

# Best Practices for Soliciting and Use of Matching Gifts for #iGiveCatholic

*Plan and Results from the*



CATHOLIC DIOCESE  
*of* SALINA

#iGIVECATHOLIC



**#iGiveCatholic Prayer**

*○ 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*

**#iGIVECATHOLIC**

# Thank You!

## *2019 Sponsors and Partners*

National Sponsor



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Significant Grantor



*The* RASKOB FOUNDATION  
for Catholic Activities

Partner

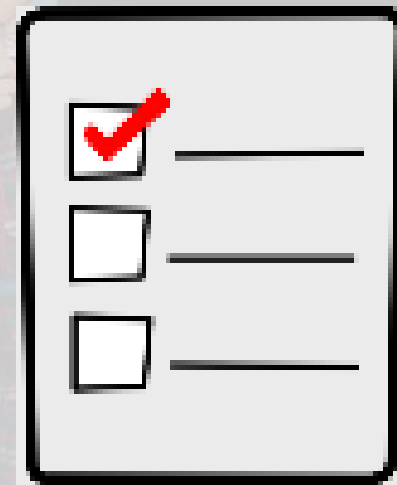


Building Faith | Inspiring Hope | Igniting Change

#iGIVECATHOLIC

# Agenda

- *Introductions*
- *#iGiveCatholic and Giving Days Overview*
- *Statistics*
- *Match vs Challenge*
- *A Look at the Givers*
- *Match Donors*
- *How and When – Next Steps*
- *Promote, Promote, Promote!*
- *Tips*





# Today's Presenters



*Beth Shearer, CFRE  
Director of Stewardship  
and Development  
Diocese of Salina*



*Julie Kenny  
National Program Director  
#iGiveCatholic*

# Giving Days

- A powerful fundraising event that unites communities around local causes
- Connect donors to local organizations and needs
- Teach donors and participants to use digital tools
- Crowdfunding build excitement!
- Think about it as a competition... “gamification.”



#iGIVECATHOLIC

## WHAT IS #IGIVECATHOLIC?

- A giving day challenge
- A celebration of the arch/dioceses, ministries, and those who give!
- A day for Catholic donors to come together and be a part of something BIG!

## HOW DOES #IGIVECATHOLIC WORK?

- An arch/diocese/Catholic foundation chooses to participate in the program
- During a giving day, donors typically within the arch/dioceses give by going to organization's profile page within our website—[iGiveCatholic.org](https://iGiveCatholic.org)—to make a \$25 or greater donation via credit card or ACH gift. Or, they can give offline by taking or sending a gift of cash or check to their favorite Catholic organization!

## WHEN IS #IGIVECATHOLIC HELD?

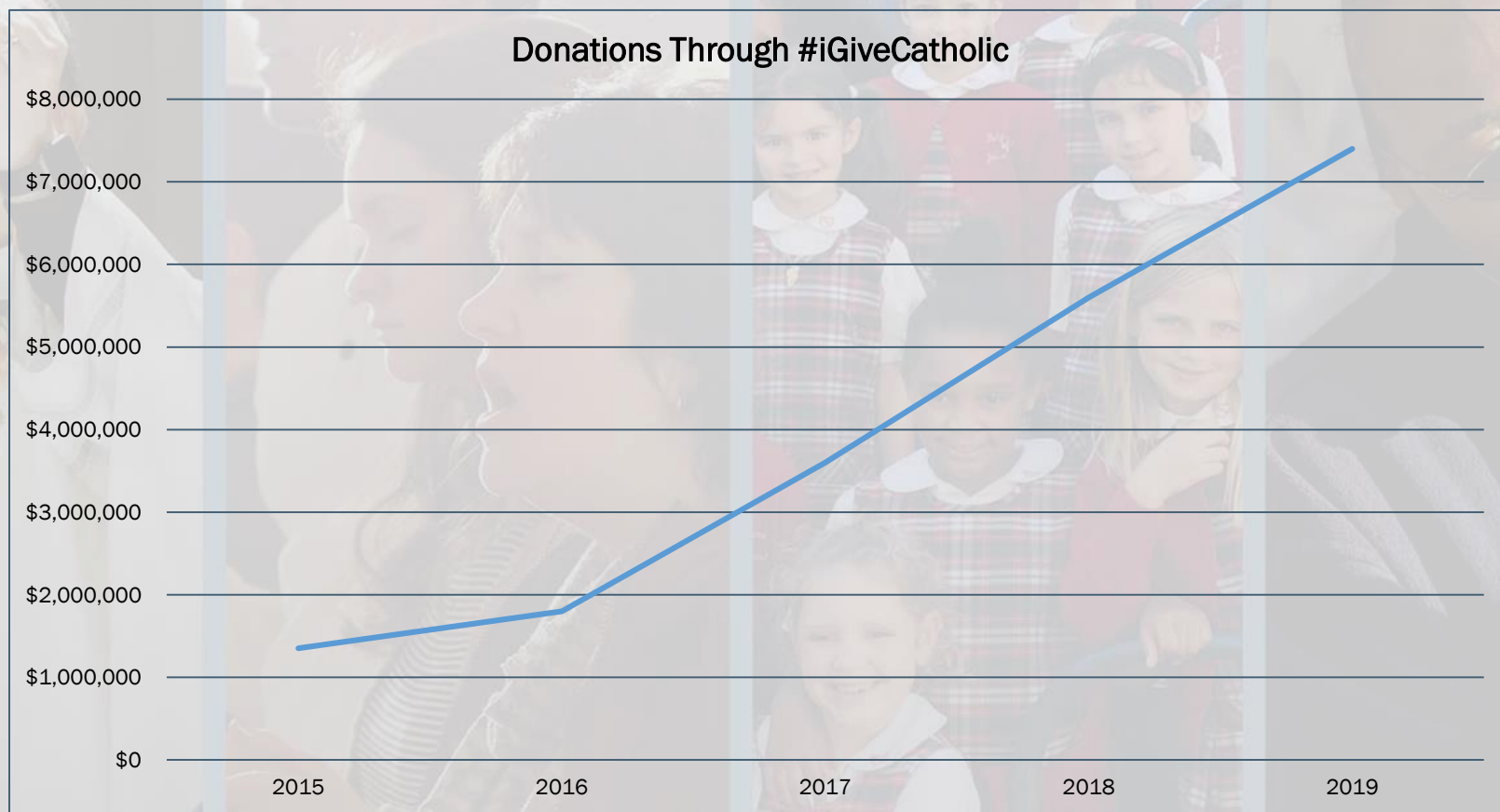
- **#GivingTuesday!** Begins at midnight (12:00 am) on December 1 and ends at 11:59 pm. Advanced Giving Day phase is November 16 - 30.

# Growth in Participation

- *Five additional arch/dioceses joined New Orleans in 2016*
- *In 2017, a total of 17 arch/dioceses or Catholic foundations participated*
- *#GivingTuesday 2018 had 29 arch/dioceses/foundations participating*
- *Last year, 39 arch/dioceses/foundations participated in #iGiveCatholic on #GivingTuesday*



# Dollars Raised for the Church



# 2019 Matching Gift Statistics

- 48 of all participating organizations had at least one match
- Average raised by organizations with a match/challenge was \$30,477
- Average raised by organizations without matches/challenges \$8,295
- A total of 80 matches were available
- Total match amount possible was \$577,744
  - Only \$400,500 was used!

# What Is a “Match”?

- *A matching or challenge gift is a pledged donation used to motivate other donors.*
- *And to meet specific goals of an organization.*

# Matching vs Challenge Gift

- **Matching gift \$:\$** (usually 1:1 or .5 cents to \$1)
  - For each \$? of a gift another \$? is given by match
  - Actual match ratio is set by the organization and donor
  - Lasts until the match gift is used
  - Tailored to make it impactful for the organization
  - Agreed to by donor
- **Challenge gift**
  - A gift that comes when the full \$ amount is met
  - Tailored to meet goals by selecting a specific donor demographic or \$ based limit
  - Agreed to by donor



# Examples

- **Matching gift example**
  - \$50,000 offered by Joseph Donor to parishes and schools in Salina.
  - Gifts will be matched \$1 for \$1 to a maximum of \$1000 per donor, until funds are expended.
- **Challenge gift**
  - \$50,000 offered by Mary Donor to St. Augustine parish when they receive \$100,000 in gifts.
  - \$50,000 offered by John Generous to St. Isidore Catholic school if they can raise \$50,000 in gifts from new donors.

# Who Gives?

- *In 2018, Americans gave \$427.71 billion to charities*
  - *68% from individuals*
  - *18% from foundations*
  - *5% from corporations*
  - *Remaining from bequests*

Source: Giving USA 2019

#iGIVECATHOLIC

# Who Gives – Generationally

	% that give	Average giving per person
Silent generation (born 1945 and earlier)	78%	\$1235
Baby boomers (born 1946 – 1964)	75%	\$1061
Generation X (born 1965 – 1976)	55%	\$921
Millennials (born 1977 – 1995)	51%	\$591
Generation Z (born 1996 – 2010)	44%	\$341

Nearly 2 in 3 gift dollars come from Baby Boomers and Generation X  
Young donors planned to increase giving more than older donors

*Source: Blackbaud: The Next Generation of American Giving, 2018*

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# Why – Motivations to Give

**I believe a day for Catholic giving, such as #iGiveCatholic, is important because... (Check all that apply)**

## Answer Choices

We should share our blessings with others.

We need to take pride in our Catholic faith.

My Catholic faith is part of my identity as a donor.

The Church plays a role in responding to community needs.

I can join with many others to leverage my gift's impact.

Other (please specify)

## Responses

75.22%

58.49%

56.33%

58.41%

40.98%

10.12%



# Donors Say Charities Can Inspire More Giving

- *Make a compelling case of extraordinary need (38%)*
- *Stop sending unwanted trinkets (28%)*
- *Lower overhead costs (21%)*
- *Offer matching gifts (19%)*
- *Don't send so many appeals (19%)*

Source: Chronicle of Philanthropy: "The Disappearing Donor," 2018

# Matching Gifts - Donor Data

**How important was it for you to give to a parish, school, or ministry that offered a matching gift?**

## **Answer Choices**

Very important

Moderately important

Not important

I was not aware of matching gifts.

My parish/school/ministry didn't have a matching gift.

## **Responses**

30.30%

14.61%

17.07%

21.45%

16.57%

# Where Are These Match Donors?

- *Parishioners*
- *Current donors*
- *Parents of students*
- *Volunteers*
- *Board members*
- *Parish council*
- *Finance council*
- *Priests/Clergy*
- *Businesses that want visibility*
- *Who benefits from you doing well*

# What Do Match Donors Want?

- *Want the parish, school or organization to grow*
- *Want others to give*
- *Want visibility in a larger arena –there is value in having a business name associated with their favorite charity (#iGiveCatholic gives a large audience)*



# How To Find a Match Donor

- *Review the donor motivations (previous slide)*
- *Your donor database*
  - *Donors giving regularly and usually larger gifts to the parish or school*
  - *Large donors to #iGiveCatholic*
  - *Already have a relationship with – can you answer “why do they give?”*
- *Gifts expected prior to #iGiveCatholic (get donor’s permission)*
- *Match or challenge gifts to other organizations and you have a relationship with them*

# How To Find a Group To Provide a Match

- *Review the donor motivations*
- *What organizations could be motivated to help you succeed*
- *Think creatively*
  - *Knight of Columbus*
  - *Ladies guild*
  - *Altar Society*
  - *Members of the parish or finance council*
  - *Booster clubs*
  - *Businesses you and others frequent – i.e. 24/7*
  - *Etc., etc.*

# How and When – Next Steps

- *When = now*
- *Define your goals for #iGiveCatholic*
- *How can a match help you achieve these*
- *How much do you need*
- *Who can give that amount (individually or as a group)*
- *Make a short prospect list (larger asks = less asks needed)*
- *Make the call to set an appointment*
- *Don't sell the project over the phone*
- *Prep for the visit*

# How – Materials

- *Nothing fancy*
- *Know your goals*
- *Print materials that show the data*
- *Be prepared to explain #iGiveCatholic – we used “save the date” cards*



# How – Materials

#iGIVECATHOLIC  
#GIVINGTUESDAY

December 3, 2019

SAVE  
THE  
DATE

The Diocese of Salina is again partnering  
with #iGiveCatholic this fall

How can I stay up to date on what's happening?

News and updates will be posted regularly  
to the #iGiveCatholic social media sites:

Facebook: <https://www.facebook.com/iGiveCatholic>

Facebook: <https://www.facebook.com/SalinaDiocese>

Twitter: <https://twitter.com/iGiveCatholic>

Instagram: <https://www.instagram.com/igivecatholic/>



## FREQUENTLY ASKED QUESTIONS

### What is #iGiveCatholic?

It is an online giving day that coincides with #GivingTuesday, which is the Tuesday following Thanksgiving, Black Friday, and Cyber Monday. It also kicks off a traditionally charitable season. The goal of #iGiveCatholic is to inspire the Catholic community to come together as faithful stewards and to "Give Catholic" on Giving Tuesday.

Dedared "the most successful Catholic crowdfunding event to date" by the National Catholic Register, the goal of the #iGiveCatholic Giving Day is to rally our Catholic community in support of the organizations that shape our souls: our parishes, schools, ministries, and not-for-profit organizations.

### When is #iGiveCatholic?

This year, it is Tuesday, December 3 from 12 am to 11:59 pm CST.

### How does it work?

#iGiveCatholic is an online platform with searchable profiles of participating parishes, schools, ministries, and not-for-profit organizations affiliated with the 39 participating dioceses. All donations are processed through iGiveCatholic.org. Participating organizations and donors can track event progress via leaderboards.

### What forms of donations are accepted?

Credit card donations are accepted through the #iGiveCatholic website. Check or cash donations can be manually input by organizations. Donor-Advised Fund holders at foundations may recommend grants from their funds.

### I will not have access to the internet on #iGiveCatholic giving day. Is there another time I can give?

Yes. Gifts may be made in advance for #iGiveCatholic. Between November 18 and December 2, a donor can go to iGiveCatholic.org to make a gift. Advanced gifts will be charged at the time of donation and credited to the participating organization's leaderboard during the giving day.

### Are gifts tax-deductible?

Yes. All donations are tax-deductible and fund your chosen charity. You will receive an automatic receipt.

### Is there a minimum gift?

The minimum donation is \$25.

### Can a donor give to multiple organizations?

Yes! Donors can visit the organization profile pages of the organizations they wish to donate to and make separate donations.

### Are there fees for making a gift to #iGiveCatholic?

All donations will be paid to the chosen ministry, net of vendor and credit card transaction fees, which total 6.2% plus 30 cents. Donors have the option to cover these fees at the time of donation, and they will receive a tax deduction on the full donation amount.

### Can I make my donation using my cell phone?

Yes. You can use a smartphone. Launch the web browser and visit iGiveCatholic.org to donate from your smartphone.

### Diocese of Salina

#### #iGiveCatholic – key takeaways

11/27/2018

#### Nationwide

- \$5,700,790 received from 23,180 Donors for 1,354 ministries

#### Diocese of Salina

- \$281,042.59 received from 614 donors for 54 ministries
- Salina Diocese was #5 in the nation among all 29 dioceses – only one of the top 5 participating for the first time this year.
- In \$'s raised, St. Isidore's in Manhattan was #18 among all 1,354 ministries, followed by St. Thomas More Prep-Marian Jr./Sr. High School in Hays at #31.
- The Diocese of Salina had 9 ministries in the top 100, out of 1354, based on \$'s given

#18 St. Isidore's, Manhattan

#31 Thomas More Prep-Marian Jr/Sr High School, Hays

#40 Sacred Heart Parish, Atwood

#41 St. Mary Queen of Angels, Russell

#42 St. John's Grade School, Hanover

#54 Catholic Charities of Northern Kansas, Salina

#61 St. Andrew Grade School, Abilene

#69 Holy Family Elementary, Hays

#96 St. Andrew Parish, Abilene

#### Top 5 dioceses

\$1,575,634

\$1,277,026

585,347

343,623

281,043

Archdiocese of New Orleans

Diocese of Cleveland

Archdiocese of Atlanta

Diocese of Houma Thibodaux

Diocese of Salina

#iGIVECATHOLIC

2019 #GiveCatholic Results  
Diocese of Salina

Organization	City	Amount Raised	24/7 Match	Manhattan Match	Donors	Which category is most a	County
Manhattan Catholic Schools	Manhattan	\$91,855.00	\$12,680.00	\$38,900.00	104	School	Riley County
Thomas More Prep - Marian Jr/Sr High School	Hays	\$36,240.00	\$9,655.00		36	School	Ellis County
St. John's Grade School (Hanover)	Hanover	\$30,075.00	\$10,025.00		28	School	Washington County
St. Andrew Grade School (Abilene)	Abilene	\$25,817.50	\$7,987.50		52	School	Dickinson County
Sacred Heart Grade School (Colby)	Colby	\$20,194.93	\$1,627.50		50	School	Thomas County
St. Mary Church and School (Ellis)	Ellis	\$15,375.00	\$4,200.00		31	School	Ellis County
Holy Family Elementary	Hays	\$10,137.50	\$3,087.50		34	School	Ellis County
St. Francis Xavier Parish & Catholic School	Junction City	\$4,720.00	\$50.00		15	School	Geary County
Sacred Heart Jr/Sr High School (Salina)	Salina	\$3,925.00	\$425.00		8	School	Saline County
Seminar Education Fund	Salina	\$3,112.50	\$262.50		12	School	Saline County
Tipton Catholic High School	Tipton	\$1,000.00			1	School	Mitchell County
St. Mary Grade School (Salina)	Salina	\$235.00			4	School	Saline County
St. John's Catholic Schools (Beloit)	Beloit	\$100.00			1	School	Mitchell County
Sacred Heart Grade School (Plainville)	Plainville	\$0.00			0	School	Rooks County
St. John's Grade School (Beloit)	Beloit	\$0.00			0	School	Mitchell County
St. Isidore's Catholic Student Center	Manhattan	\$44,825.00		\$19,400.00	67	Parish	Riley County
Seven Dolours of the Blessed Virgin Mary Parish	Manhattan	\$6,400.00		\$1,700.00	13	Parish	Riley County
St. Andrew Church (Abilene)	Abilene	\$20,225.00			30	Parish	Dickinson County
St. Joseph Parish (Bird City)	Bird City	\$5,000.00			1	Parish	Cheyenne County
St. Mary Queen of Angels Parish (Russell)	Russell	\$3,347.00			11	Parish	Russell County
Immaculate Heart of Mary Parish (Hays)	Hays	\$2,750.00			5	Parish	Ellis County
St. Mary Queen of the Universe Parish	Salina	\$2,125.00			4	Parish	Saline County
Comeau Catholic Campus Center	Hays	\$2,050.00			8	Parish	Ellis County
St. John The Baptist Parish (Beloit)	Beloit	\$2,000.00			1	Parish	Mitchell County
Sacred Heart Parish (Atwood)	Atwood	\$1,975.00			8	Parish	Rawlins County
St. Elizabeth Ann Seton Parish	Salina	\$900.00			6	Parish	Saline County
SS Philip & James Parish	Phillipsburg	\$100.00			1	Parish	Phillips County
St. Nicholas of Myra Parish	Hays	\$100.00			1	Parish	Ellis County
Our Lady of Perpetual Help Parish (Concordia)	Concordia	\$75.00			2	Parish	Cloud County
Sacred Heart Cathedral Parish	Salina	\$75.00			2	Parish	Saline County
SS Peter and Paul Parish (Clay Center)	Clay Center	\$50.00			1	Parish	Clay County
St. Fidelis Parish	Victoria	\$50.00			1	Parish	Osborne County
St. Catherine Parish (Catharine)	Victoria	\$25.00			1	Parish	Ellis County
St. Edward Parish	Belleville	\$25.00			1	Parish	Republic County
Catholic Charities of Northern Kansas	Salina	\$52,111.00			22	Nonprofit Ministry	Saline County
Bishop's Annual Appeal "Call To Share"	Salina	\$300.00			2	Nonprofit Ministry	Saline County
Divine Mercy Radio	Hays	\$100.00			1	Nonprofit Ministry	Ellis County
		\$387,395.43	\$50,000.00	\$60,000.00			
Total given to Manhattan parishes and school (including match \$'s)		\$143,080.00					
Total given to schools (including match \$'s)		\$242,787.43					

# How – The Visit

- *Take the packet and make the ask*
- *They have the opportunity to leverage their gift to encourage more gifts.*
- *Listen*
- *Strategize with the donor*
- *Listen*
- *Ask*
- *Follow up*



# Materials – Confirmation

October 28, 2019

Contact Name  
Organization, if applicable  
Street address  
City, ST Zip

Dear salutation,

Thank you! Here is your confirmation on the #iGiveCatholic match you are so generously offering to schools across the diocese. Your generosity has created quite a buzz in the schools in northcentral and northwest Kansas. Thank you for doing this!

This letter will confirm our discussion. You agreed to offer a \$50,000 matching grant for all donations made through the #iGiveCatholic platform to schools and the Seminarian Fund in the [whatever] Diocese. Your generous gift will certainly encourage donors to "give Catholic" on Giving Tuesday, December 3, 2019. It also encourages schools to participate and actively promote #iGiveCatholic. Again, thank you!

As we discussed, your matching grant will match 50 cents for each \$1 given to any school in the diocese or to the Seminarian Fund, while it lasts. The maximum match per donor would be \$1000, which means a gift of \$2000 will generate a \$1000 match. And based on iGiveCatholic policies the minimum gift is \$25. By making the match "while it lasts," we will encourage early gifts. Gift giving starts with advanced giving on November 18 and continues through Giving Tuesday, December 3.

We have been calling this the [name] Matching Funds for Education. Thank you for allowing us to use your name. This will encourage others to follow your lead. Attached is a quick flyer we designed to use internally with our diocesan schools so they understand the program.

As always, thank you, [salutation], for your generosity. Your gift given in this manner makes a big impact on the schools in the diocese.

Blessings to you,

[name]  
Director of Stewardship and Development

Enclosure

- *A simple confirmation letter with sincere gratitude*
- *On letterhead*



# How – Promote, Promote

- *Add the match to your #iGiveCatholic profile*
- *Brand and promote*
- *Make the donor a part of your #iGiveCatholic giving day*
- *Keep the message clear and consistent*
  - *Goal you need to reach*
  - *When the match is active*
  - *Gift to match ratio*
  - *What donors need to do to have gift matched*
- *Include name/logo if match donor wishes and agrees*
- *Share your donors generosity on social media and give them the opportunity to re-share*

# How – Promote, Promote



24/7 Match for #iGiveCatholic 2019

\$50,000 – up to \$1,000 for \$2,000 donation - .50 to the \$1

Advanced Giving – 11-18-19

24 hour Giving – 12-3-19

Seminarian Education Fund

St. Mary Parish and School (Ellis)

St. Andrew Grade School (Abilene)

St. Francis Xavier Parish & Catholic School (Junction City)

Manhattan Catholic Schools

Sacred Heart Jr/Sr High School (Salina)

St. Mary Grade School (Salina)

Sacred Heart Grade School (Colby)

St. John's Grade School (Hanover)

Holy Family Elementary (Hays)

TMP/Marian Jr. Sr. High School (Hays)

Tipton Catholic High School

St. John Middle and High School (Beloit)

St. John Grade School (Beloit)

Sacred Heart Grade School (Plainville)

*Your gift will be  
doubled during  
#iGiveCatholic  
thanks to a  
generous match  
from our friends  
at Debbie's Pet  
Supply.*



Match for #iGiveCatholic 2019

\$60,000 – offered by Joseph Generous  
for schools, parishes or organizations in Manhattan.

Funds will be matched \$1 for \$1 - max \$1000

Advanced Giving – 11-18-19

24 hour Giving – 12-3-19

Seven Dolors Parish

Manhattan Catholic Schools

St. Isidore's Catholic Student Center

If you are a school in the Salina Diocese, you should add this wording to your profile page. This is great news for you, celebrate it!

Your gift to [your school name] through #iGiveCatholic is subject to a generous \$50,000 match provided by 24/7 Travel Stores restricted only to Catholic schools in the Salina Diocese and the Seminarian Education Fund. \$.50 of every dollar donated will be matched up to \$1000 match for a \$2000 gift. These matching dollars start on November 18 and will continue as long as funds are available. Thank you 24/7 Travel Stores for your generosity and dedication to Catholic education.

# #iGIVECATHOLIC

# Materials – Announce Your Successful Completion



#iGIVECATHOLIC  
#GI<sup>♥</sup>INGTUESDAY

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DECEMBER 1, 2020

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[www.iGiveCatholic.org](http://www.iGiveCatholic.org)

- *Celebrate success – follow up with a letter after the event*
  - *Report on the match/challenge*
  - *Include a statement on how to make their gift/payment*

#iGIVECATHOLIC

Support the Colonel Catholics by helping our campus ministry at St Thomas Aquinas Catholic Church @ Nicholls State University.

## #MYSTTHOMAS

Colonel Catholics is the campus ministry component of St. Thomas Aquinas Catholic Church at Nicholls State University. Our student center is a place where the Catholic faith is lived in radical and vibrant ways. Colonel Catholic campus ministry is grounded in Jesus Christ and His Church. We strive to be very present on Nicholls State Campus through many spiritual, social, and community building activities.

**DONATE**

## Matches

Robert and Mary Riviere: St. Francis Xavier Challenge

St. Francis Xavier is the patron saint of Catholic missions and his feast day is today December 3. Here at St Thomas Aquinas Catholic Church we have an awesome mission of building our people through the Colonel Catholics ministry. This St. Francis Xavier challenge hopes to encourage giving by matching up to \$5,000 dollar to dollar donations between 9 AM and 2 PM on Giving Tuesday.

**\$5,000** unlocked!

Mike and Renee Gautreaux: Lunch Rush Challenge

Don't delay.....during today's lunch rush if 25 people contribute to STA an additional \$500 will be donated to the Colonel Catholics! So put down the sandwich and give NOW. (12 PM - 2 PM)

**\$500** unlocked!

#iGIVECATHOLIC





### Mike and Renee Gautreaux: Rush Hour Challenge

Don't delay.....during today's afternoon commute if 25 people contribute to STA an additional \$500 will be donated to the Colonel Catholics! So pullover and give NOW. (5 PM - 7 PM)

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**\$500** unlocked!

### Kenny Wood: Kenny Wood Family Donor Fund Challenge

This challenge hopes to encourage giving by matching up to \$5,000 dollar to dollar donations between 7:30 PM and 10:30 PM on Giving Tuesday.

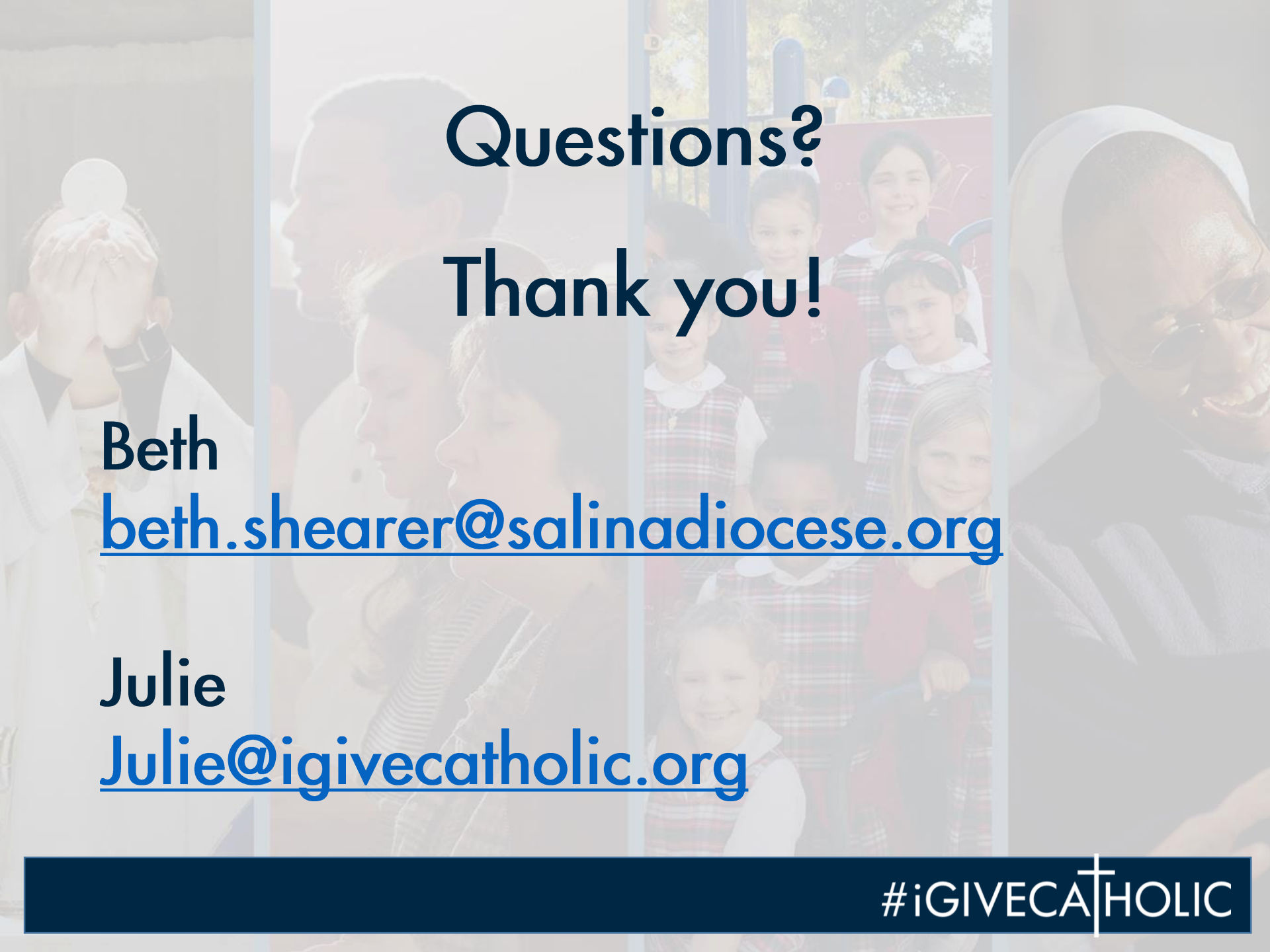
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**\$5,000** unlocked!

#iGIVECATHOLIC

# Tips from Salina

- *It's all in the strategy – what are your goals?*
- *Focus on the leadership of match donors*
- *Plan your matches wisely*
- *Keep it simple*
- *No fancy materials or trinkets needed*
- *Know your donors*
- *Ask – give others the opportunity to double/increase their gifts – true for the match donor just as it is for those who respond to the match*
- *Promote!!!*
- *Say thank you over and over*
- *Include your match donors in your celebrations*



**Questions?  
Thank you!**

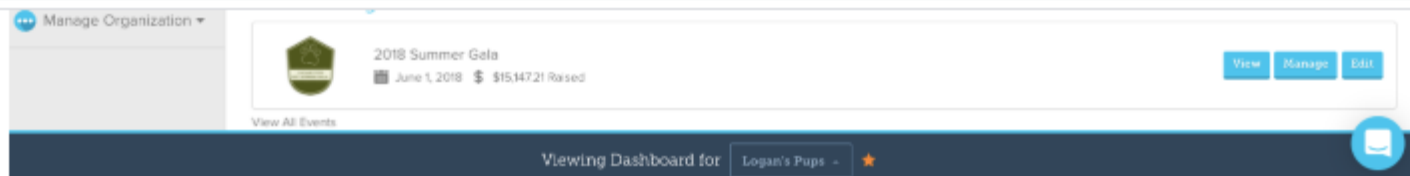
**Beth**

**[beth.shearer@salinadiocese.org](mailto:beth.shearer@salinadiocese.org)**

**Julie**

**[Julie@igivecatholic.org](mailto:Julie@igivecatholic.org)**

**#iGIVECATHOLIC**



## Step 3: Manage Your Sponsored Matching & Challenges

From your Giving Day Dashboard click the "**Manage Sponsor Matching**" link under the sidebar to the right of the screen.

