Steps to Success

for

SPRING DAYS OF GIVING

for Catholic Campus Ministry

March 28-29, 2023

#iGIVECATHOLIC TOGETHER

Welcome!

Michael St. Pierre
Catholic Campus Ministry Association

CCMA
Catholic Campus Ministry Association

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SPRING DAYS OF GIVING
for Catholic Campus Ministry

Your host:

Lisa Schillace

National Director

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SPRING DAYS OF GIVING for Catholic Campus Ministry

Submit Your Questions!

Chat Box

If you have questions or comments throughout the training, please write in the chat box.

Agenda

- Participation – Eligibility and Benefits
- Who is #iGIVECATHOLIC TOGETHER?
- Who are GiveGab® and Bonterra™?
- *Spring Days of Giving* Basics
- Registering for *Spring Days of Giving*
- Navigating Your Dashboard
- Best Practices and Resources
- Next Steps and Questions

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Eligibility

- Have you signed up with CCMA?
- Stand-alone Catholic 501(c)3 campus ministry/Newman center
- Must be able to accept ACH direct deposit transfers to a valid checking account

Benefits of Participation

- **Re-engage** with existing supporters, **gain** new supporters
- Leverage Spring Days of Giving to **reach other internal goals**
- Increase your **organization's visibility** and exposure
- Take advantage of **state-of-the-art online** fundraising tools
- **Gamify** your day and motivate donors to make a greater impact with 'Next-Level Features' like Peer-to-Peer Fundraising and Matching Gifts
- Incorporate offline (cash/check) gifts - **all donors** can feel like they are a part of the day!

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Who is #iGiveCatholic?

- #iGiveCatholic is the Catholic, nonprofit parent organization of #iGiveCatholic Giving Day on #GivingTuesday, and now #iGiveCatholic Together, a year-round platform to connect the generosity of faithful donors with Catholic organizations across the country, to impact our world for good.
- Mentor and partner for Spring Days of Giving
- Gifts are given through #iGiveCatholic to your organization using the GiveGab platform technology. #iGiveCatholic is a registered fundraiser in every state.

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Quick Guide To GiveGab/Bonterra

- Secure, reliable and transparent platform
- Extremely donor centric
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate #iGiveCatholic "Thank You"
- Dedicated platform support team (the people behind the blue chat bubble!)

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GiveGab®

Bonterra™

SPRING DAYS OF GIVING for Catholic Campus Ministry

Spring Days of Giving Basics

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SPRING DAYS OF GIVING for Catholic Campus Ministry

Spring Days of Giving Basics

$5
minimum online donation!

- *ccma.igivecatholictogether.org*
- Begins at 12:00 am March 28 and ends at 11:59 pm on March 29.
  - You conduct your own campaign, including editing your profile page.
- Advanced Giving is available on March 27.
- There is NO Extended Giving period this year.
- "Thank you phase" will begin on March 30
- Offline donations can be entered until 11:59 PM on March 31st.

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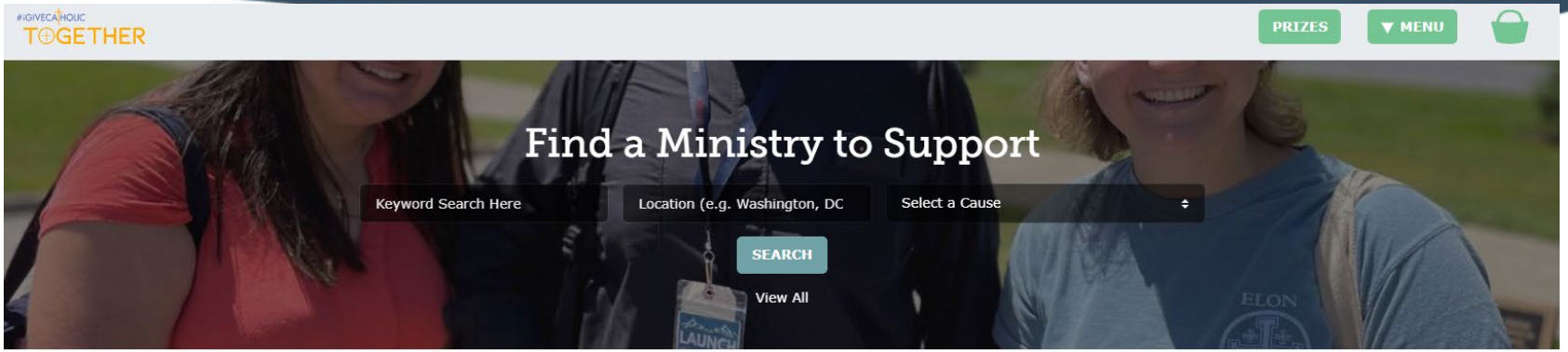
Live Site!

TOGETHER
Search...
PRIZES
LEADERBOARDS
MENU
0 DONORS
$0 RAISED
0 MINISTRIES
SPRING DAYS OF GIVING
for Catholic Campus Ministry
DONATE NOW
Please Donate now to help us Connect. Equip. Inspire!
March 28-29, 2023
27 : 07 : 08 : 38
days hours mins secs
Pause Animation

Organization Search for Donors



Catholic Campus Ministry at Hampden-Sydney College & Longwood University
Farmville, Virginia
VIEW PROFILE

Catholic Newman Community at the University of Rochester
Rochester , New York
VIEW PROFILE

Diocese of Pittsburgh Catholic Campus Ministry
VIEW PROFILE

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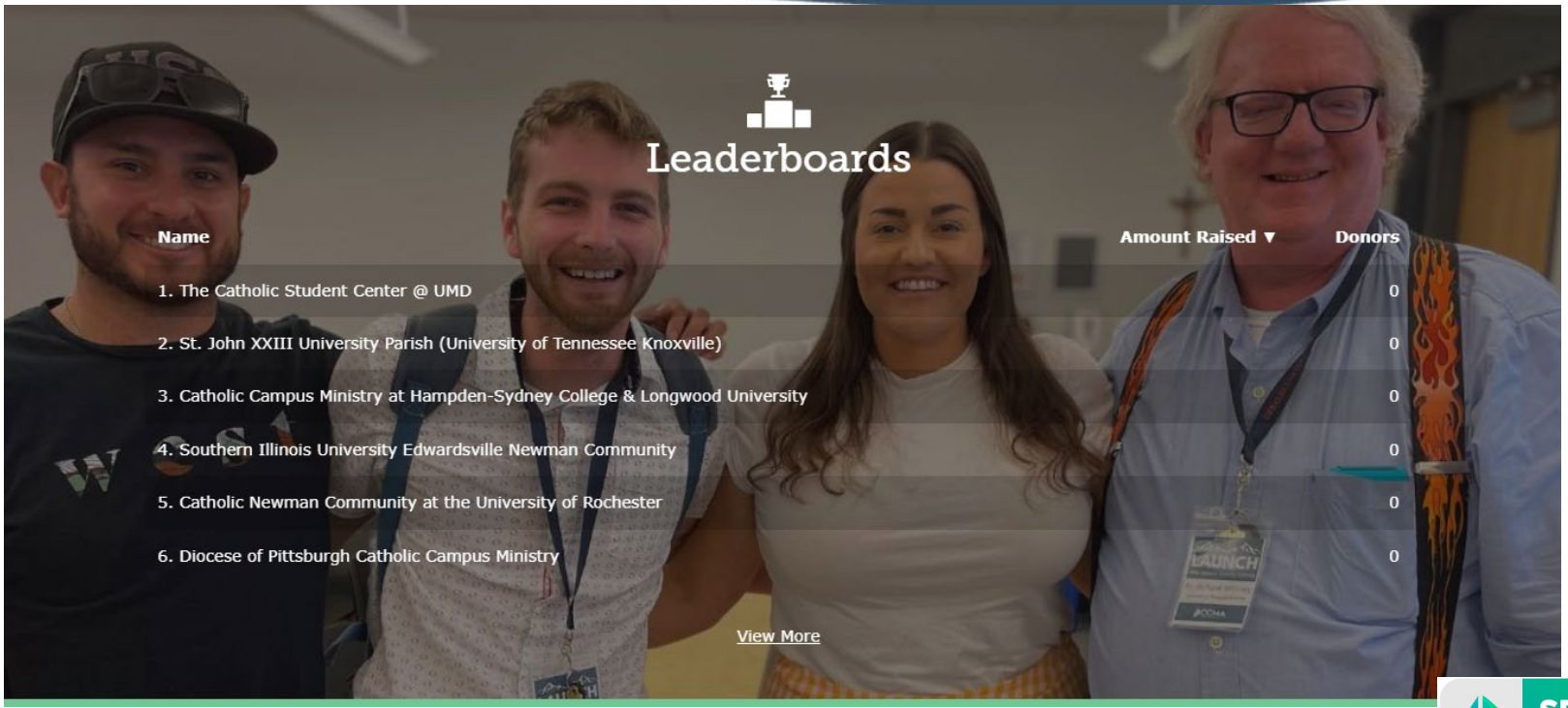
Leaderboards



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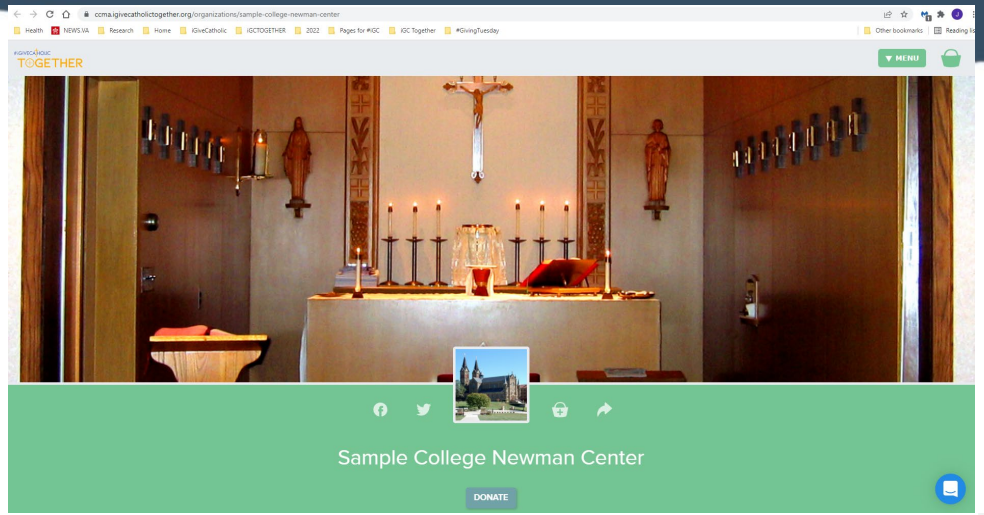
Your Profile



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Donor Recognition

Recent Gifts

Anonymous - $750.00
A donation supporting St. Mary Sample Parish (City Name)

Mr. and Mrs. Komenda - $250.00
A donation supporting Our Lady of Sample School

Anonymous
A donation supporting St. Mary Sample Parish (City Name)

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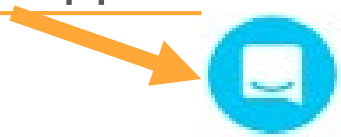
Simple Donation Processing

- Quick & easy 3-step donation process!
- All major credit cards accepted (even international payments)
- Direct debit using the 'Bank Account' option, logs into their bank (for gifts of $100 or more)
- Securely processed via Stripe - PCI Level 1 Compliant Processor
- GiveGab's chat support in each step of the donation form!



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COSTS OF ONLINE FUNDRAISING

SPRING DAYS OF GIVING for Catholic Campus Ministry

If the donor gives by ACH

3.4% + $3.00

1.4% Host Cost
2.0% Platform Cost
$3.00 by Pmt Processor

If the donor gives by Credit Card

5.9% + 30¢

1.4% Host Cost
2.0% Platform Cost
2.5% Credit Card
30¢ by Pmt Processor

Available to donors giving $100 or more

1.4% HOST COST

#iGiveCatholic uses these funds to support the entire Giving Day process from start to finish on the #iGiveCatholic Together platform, including our project management work with GiveGab/Bonterra and the Catholic Campus Ministry Association on the site, development of promotional resources, graphics, expenses relating to filing in all states as a registered fundraiser, cyber insurance, communications, software, accounting, and all the costs associated with running a non-profit.

2% PLATFORM COST

These funds are used by GiveGab/Bonterra (#iGiveCatholic and Spring Days of Giving platform partner) to maintain all the behind-the-scenes technology, security, reporting, and tech support. Think Blue Chat Bubble!

2.5% Credit Card Cost + 30¢

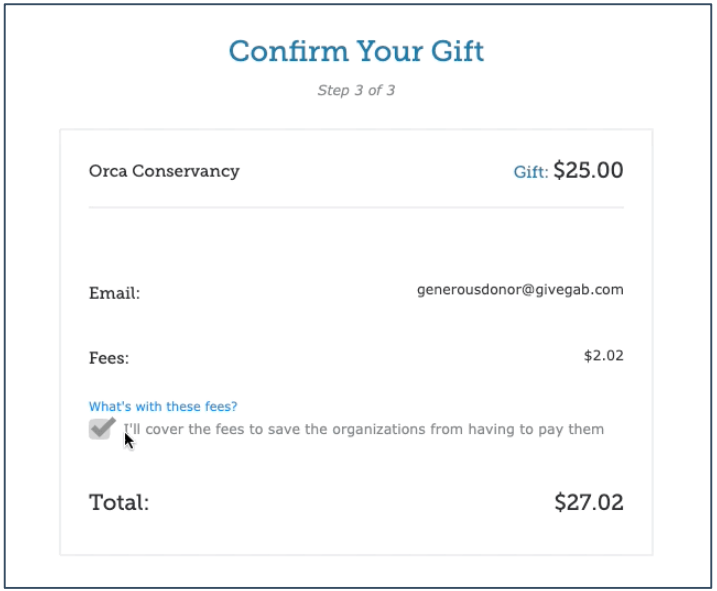
For Stripe, the payment processor, plus one $.30 charge per donor transaction, no matter how many gifts they make in that transaction.

97.6¢ *is the average amount an organization received per dollar donated in 2022.*

DONORS DO HAVE THE OPTION TO PAY THE ONLINE COSTS FOR ORGANIZATIONS —

IN 2022, 70.5% DID!

Transparent Pricing



- Donors can opt-in to cover all fees on behalf of your organization
- Fee information is front and center, and live-calculates
- **70+%** of donors cover fees during an #iGiveCatholic Giving Day
- *Donors can donate anonymously, in honor or in memory of, and more!*

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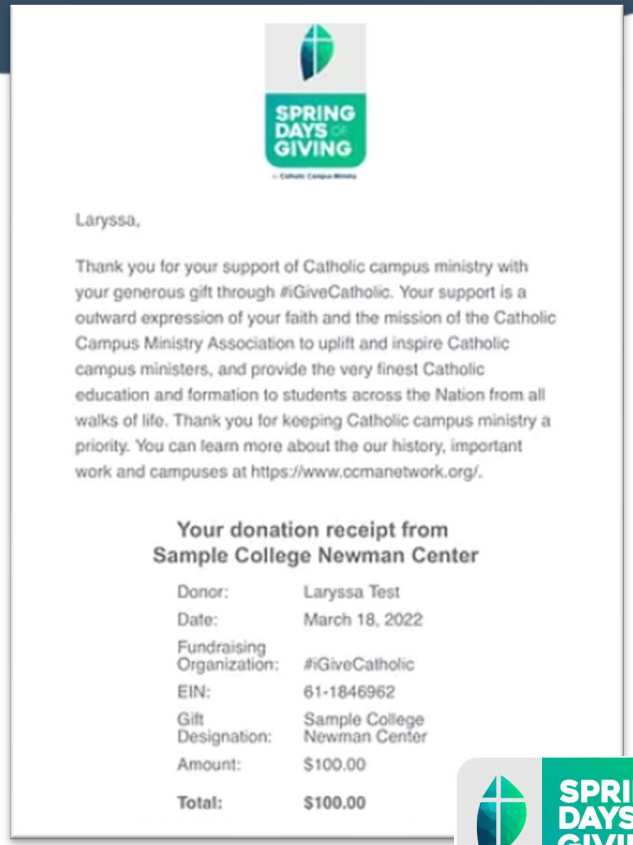
Immediate Donor Thank You

- Automatic tax receipts from #iGiveCatholic are sent via email for online donations.
- Receipts for offline gifts must come from your office.

Pro Tip:
Be sure to follow up with a more personal thank you!!



SPRING DAYS OF GIVING

Laryssa,

Thank you for your support of Catholic campus ministry with your generous gift through #iGiveCatholic. Your support is a outward expression of your faith and the mission of the Catholic Campus Ministry Association to uplift and inspire Catholic campus ministers, and provide the very finest Catholic education and formation to students across the Nation from all walks of life. Thank you for keeping Catholic campus ministry a priority. You can learn more about the our history, important work and campuses at https://www.ccmanetwork.org/.

Your donation receipt from Sample College Newman Center

Donor:	Laryssa Test
Date:	March 18, 2022
Fundraising Organization:	#iGiveCatholic
EIN:	61-1846962
Gift Designation:	Sample College Newman Center
Amount:	$100.00
Total:	**$100.00**

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Platform Updates

- Matches & Challenges - new look for internal builder
- Deposits to your bank account will now say “Bonterra” (this does NOT impact donor bank statements - those still include the organization’s name)
- Keyword search feature in profiles
- Added donor phone numbers to your donation reports

Registering for

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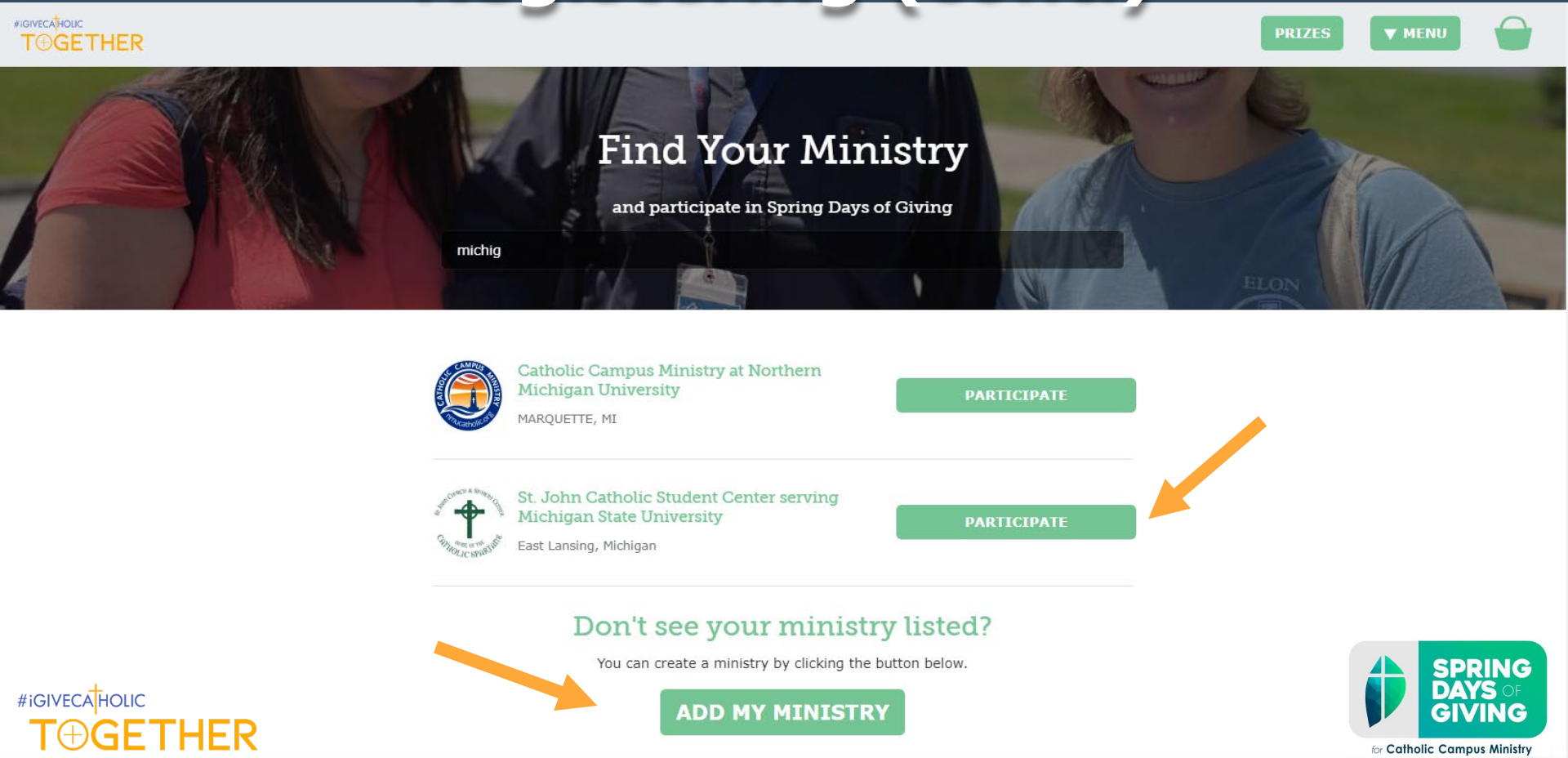
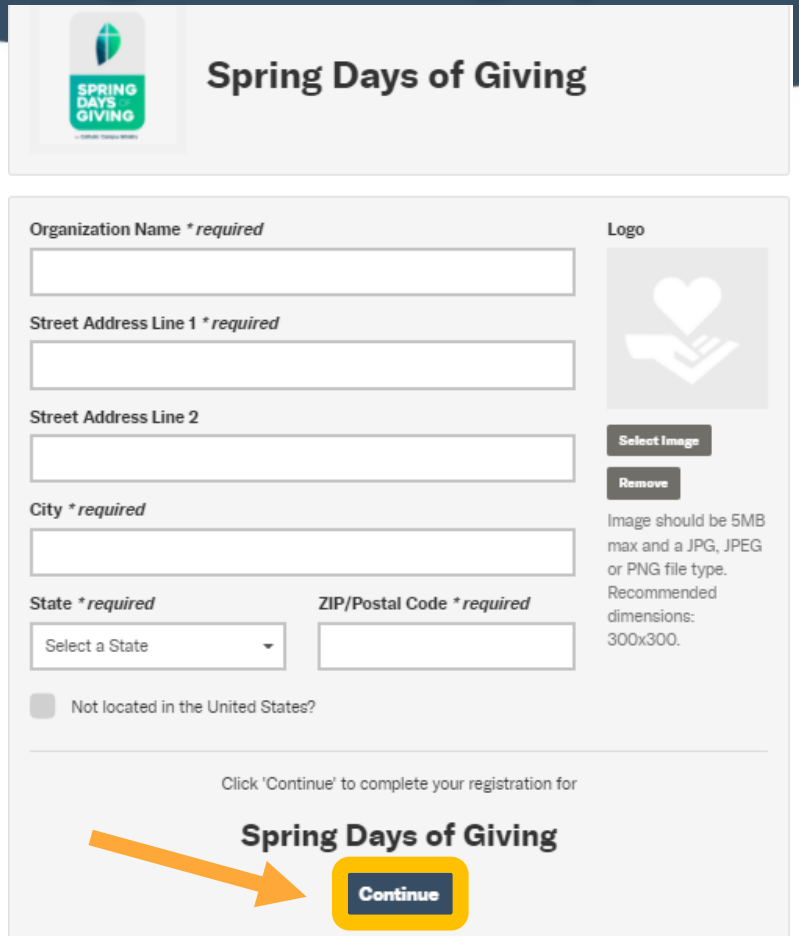
for Catholic Campus Ministry

Registering

Registering (cont.)



Registering (cont.)



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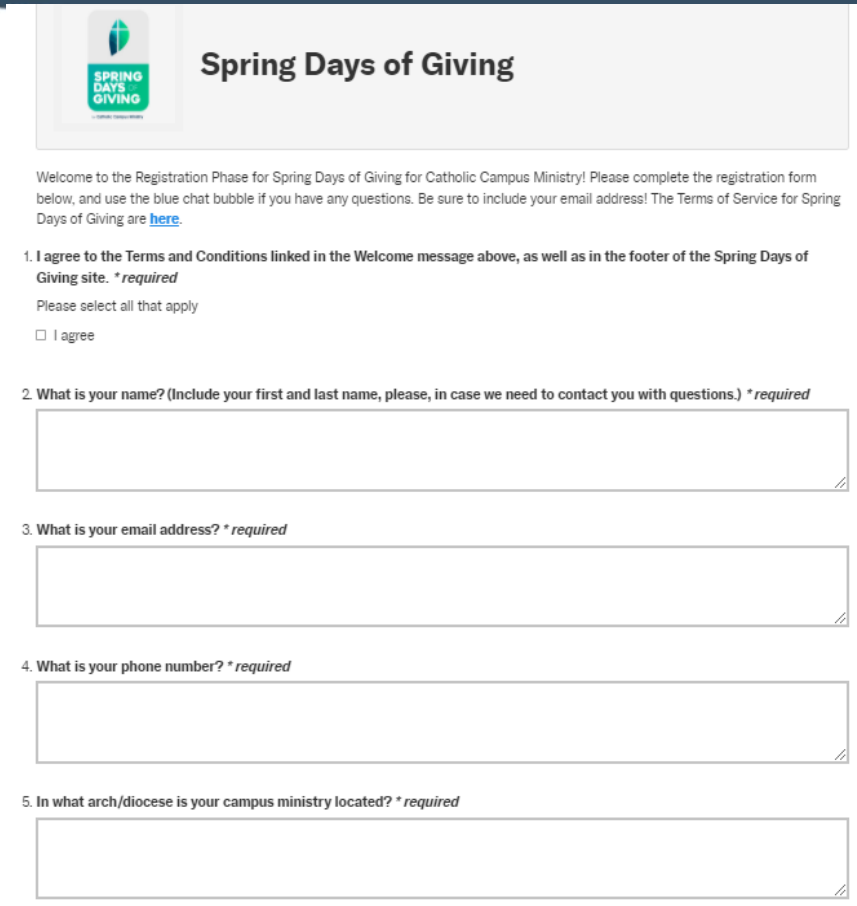
Registering (cont.)



Spring Days of Giving

Welcome to the Registration Phase for Spring Days of Giving for Catholic Campus Ministry! Please complete the registration form below, and use the blue chat bubble if you have any questions. Be sure to include your email address! The Terms of Service for Spring Days of Giving are here.

1. **I agree to the Terms and Conditions linked in the Welcome message above, as well as in the footer of the Spring Days of Giving site.** ***required***

   Please select all that apply

   ☐ I agree

2. **What is your name? (Include your first and last name, please, in case we need to contact you with questions.)** ***required***

3. **What is your email address?** ***required***

4. **What is your phone number?** ***required***

5. **In what arch/diocese is your campus ministry located?** ***required***

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Registering (cont.)

6. **If someone else will be assisting you, what is his/her name and email address?**

7. **What is the name of the college or university with which your campus ministry is affiliated?** * *required*

8. **Has your campus ministry ever participated in #iGiveCatholic on #GivingTuesday?** * *required*

   Please select one choice

   Please select one...

9. **Is one of your staff a member of CCMA?** * *required*

   Please select one choice

   Please select one...

10. **If yes, what is that CCMA member's name?**

Submit

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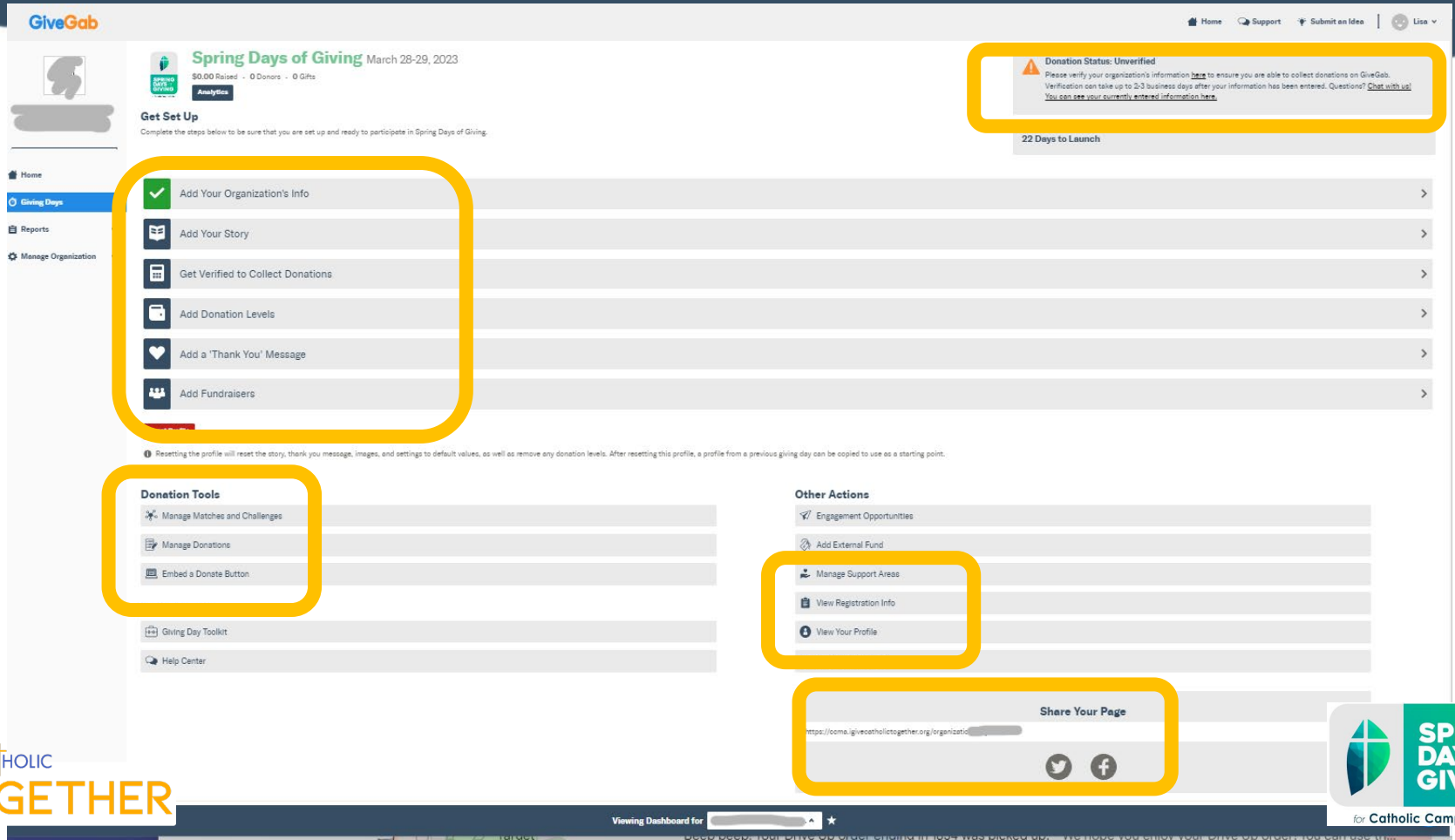
Your Dashboard



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Your Dashboard (cont.)

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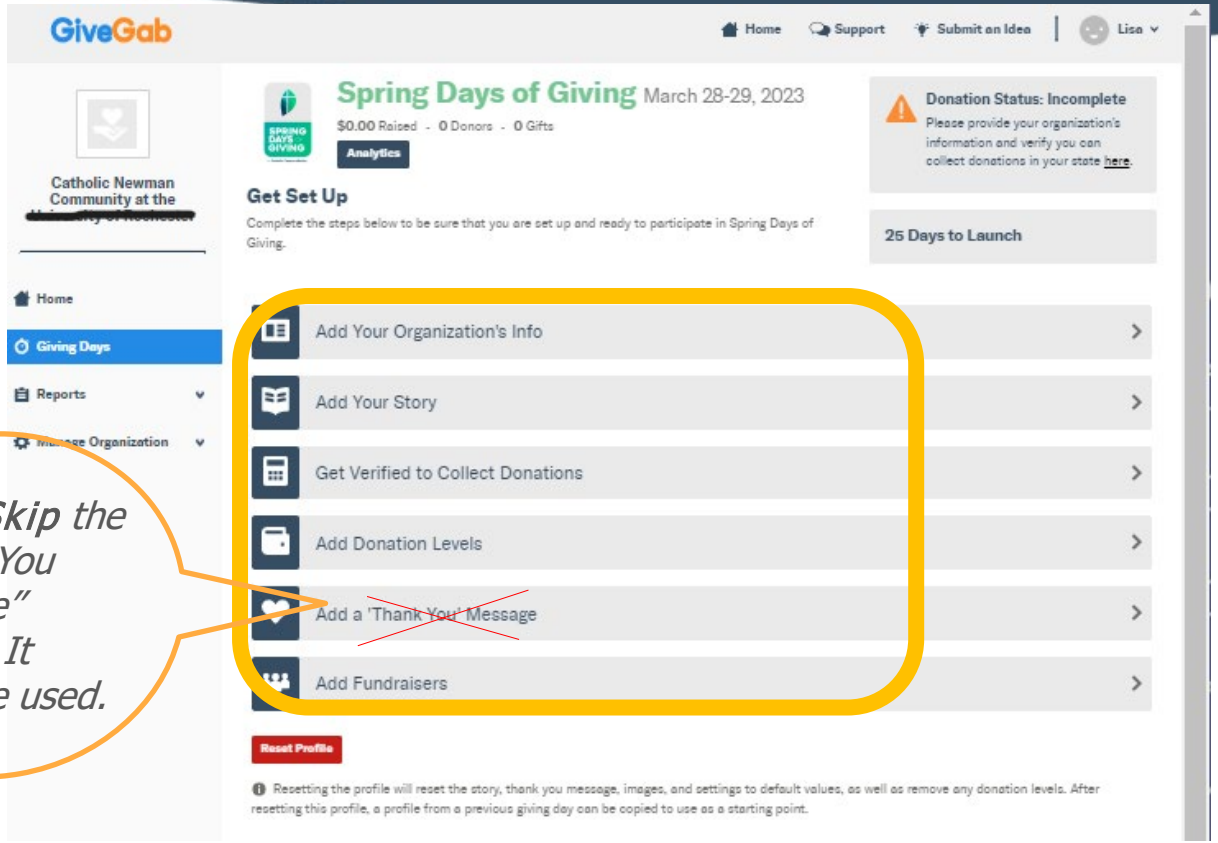
Your Dashboard (cont.)



Note: Skip the "Thank You Message" section. It won't be used.

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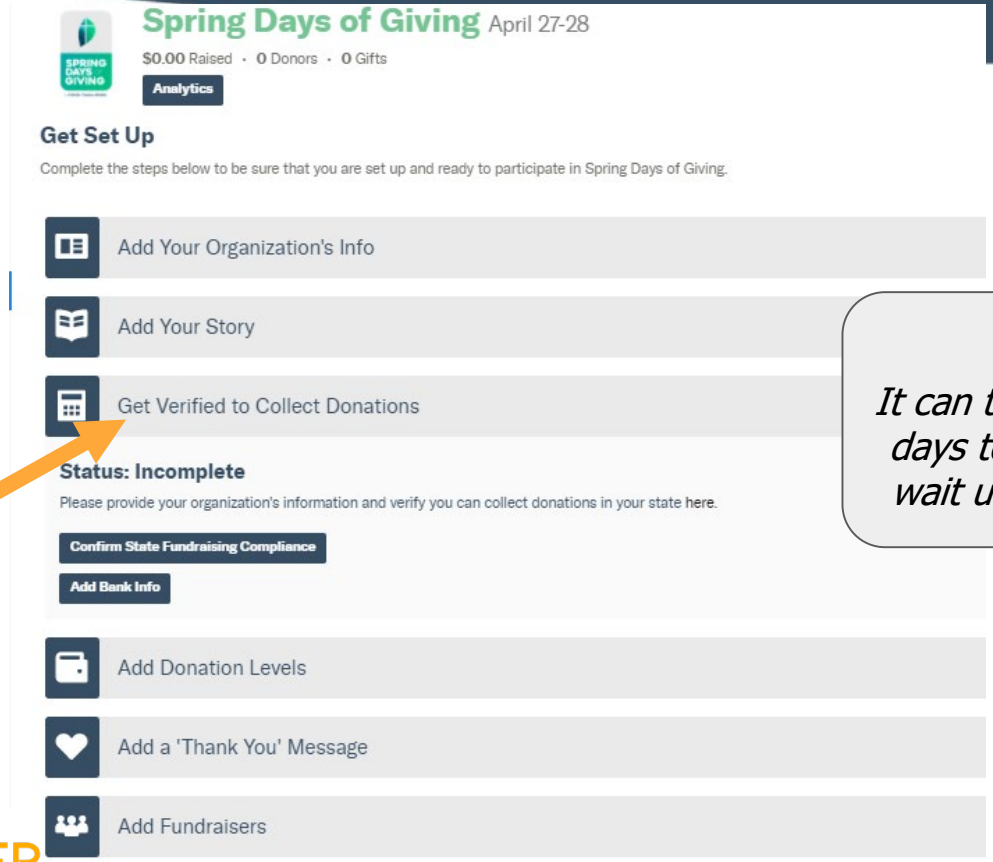
Are You Verified to Collect Donations?



Pro Tip:

It can take several business days to get verified. Don't wait until the last minute!

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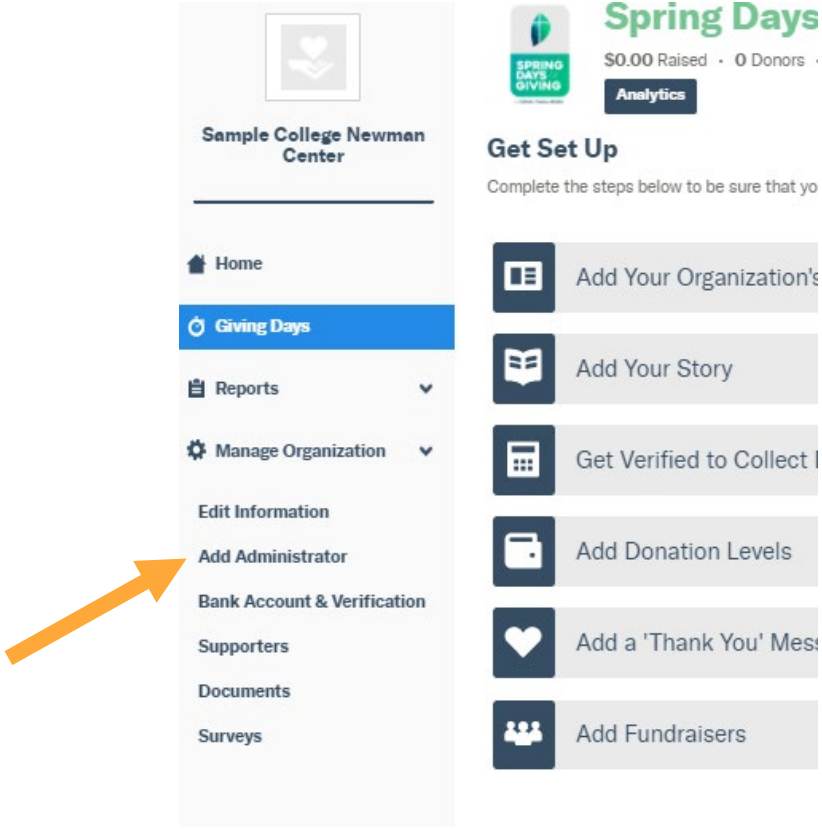
Managing Access to Your Organization



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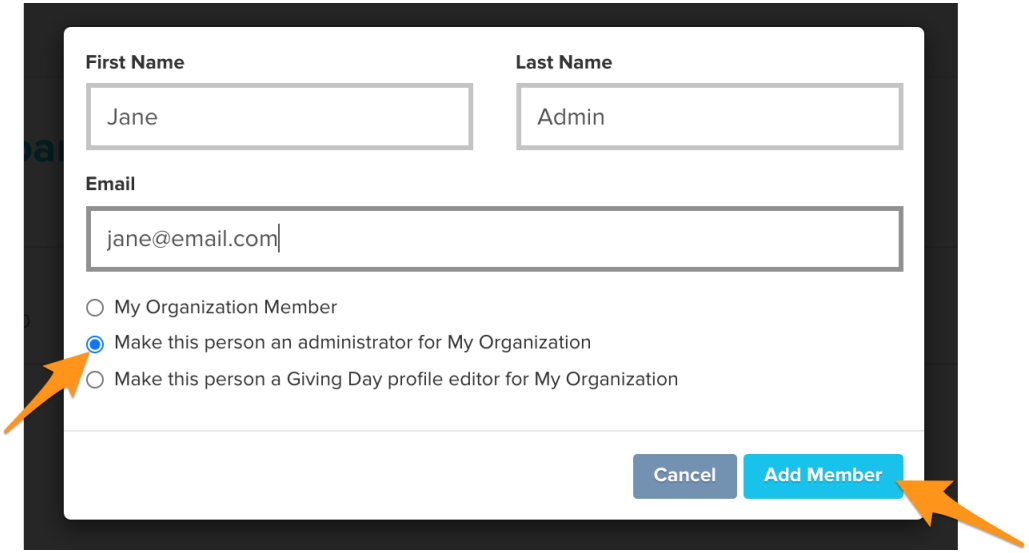
Granting Full Administrative Access



Special Features & Resources

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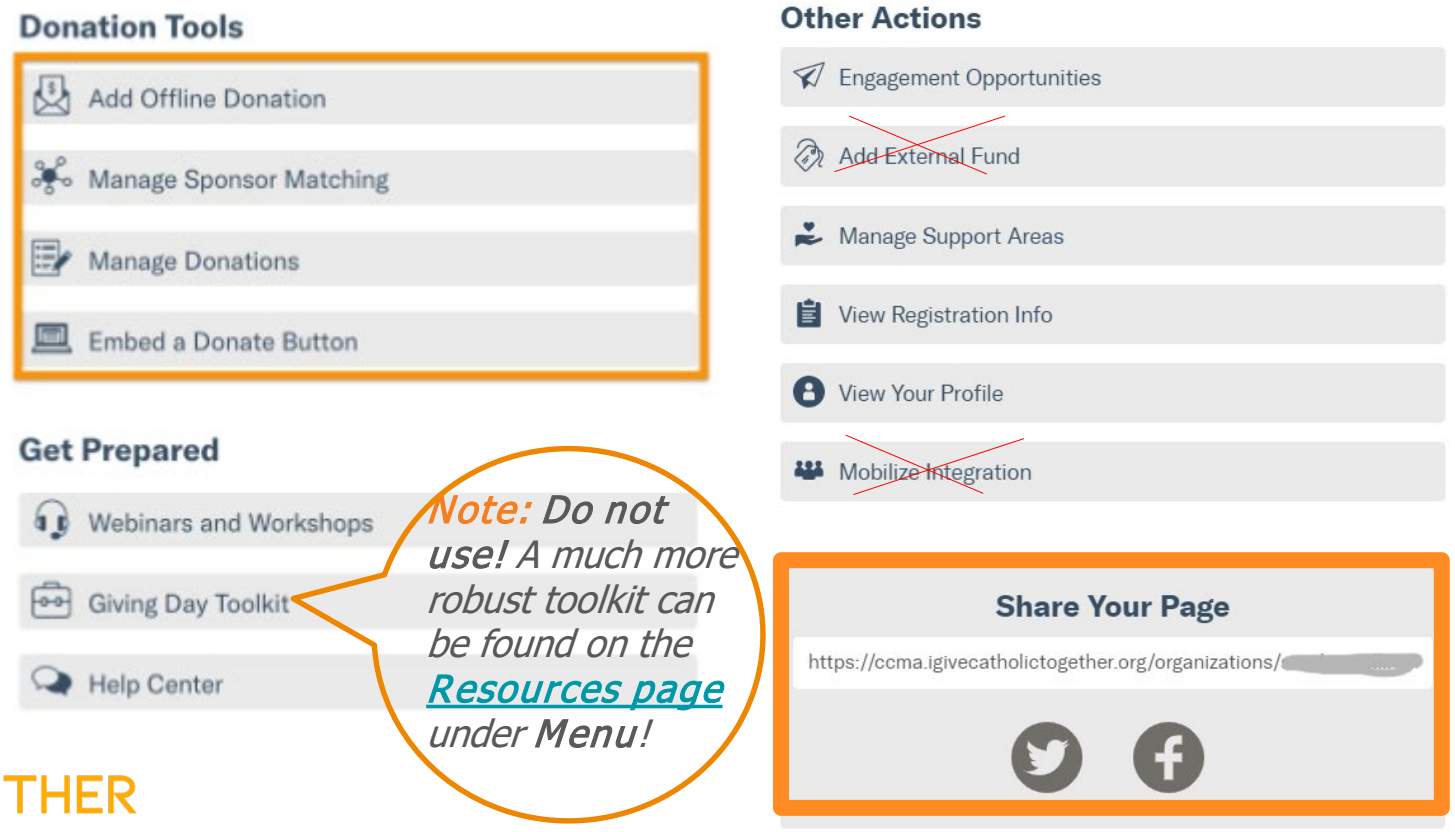
Making the most of your Dashboard



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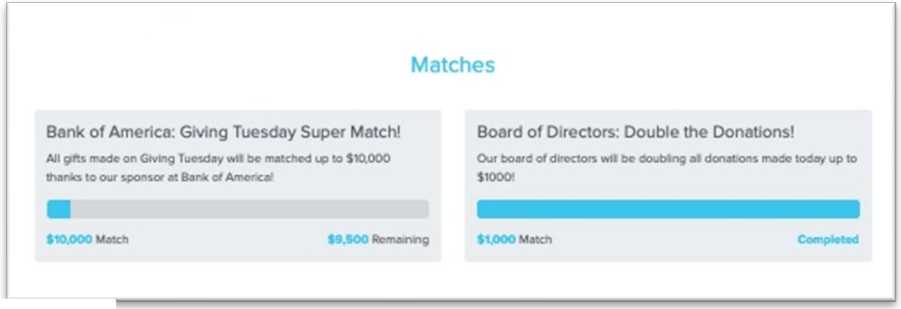
Matches & Challenges

- Use pledged donations to increase impact
  - **1:1 Match:** each online donation will be matched dollar for dollar
  - **Challenge:** Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raise on average **nearly 11x more** than organizations without



Pro Tip:
Watch the *Matches and Challenges* training on the **Trainings page** for more info!

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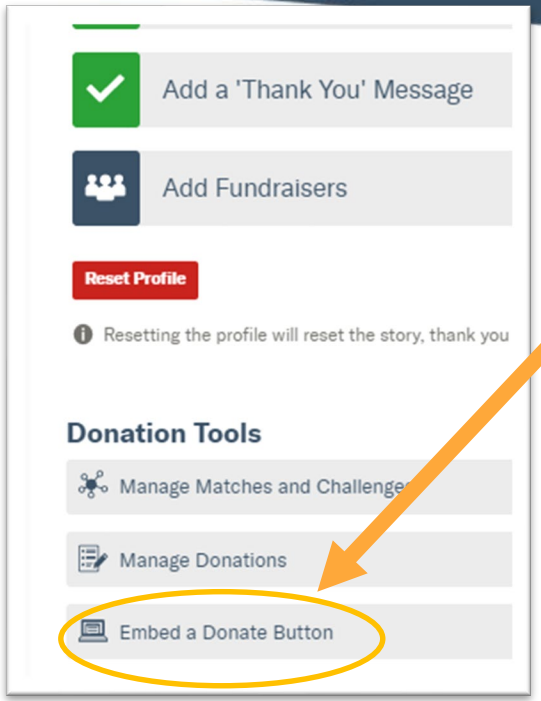
Embed a Spring Days of Giving Donate Button



- Create a branded *Spring Days of Giving* "Donate" button to embed on your organization's own website.
- All donations that come through this button will be added to your *Spring Days of Giving* totals.
- Donation form is exactly the same, and includes chat support!

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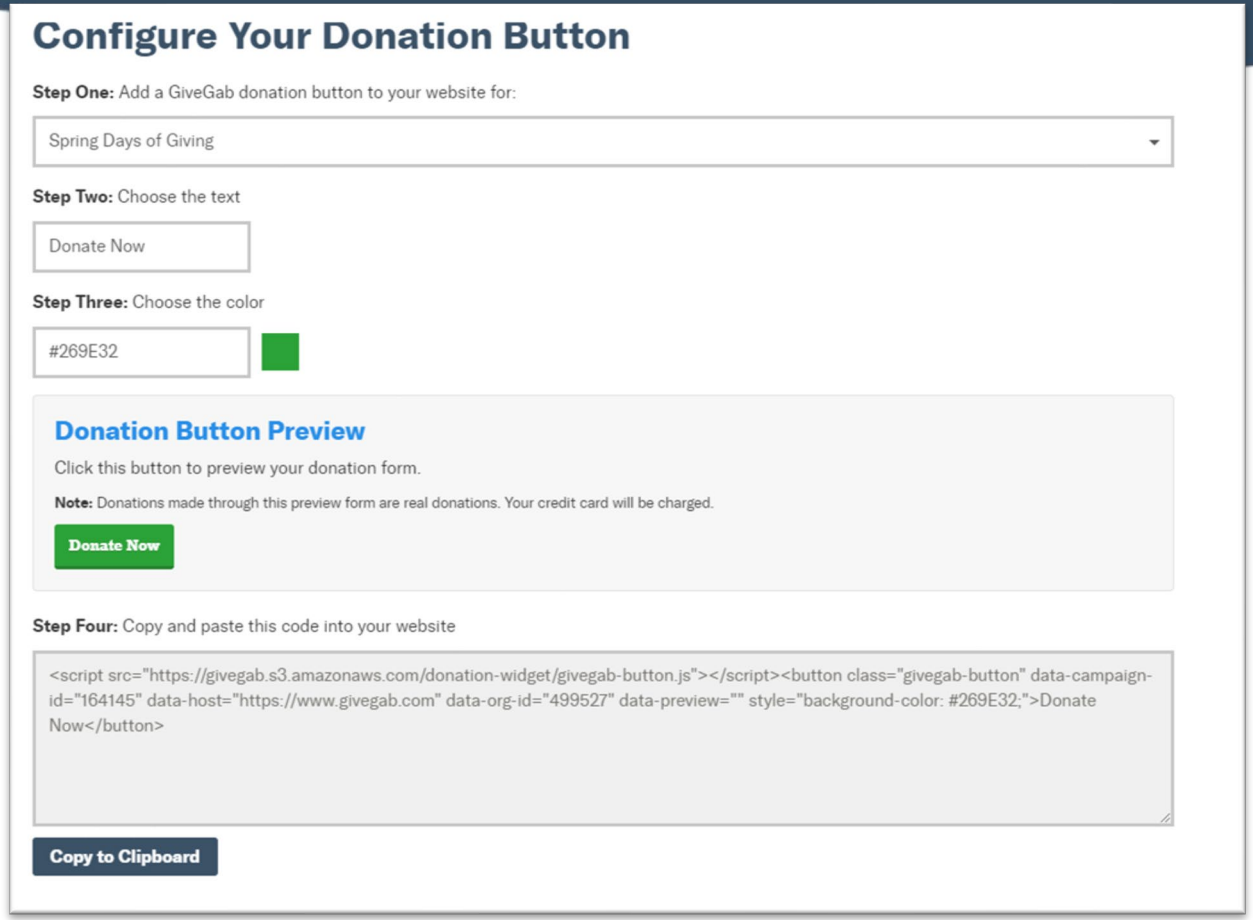
Embed a Spring Days of Giving Donate Button



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Peer-to-Peer Fundraising

- Expand your reach and invite supporters to create their own personal fundraising pages
- Every dollar they raise is included in your organization's overall totals!
- You can easily create and manage pages if needed
- Invite fundraisers or allow open-signups through your profile page
- On average, organizations with P2P raise **4x** more than those without P2P!

Pro Tip:
Watch the ***Peer-to-Peer Fundraising*** training on the Trainings page for step-by-step directions and strategy!

See an example of fundraisers at the bottom of the #iGiveCatholic page for the Catholic Student Center at UMD **HERE!**

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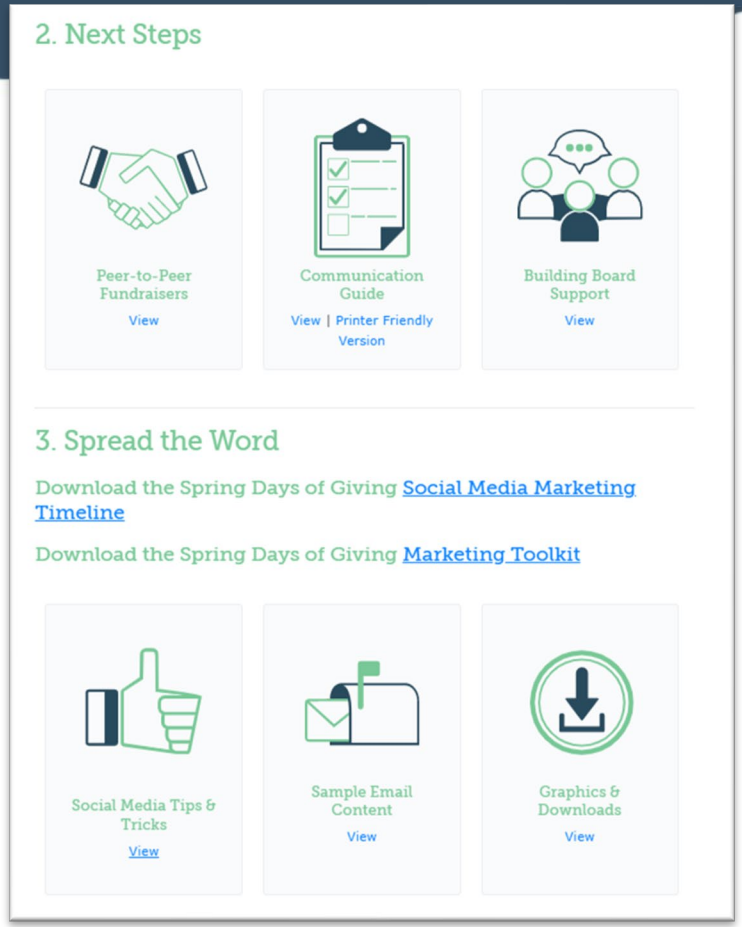
Spring Days of Giving Resources

ccma.igivecatholictogether.org/info/resources

- Customizable templates
- Downloadable graphics and logos
- Resources for board members, volunteers, staff and fundraisers
- Templates for social media posts and thank yous



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Spring Days of Giving Resources

GiveGab's Giving Day Training Videos

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising

Learn all about this effective online fundraising strategy, and view some quick how-to videos to get started with GiveGab's P2P Fundraising tool.

WATCH VIDEO | DOWNLOAD SLIDES

Looking for more information on getting started with P2P Fundraising? Check out the trainings below!

- How to Add P2P Fundraisers
- How to Edit and View a P2P Fundraiser's Profile
- How to Remove An Existing P2P Fundraiser
- How to Invite a Supporter to Sign Themselves Up as a P2P Fundraiser

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Spring Days of Giving Resources

- **For other questions please contact:**
  Dan Holland
  holland@ccmanetwork.org

- **Need tech help?**
  Contact GiveGab M-F, 8am - 4pm CT in the Blue Chat Bubble,
  or by email to **questions@igivecatholic.org**
  Be sure to include your email address!

Outside of support hours? Check out the **Support Articles**

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Examples from your Peers

Good examples to get ideas for your video and profile page!

- Comeau Catholic Campus Center – Diocese of Salina, Kansas (My vote for best video and song!)
- Catholic Campus Ministry at Northern Michigan University - Diocese of Marquette, Michigan Example asking for volunteers, lots of pictures and text
- St. Thomas More Catholic Church and Newman Center – Diocese of Charleston, South Carolina
- The Catholic Student Center @ UMD – Archdiocese of Washington, District of Columbia
- Catholic Hoos at the University of Virginia – Diocese of Richmond, Virginia
- Our Lady of Wisdom Church & Catholic Student Center – Diocese of Lafayette, Louisiana

Set up extra "support" campaigns for donors

- CSC Newman House Chadron – Diocese of Grand Island, Nebraska
- Gannon University – Diocese of Erie, Pennsylvania

Your Next Steps

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SPRING DAYS OF GIVING for Catholic Campus Ministry

Your Next Steps

- Sign up with CCMA to participate
- Register your organization for *Spring Days of Giving*
- Enter and get your bank account verified by **March 24!**
- Follow **@CCMA** on Social Media, and use the hashtag #SpringDaysofGiving
- Meet internally to discuss your organization's goals and strategy
- **Explore the Resources available to you!**

Questions?
LAUNCH
LAUNCH
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Thank You!

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