to final total of \$289,000.
 - 2023: Adoration Chapel “O Come Let Us Adore Him.” Goal was \$185,000, Raised \$341,000 by the end of #iGiveCatholic, but final total was \$365K.
- In 2021, the initial goal was \$50K for organ that was going to cost \$100K. Acknowledging the increased goal from previous year, added **an appeal letter** and upgraded **campaign video** to be scripted and produced. Monday at noon hit \$50K goal, so added choir loft project. Ultimately collected \$106K.
- **Appeal Letter**
 - Mail a letter from your pastor to your entire community that describes your need and vision and uses pictures to show potential impact.
 - State the goal and any available matches
 - Include a section that a donor can cut/tear off and mail in with their donation.
 - Include a QR code on the part that the donor keeps so they can use it even if they’ve torn off and mailed in the payment section.
 - Created Giving Levels with opportunities for name recognition. They are making one giant plaque on the outer wall of the adoration chapel with all donors \$25+ listed by level.
 - [2023 “O Come Let Us Adore Him” Appeal Letter](#)
- **Campaign Video**
 - When planning a fully-produced campaign video, ask among your community who has experience and expertise in this area. Be sure to check the work of those who step forward to ensure it would be a good fit. It’s hard to fire a volunteer. Better to invest in a professional if you don’t have a good enough volunteer available.
 - Show the need and share the vision of the impact. If a capital campaign to build something, show the drawings. Show the space where you will build.
 - St. Angela has drop screens in the church, so they show the campaign video *right before* each weekend & daily masses 3 weeks in advance and then again the Sunday before GivingTuesday to get the community excited and engaged.
 - [2023 “O Come Let Us Adore Him” Campaign Video](#)

- [2022 “We Need More Space!” Campaign Video](#)
- Created **taglines** that are memorable and will work like a commercial jingle. (2022 campaign “We Need More Space!”; 2023 campaign “O Come Let Us Adore Him”)
- In 2023, added [a printed piece to solicit major gifts](#) for matches that acted as a cover for the appeal letter that they brought to in person meetings.
- **If you pass your goal, add a challenge to keep motivation.** Check out [this 2022 video](#) where Fr. Beau tells his community that they’ve reached their goal, but encourages them to keep donating and *shows* them what they’ll do with additional funding.