

Making the Most of

GIVING TUESDAY

for your Diocese

Presented at ICSC Conference
Tuesday, September 17, 2024

INTRODUCTIONS

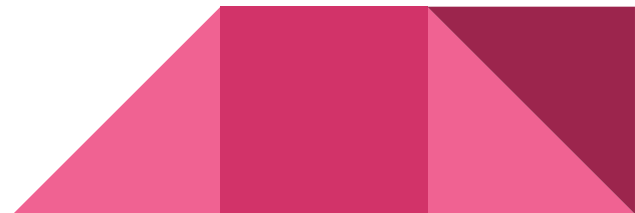


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- ✓ #weGIVECATHOLIC is Northeast Ohio's online day of Catholic giving, supporting more than 230 Catholic organizations throughout our region.
- ✓ Launched in 2016, #weGIVECATHOLIC has raised over \$17M on Giving Tuesday.
- ✓ Our mission is to raise awareness and inspire our Catholic community to 'Give Catholic'.



INTRODUCTIONS

#iGIVECATHOLIC



Lisa Schillace
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- ✓ Creator and Host of the U.S. Catholic Church's Annual Giving Day on GivingTuesday (www.igivecatholic.org)
- ✓ A national movement inspiring and celebrating generosity for the Catholic programs that impact our communities.
- ✓ #iGiveCatholic launched by Archdiocese of New Orleans on Giving Tuesday 2015
- ✓ An independent, bishop-led 501c3 non-profit ministry since 2017

H I S T O R Y

2015

- Inaugural #iGiveCatholic for Archdiocese of New Orleans
- Raised \$1.3 Million

2017

- Filed as a separate 501c3 organization
- 17 dioceses raised a combined \$3.6 Million

2019

- Hired first National Program Director, Julie Kenny
- 39 dioceses raised a combined \$7.4 Million

2020

- Pandemic restrictions inspired creation of Together platform
- 40 dioceses raised a combined \$12.7 Million

2023

- Lisa Schillace hired as new National Director
- 50 dioceses raised a combined \$20 Million

Relationship between **#i** and **#we** GIVECATHOLIC

- ❖ #iGiveCatholic mentored Diocese of Cleveland as they built their own Catholic giving day, #weGIVECATHOLIC.
- ❖ When other dioceses expressed interest, they decided #iGiveCatholic would welcome “partner dioceses” and #WeGiveCatholic would refer out inquiring dioceses.
- ❖ #iGiveCatholic and #weGIVECATHOLIC share information, data, and trends for mutual benefit.
- ❖ Both Catholic giving days are recognized as national community leaders with #GivingTuesday organization.

What is a Giving Day?

- ❖ A powerful fundraising event that takes place both online and offline and **unites communities around local causes**
- ❖ Connects donors to local organizations and needs
- ❖ Teaches donors and participants to use **digital tools**
- ❖ **Crowdfunding** builds excitement!
- ❖ Uses **“gamification”** features to stoke friendly competition and incentivize participation.



Why a Giving Day?

- People long to be a part of **something BIGGER than themselves**, something meaningful. A giving day invites a donor at any giving level to **feel the impact** of the joint effort for the community.
- Defined and limited time window creates a **sense of urgency** and immediate Call-to-Action.
- Create an **Online Charitable Marketplace for Catholic Causes** where donors can find and discover local organizations
- Match, Challenge and P2P features create a **fun “entry-point” for new donors** as well as **ROI for major donors**.

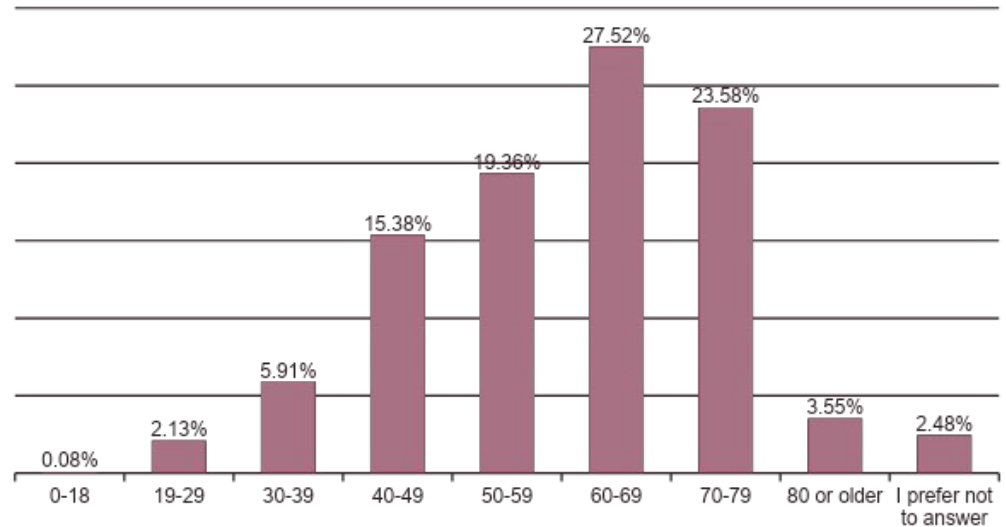
Why a Giving Day?

- Staff time required to carry out a giving day campaign is 50% to 80% less than a traditional in-person event.

(Knight Foundation)

- Giving days are attractive to a broad range of donors – from individuals in their 20's through their 70's and beyond.

(#iGiveCatholic 2022 Donor Survey)



Why on #GIVINGTUESDAY?

- ✓ It is a global day dedicated to promoting generosity and kindness.
- ✓ A counter-narrative to consumerism, promotes Catholic social teaching, and is evangelistic in nature.
- ✓ It kicks off the charitable season when many focus on their holiday and year-end giving.
- ✓ Lots and lots of free exposure and media attention for participating organizations.

Benefits to Participating Organizations

- ❖ **Fundraising:**
 - Raise unrestricted revenue.
 - Connect with new and younger donors.
 - Strengthen relationships with existing donors.
 - Identify prospects for planned giving.
- ❖ **Awareness Building:** Raise awareness of mission and organization.
- ❖ **Capacity Building:** Develop skills in online fundraising, social media, and stewarding donor base.
- ❖ **Friend-Raising:** Connect with and learn from fellow Catholic ministries!

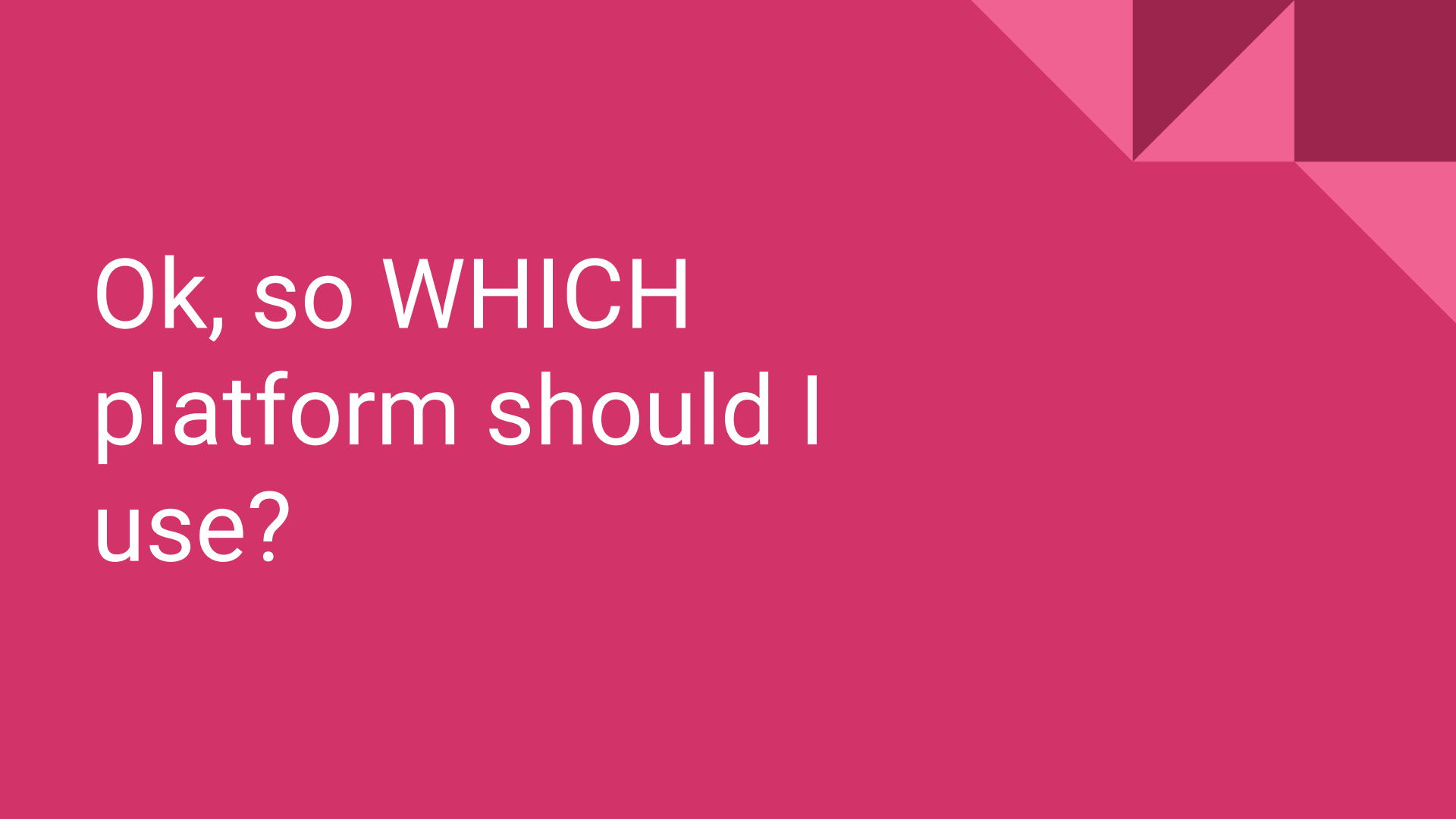
Benefits to Diocesan Partners

- ❖ **Elevate Catholic Connection:** Celebrate Catholicity and the important program work provided by local Catholic ministries!
- ❖ **Enhance Diocesan Relationships:** Increase awareness of diocesan or foundation services as well as build trust with participating parishes, schools, ministries and donors.
- ❖ **Support Donor and Prospect Relationships:** See which organizations or causes are special to your donors; donors become more aware of services provided by Catholic Church in their community.
- ❖ **Use as an Opportunity to Coach, Train, and Educate:** Be seen as a collaborative partner. Much of what we teach can be used year round in all aspects of fundraising.

DEFINITELY Use a Giving Day Platform

Investing in a Giving Day platform can significantly enhance the success of fundraising events

- ❖ **Increased Visibility and Reach**- A dedicated platform serves as a centralized hub where you can recognize sponsors, organizations can create their pages, share stories, and connect with donors. Boosts visibility across all constituencies.
- ❖ **Streamlined Donation Process**- A good platform simplifies the donation process, making it quick and easy for donors to contribute. This can lead to higher conversion rates and larger donation volumes.
- ❖ **Motivating and Engaging Features**- Leaderboards, matches, P2P, suggested giving amounts with pictures & videos build excitement and encourage donor participation.
- ❖ **Data and Analytics and Real-Time Tracking**- Platforms provide real-time data on donations, allowing for immediate insights and adjustments during the campaign.
- ❖ **Post-Campaign Analysis**- Detailed analytics help organizations understand donor behavior, which is valuable for planning future campaigns and strategies.




Ok, so WHICH
platform should I
use?



- ❖ **Features:** Year round online giving, offertory program with pledges, crowdfunding for special projects.
- ❖ **Pros:** Free (I think!) for existing online giving customers.
- ❖ **Cons:** Tries to mimic #iGiveCatholic, but still doesn't have all the “bells & whistles” of the major giving day hosts.
- ❖ **Example Giving Day:** Archdiocese of Baltimore
(Giving Day site is hidden shortly after giving day ends)

JustGiving® from Blackbaud.

- ❖ **Features:** Event-based online crowdfunding with limited features to connect a broader campaign.
 - ❖ **Pros:** Real time integration with Blackbaud user database. Free for Raiser's Edge users.
 - ❖ **Cons:** New and doesn't have all the "bells & whistles" of the major giving day hosts. Online transaction fees are 5% through Blackbaud Merchant Services (most platforms are 2%!) PLUS credit card/PayPal fee of 2.9%+ .25 and they cannot yet accept ACH bank transfers.
 - ❖ **Example Giving Day:** Cooks with Collars, Diocese of Allentown
(the website is down, possibly not active year-round?)
- 



- ❖ **Features:** All new giving day platform with fresh look, engaging features and the full suite of what we now expect from advanced giving day platforms. VERY customizable landing page, leaderboards, search filters
- ❖ **Pros:** Communicate with past donors from within dashboard (i.e. email on start of giving with link to repeat gifts from previous campaign), personalized pop-ups based on timing, device type, location-specific, first time or return visitor.
- ❖ **Cons:** Host must collect and distribute donations to their participant organizations. NeonPay is the only payment processor. Does not provide any graphics for hosts.
- ❖ Example Giving Day: [San Angelo Gives](#)



- ❖ **Features:** User-friendly interface, engaging fundraising pages, robust analytics, customizable branding, and strong support for all features.
- ❖ **Pros:** Excellent customer service, wide range of giving day features, solid track record, create graphics & custom articles, offer a range of training resources. Unique arrangement with Stripe that allows for direct connection to organization bank accounts. (con = limits “gift basket” to 10 donations)
- ❖ **Cons:** Can be more expensive compared to other options (unless through #iGiveCatholic).
- ❖ Example Giving Day: [Atlanta.iGiveCatholic.org](https://atlanta.iGiveCatholic.org)




- ❖ #iGiveCatholic is project manager and liaison with GiveGab, leading monthly webinars (May-Nov) and providing templates for EVERYTHING you need to run a local campaign.
- ❖ Diocesan Partner can collect all donations for later distribution OR require ministries to connect bank account directly for rolling payouts.



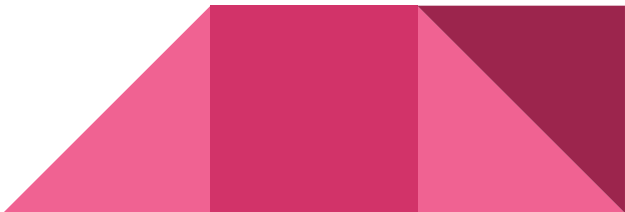


- ❖ **Features:** A solid option for nonprofits looking for a cost-effective, user-friendly platform with strong fundraising features and responsive customer service.
- ❖ **Pros:** Lower transaction and platform fees compared to some other giving platforms, making it a cost-effective option for smaller organizations.
- ❖ **Cons:** Has fewer third-party integrations compared to some other platforms, which could be a drawback for organizations that rely on specific tools or CRM systems. Distributions to organizations and receipts to donors are through the Mightycause Foundation DAF, causing potential donor confusion.
- ❖ **Example giving day:** [#weGIVECATHOLIC](#) (click to see)




Successful Strategies for Catholic Giving Day Hosts

THE BASICS

- ❖ Make it an **INVITATION to a free resource** and opportunity rather than an additional requirement pushed on busy pastors and administrators.
 - ❖ Bishop **MUST** enthusiastically lead the effort, especially in the campaign videos and other promotional materials.
 - ❖ Get in front of principals, pastors, and ministry leaders at regional or annual meetings - when you have their full attention!
 - ❖ Use an aggressive email campaign reassuring orgs. You do the heavy lifting
 - ❖ Offer incentives or contests for pre-event tasks; Many perform better with a carrot dangling in front of them
 - ❖ Deadlines help your organizations stay on task
 - ❖ Everyone wants to be on a winning team!
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Make it EASY and FUN to Participate!

- Platform dashboard AND donation process should be intuitive and user-friendly for both the Administrator AND the Donor
 - Your tech provider must have record of excellent customer service.
 - Accept as many different payment methods as you can, especially Mobile Pay (Apple Pay and GPay) AND offline gifts of cash & check.
 - **Provide Templates** for the best-practices you want to see
 - #iGiveCatholic uses **CANVA** to create graphic templates for social media, postcards, email banner, sponsor & P2P recruitment, thank you cards, etc.
 - #iGiveCatholic also partners with **FLOCKNOTE** and **PSG CATHOLIC SOCIAL MEDIA** to provide #iGC on GT content libraries for users.
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Prizes and Incentives for Organizations

- Pre-Event Prizes: These are vital to keep team leaders focused and on-task with the deadlines.
 - Prizes for early bird registration, 30-second video contest, early, securing an early matching gift, sending out letter from pastor, website completion
- Prizes give each organization a strong foundation with the building blocks needed for a successful giving day.
- Incentives are KEY! But how do we get funds? You need to ASK!
 - Are there any unrestricted gifts?
 - Support from our Foundation's board members



PRIZES to Motivate Best Practices

PREP Rally	Sept. 19	\$1,000	Random awards (two \$500 prizes) selected at PREP Rally
Pre-Event Contest 1 - Team Photo	Oct. 23	\$500	Random award from organizations that submit a team photo
Pre-Event Contest 2- Matching Gift	Oct. 30	\$500	Random award from organizations that secure a matching gift
Pre-Event Contest 3 - Email/Letter	Nov. 6	\$500	Random award from organizations that write an email or letter to donors
Pre-Event Contest 4 (School) - Video	Nov. 13	\$500	School 30-second video that garners the most votes from Nov. 14-20
Pre Event Contest 4 (Parish) -Video	Nov. 13	\$500	Parish 30-second video that garners the most votes from Nov. 14-20
Pre-Event Contest 4-(CC / Nonprofit) Video	Nov. 13	\$500	Catholic Charities or Nonprofit 30-second Video that garners the most votes from Nov. 14-20
Pre-Event Contest 5 - Webpage Completion	Nov. 17	\$500	Random award from organizations that complete their webpage as instructed
Pre-Event Contest 6 - Thank you Video	Nov. 21	\$500	Random award from organizations that create a thank you video to donors
Total		\$5,000	

Involve YOUR BISHOP!

- E-mail/Letter to all school principals to announce registration opening (could also be from Superintendent office)
- Record a video announcing and explaining the Giving Day for circulation in mid-November and on Giving Tuesday.
- Message for inclusion in parish bulletins across diocese.
- Record a video thanking donors for their support, circulate after giving day.
- Invite to personally attend any in-person gatherings to offer support and thanks.



Bishop Involvement Examples:



Soliciting SPONSORSHIPS

- Promote the **amazing R-O-I** of inspiring and celebrating generosity for **Catholic organizations across your diocese!** Multiplication of loaves...
- Pay for **organization prizes, giving day promotions**, or even **subsidize overhead** to run the giving day!
- Prospect list should include:
 - Catholic-owned **businesses**
 - Top **vendors** used by the diocese
 - Bulletin or Catholic newspaper/magazine **advertisers**
 - **Businesses seeking Catholic or Family clients** (i.e. pediatricians & orthodontists, uniform shops, funeral homes, car dealerships, estate planning or money management, etc.)
 - Local major **philanthropists and family foundations** interested in Catholic causes
 - Catholic Foundation **board members** or local Catholic **giving circles**

Sponsor Solicitation and Acknowledgement Examples:



#iGiveCatholic on #GivingTuesday
2022 Sponsorship Opportunities

Announcing the 2022 Annual Catholic Giving Day

You are invited to participate as a sponsor of the 2022 annual day of Catholic giving, #iGiveCatholic. While the event is scaled nationally, the audience locally will be the 300,000 Catholics who reside in the Diocese of Lafayette. They will be encouraged to donate online as part of Giving Tuesday, November 29 by donating to their church parish, Catholic school or favorite non-profit ministry. The pre-giving period begins November 14.

The goal of #iGiveCatholic is to inspire the Catholic community to come together as faithful stewards and to "Give Catholic". This online platform with searchable profiles makes it easy for donors to share their gifts with organizations they value out of love for God and one another. We hope you will be part of it!

A Win-Win-Win: Partner with the Diocese of Lafayette

Your investment as a sponsor in #iGiveCatholic **directly supports** the organizations who participate. It shows your solidarity with all that these ministries represent to thousands of Catholics in the 8 civil parishes that comprise the Diocese of Lafayette. Secondly, sponsor dollars provide the cash needed for a competitive prize structure that incentivizes participation and creativity by participating ministries. And third, prize winners re-invest their winnings to fund their project goals. That's a win-win-win for sure!

Sponsors are prominently featured on our social media posts starting in early November as well as on the giving site. We heavily market this giving day through diocesan social media and we also have "air cover" from national media in their promotion of Giving Tuesday to drive traffic to the giving portal.



Supporter



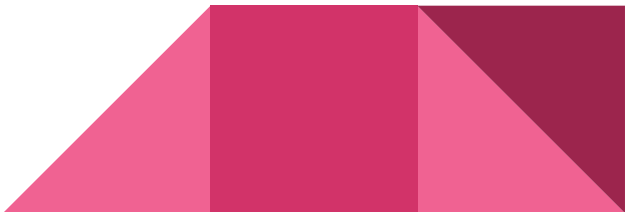
Contributor



Patron



Distribute PROMO Materials & Branded MERCH

- Schedule one or more days where participating organizations or donors can pick-up free promotional materials for the giving day
 - **YARD SIGNS** are very effective and can be used year after year by participating organizations AND their donors. Promotes Catholic Connection!
 - Other merch ideas include **CAR DECALS, KNIT BEANIES, T-SHIRTS, SOCKS, WIPE-OFF BOARDS, KOOZIES, MUGS** or **WATER BOTTLES**.
 - #iGiveCatholic uses **SHOPIFY** for online storefront and **PRINTFUL** for print-by-demand. *You could partner with a local merch company for potentially quicker and cheaper processing!*
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Promo & Merch Examples:




Be the Convener!

- Host dynamic **training sessions**: online, in-person, or hybrid
 - Large Geography? Go on a “**Road Show!**” Face-time makes a difference.
- Make the training sessions **fun and interactive**.
 - Invite Successful Administrators to Share their **Secrets to Success**
- Can be a variety of topics
 - **Information Session** in late Spring or mid-Summer
 - **Build Profile Pages Together** after Labor Day. Walk around and assist as needed!
 - Next Level: **Social Media** tips, Executing a Successful **Peer2Peer** program
- Provide **free parking** plus perhaps branded swag and breakfast/lunch
- Offer **door prizes** and incentives!

Gathering Examples:



Host a Celebration Event AFTER the Giving Day to...

- **Celebrate Results**, provide high-level analysis (Y-O-Y growth, etc.), share inspiring stories from your community's giving day experience
 - **Distribute Checks**, including for prize-winners
 - **Acknowledge Sponsors** (i.e. inviting them to hand check to sponsored prize-winner)
 - **Collect Feedback** from Participant Administrators, Sponsors & Donors
 - Offer branded merch as **door prizes**
 - CELEBRATE GENEROSITY!
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After Giving Day Event Example:

The poster features a background image of a cup of coffee with latte art on the left and several golden-brown biscuits on the right. In the center, the Diocese of Lafayette Louisiana logo is displayed, consisting of a shield with a cross and a crown above it. Below the logo, the text "#iGIVECATHOLIC" is written in a large, white, sans-serif font, with a yellow cross symbol integrated into the letter 'I'. Underneath this, the words "PRESENTATION OF THE CHECKS" are written in a smaller, dark blue, serif font. At the bottom, the date and time "Thursday, December 14 | 10:00 - 11:00 AM" are written in a yellow, sans-serif font. A final line of text at the very bottom states "All Online Gifts from #iGC & Award Prizes will be distributed at this event." in a dark blue, sans-serif font. The entire poster is set against a white background with a blue border at the bottom and a pink and purple geometric design on the right side.


DIOCESE of LAFAYETTE
LOUISIANA

#iGIVECATHOLIC

PRESENTATION OF THE CHECKS

Thursday, December 14 | 10:00 - 11:00 AM

All Online Gifts from #iGC & Award Prizes will be distributed at this event.



Anticipated vs. Actual Challenges

Misconceptions

Our donors don't want ANOTHER appeal...

This is a unique and exciting celebration of our Catholicity ACROSS THE COUNTRY and does not negatively impact your other, existing appeals.

It will be easier if we try with just parishes or schools

We recommend you allow ALL eligible organizations to participate and see who signs up to give it a shot! It's not that much more effort to respond to different types of organizations. You never know who will be your "star" organization!

This is just too much work! I don't have time for this!

If you partner with #iGiveCatholic and use their provided templates, graphics, "Just One Thing" email series, you can have a successful campaign investing about 1-2 hours per week plus one webinar per month.

The REAL Challenges

Recruiting Organizations, particularly Parishes

- Try to identify “pilot” programs who have high potential for success because of a dynamic key staff person or participation in similar campaigns.
- Consider hosting an information session for Development and Communications Directors at parishes and schools to introduce them to #iGiveCatholic.

Securing Sponsors for Prizes

Prizes motivate organizations to register and to follow best practices.

Encouraging Peer 2 Peer and Matches/Challenges

You must be able to explain these tools and help them identify the fundraisers or lead donors to apply these POWERFUL tools to campaigns.

Transaction Fees for Online Gifts

Everything costs money. Online fundraising is no exception, but still less expensive than traditional fundraising and MINIMAL up-front costs.

Partnering with #iGIVECATHOLIC

ON GIVING TUESDAY

- ❖ Coop model that empowers and prepares partner to lead local movement.
- ❖ Diocese or Foundation pays \$4,000 annual fee to #iGC
 - 25% discount for mission dioceses (\$3,000 annual fee) - plus Catholic Extension grant!
 - \$500 surcharge on first year to build out site
- ❖ #iGiveCatholic & GiveGab provide ABUNDANT resources and live trainings to participating organizations. Diocesan Partner encouraged to host local gatherings/trainings.

Additional Considerations if Independent

Resource Intensive

Requires significant resources - time, staff, and expertise. You will handle ALL marketing, vendor relations, creative resources, and in-person and virtual trainings. #weGIVECATHOLIC has a team of three with department-wide 'all hands on deck' day-of. Constant support comes from relationship managers, in-house graphic designer, communications department, and executive director.

Marketing Challenges

You must create all of your own resources to offer your organizations. This includes templates for emails, social media graphics, videos, print materials, and so much more. If you do not have a graphic designer on your team, you will need to outsource one. A marketing calendar, resource guide, and training videos are crucial so your organizations can 'plug and play'.

Technology Challenges

Finding the right platform to ensure a smooth user experience is key to a campaign's success. The process of vetting companies is very time consuming. Some may not be able to afford a platform that offers pre-built infrastructure features like matching gifts, challenges, or leaderboards which boost participation.

Timeline for #iGiveCatholic Partners

- Late May: Commitment Deadline (fees due July 31)
- June-August: Set up or Update Site designs and configurations, review and prepare.
- Mid-August: Organization Registration opens (closes Nov 1)
- September-October: Train and Support Organization Administrators
- Mid-November: Advanced Giving begins
- GivingTuesday (*Tuesday after Thanksgiving*): GIVING DAY!
- 10 days following GivingTuesday: Deadline to enter Offline Donations
- Late February: Spring Partner Gathering to debrief previous giving day and look ahead to consider changes and set new goals.

QUESTIONS?

contact us directly at

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