

Steps to Success for



March 28-29, 2023

#iGIVECATHOLIC
TOGETHER

Welcome!



Michael St. Pierre
Catholic Campus Ministry Association



#iGIVECATHOLIC
TOGETHER



Your host:



Lisa Schillace

National Director

#iGIVECATHOLIC

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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 **T+OGETHER** ?
- 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

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!

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.

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!)



GiveGab®



Bonterra™



for Catholic Campus Ministry

#iGIVECATHOLIC
TOGETHER

Spring Days of Giving Basics



#iGIVECATHOLIC
TOGETHER



Spring Days of Giving Basics

\$5

minimum
online
donation!

- ccma.igivecatholictgether.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.

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

Facebook Twitter Instagram

Organization Search for Donors

#iGIVECATHOLIC
TOGETHER

PRIZES

▼ MENU

Find a Ministry to Support

Keyword Search Here

Location (e.g. Washington, DC)

Select a Cause

SEARCH

View All



[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



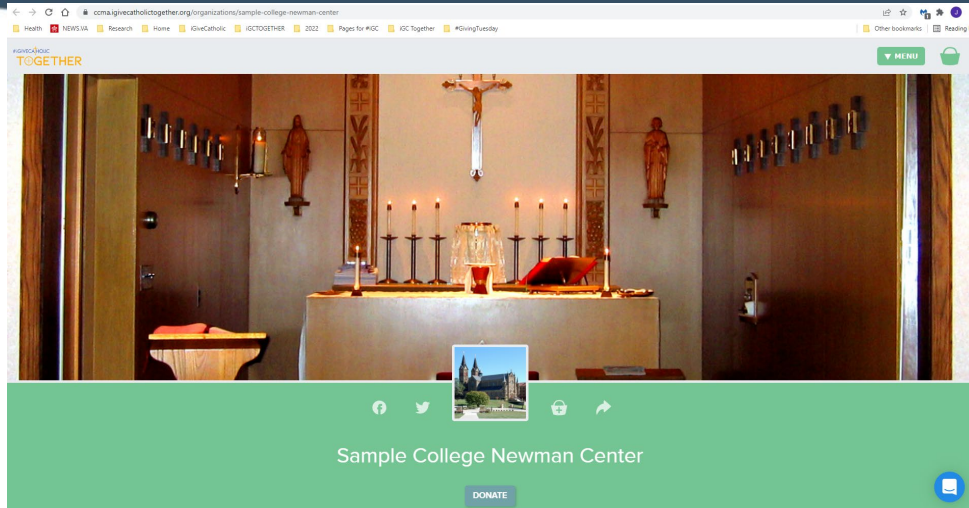
Leaderboards

Leaderboards

| Name | Amount Raised ▼ | Donors |
|---|-----------------|--------|
| 1. The Catholic Student Center @ UMD | | 0 |
| 2. St. John XXIII University Parish (University of Tennessee Knoxville) | | 0 |
| 3. Catholic Campus Ministry at Hampden-Sydney College & Longwood University | | 0 |
| 4. Southern Illinois University Edwardsville Newman Community | | 0 |
| 5. Catholic Newman Community at the University of Rochester | | 0 |
| 6. Diocese of Pittsburgh Catholic Campus Ministry | | 0 |

[View More](#)

Your Profile



Our Story

Spring Days of Giving and Sample College Newman Center

We are super excited to participate in this inaugural Spring Days of Giving for Catholic Campus Ministry on April 27 and 28! We invite you to visit our page anytime between Noon on April 27 through 11:59 pm on April 28 to support your **favorite** Catholic Campus Ministry. **US!** All funds received during the Spring Days of Giving will go to refurbishing our St. Catherine Chapel in preparation for an increase in our Eucharistic adoration time this fall so students can stop by to be with Jesus for longer periods of time. Here's what we'll use your donation for:

- Upgrade lighting to LED - \$13,500
- Re-cover chairs/kneelers and add new padding - \$12,250
- Replace broken holy water fonts and sanctuary lamp - \$1,825
- Miscellaneous prayer and reflection books for students to keep in the Chapel - \$500
- New monstrance for exposition of Holy Eucharist - \$325

Our total goal is \$28,400, and students will be keeping a prayer vigil for you and all our donors during the entire 36 hours of Spring Days of Giving. We are grateful for all of our generous donors. Thank you, and may God bless you!



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**

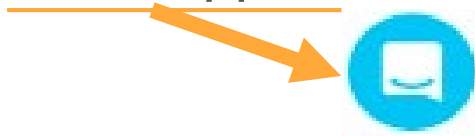
Anonymous

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

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!



COSTS OF ONLINE FUNDRAISING



If the donor gives by ACH

3.4% + \$3.00

1.4% Host Cost
2.0% Platform Cost
\$3.00 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.



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

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

Confirm Your Gift

Step 3 of 3

Orca Conservancy

Gift: \$25.00

Email: generousdonor@givegab.com

Fees: \$2.02

[What's with these fees?](#)

☒ I'll cover the fees to save the organizations from having to pay them

Total: \$27.02

- 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!*

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!!



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 our history, important work and campuses at <https://www.ccmnetwork.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 |



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



for Catholic Campus Ministry

#iGIVECATHOLIC
TOGETHER



for Catholic Campus Ministry

Registering



TOGETHER

Search...

PRIZES

▼ MENU



for Catholic Campus Ministry

REGISTER

Join Us for Spring Days of Giving for Catholic
Campus Ministry!

March 28-29, 2023

Spring Days of Giving begins in

25 : 18 : 17 : 47
days hours mins secs



Registering (cont.)



Find Your Ministry

and participate in Spring Days of Giving

michig



Catholic Campus Ministry at Northern
Michigan University

MARQUETTE, MI

PARTICIPATE



St. John Catholic Student Center serving
Michigan State University

East Lansing, Michigan

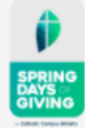
PARTICIPATE

Don't see your ministry listed?

You can create a ministry by clicking the button below.

ADD MY MINISTRY

Registering (cont.)



Spring Days of Giving

Organization Name **required*

Street Address Line 1 **required*

Street Address Line 2

City **required*

State **required*

ZIP/Postal Code **required*

☐

Not located in the United States?

Logo



Select Image

Remove

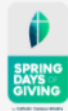
Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

Click 'Continue' to complete your registration for

Spring Days of Giving

Continue

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*

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


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

Please select one choice


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


Submit

Your Dashboard



HomeSupportSubmit an IdeaLisa



**Spring Days of Giving** March 28-29, 2023
\$0.00 Raised · 0 Donors · 0 Gifts
[Analytics](#)

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Spring Days of Giving.

✓ Add Your Organization's Info

📖 Add Your Story

📅 Get Verified to Collect Donations

📄 Add Donation Levels

💖 Add a 'Thank You' Message

👥 Add Fundraisers

Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

⚙️ Manage Matches and Challenges

📄 Manage Donations

📄 Embed a Donate Button

📅 Giving Day Toolkit

🗨️ Help Center

Other Actions

🔗 Engagement Opportunities

➕ Add External Fund

👤 Manage Support Areas

📄 View Registration Info

👤 View Your Profile

Share Your Page

https://coma.givecatholictogether.org/organization/...


🐦📘

Donation Status: Unverified

Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#) You can see your currently entered information [here](#).

22 Days to Launch

#GIVECATHOLIC
TOGETHER

**SPRING
DAYS OF
GIVING**
for Catholic Campus Ministry

Your Dashboard (cont.)



Spring Days of Giving

March 28-29, 2023

\$0.00 Raised • 0 Donors • 0 Gifts

[Analytics](#)

22 Days to Launch

Welcome to Another Giving Day!



As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



Spring Days of Giving (2022)

[Copy This Profile](#)

[Create a New Profile](#)

Your Dashboard (cont.)

The screenshot shows the GiveGab dashboard for a user named Lisa. The header includes the GiveGab logo and navigation links: Home, Support, Submit an Idea, and a user profile icon. The left sidebar shows the user's organization, "Catholic Newman Community at the University of Rochester", and navigation links: Home, Giving Days (selected), Reports, and Manage Organization. The main content area is titled "Spring Days of Giving" for March 28-29, 2023, showing \$0.00 raised, 0 donors, and 0 gifts. A "Get Set Up" section lists steps: Add Your Organization's Info, Add Your Story, Get Verified to Collect Donations, Add Donation Levels, Add a 'Thank You' Message, and Add Fundraisers. A yellow box highlights the first five steps, and a red 'X' is over the "Add a 'Thank You' Message" step. A "Reset Profile" button is at the bottom. A "Donation Status: Incomplete" warning is in the top right, and a "25 Days to Launch" timer is below it.

GiveGab Home Support Submit an Idea Lisa

Spring Days of Giving March 28-29, 2023
\$0.00 Raised - 0 Donors - 0 Gifts
Analytics

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Spring Days of Giving.

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers


Donation Status: Incomplete
Please provide your organization's information and verify you can collect donations in your state [here](#).

25 Days to Launch

Reset Profile
Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.


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

Are You Verified to Collect Donations?


**Spring Days of Giving** April 27-28
\$0.00 Raised • 0 Donors • 0 Gifts
[Analytics](#)

Get Set Up


Complete the steps below to be sure that you are set up and ready to participate in Spring Days of Giving.



Add Your Organization's Info



Add Your Story




Get Verified to Collect Donations

Status: Incomplete


Please provide your organization's information and verify you can collect donations in your state here.

[Confirm State Fundraising Compliance](#)


[Add Bank Info](#)



Add Donation Levels



Add a 'Thank You' Message



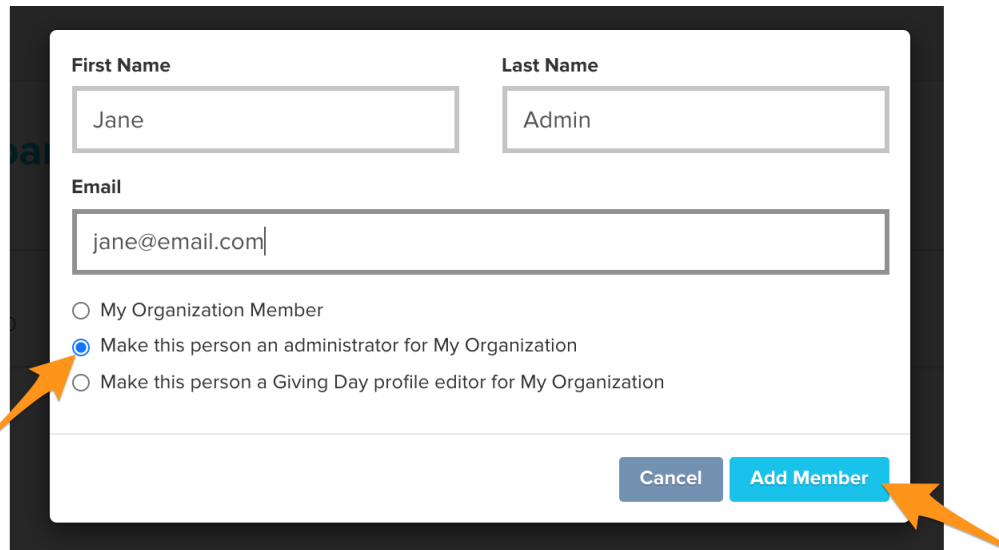
Add Fundraisers

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

Managing Access to Your Organization

The screenshot displays the Spring Days Giving interface for the 'Sample College Newman Center'. On the left is a vertical navigation menu with the following items: Home, Giving Days (highlighted in blue), Reports, Manage Organization, Edit Information, Add Administrator (indicated by an orange arrow), Bank Account & Verification, Supporters, Documents, and Surveys. The main content area on the right features a 'Spring Days' header with a green icon, a progress bar showing '\$0.00 Raised' and '0 Donors', and an 'Analytics' button. Below this is a 'Get Set Up' section with the instruction 'Complete the steps below to be sure that yo'. A list of setup steps follows, each with an icon and a button: 'Add Your Organization's' (calendar icon), 'Add Your Story' (book icon), 'Get Verified to Collect I' (calculator icon), 'Add Donation Levels' (document icon), 'Add a 'Thank You' Mes' (heart icon), and 'Add Fundraisers' (group of people icon).

Granting Full Administrative Access



A screenshot of a web form for adding a new member. The form is titled 'First Name' and 'Last Name' at the top. Below these are input fields containing 'Jane' and 'Admin' respectively. Underneath is an 'Email' field containing 'jane@email.com'. Below the email field are three radio button options. The middle option, 'Make this person an administrator for My Organization', is selected and highlighted with a blue dot and an orange arrow pointing to it from the left. At the bottom right of the form are two buttons: 'Cancel' and 'Add Member'. An orange arrow points to the 'Add Member' button from the right.

First Name

Last Name

Email

☐ 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

Special Features & Resources

#iGIVECATHOLIC
TOGETHER



Making the most of your Dashboard

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

Other Actions



Engagement Opportunities



~~Add External Fund~~



Manage Support Areas



View Registration Info



View Your Profile



~~Mobilize Integration~~

***Note:** Do not use! A much more robust toolkit can be found on the [Resources page](#) under *Menu!**

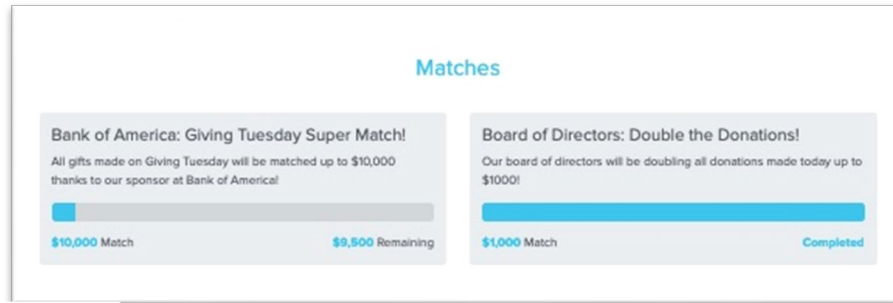
Share Your Page

<https://ccma.igivecatholictogether.org/organizations/>



Matches & Challenges

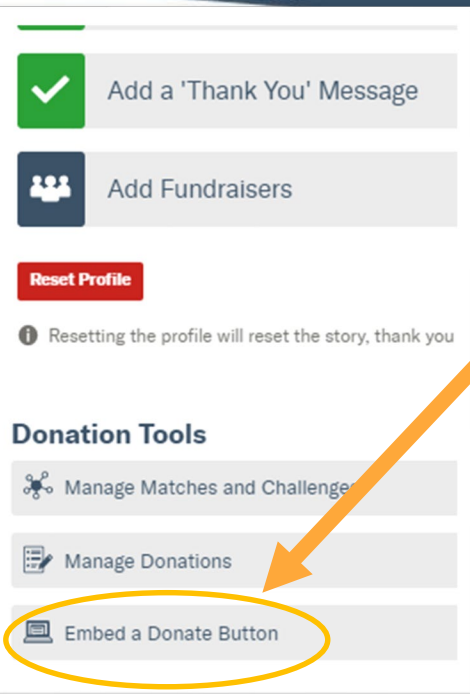
- Use pledged donations to increase impact
 - **1:1 Match:** each online donation will be matched dollar for dollar
 - **Challenge:** Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raise on average **nearly 11x more** than organizations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



Pro Tip:

Watch the *Matches and Challenges* training on the [Trainings page](#) for more info!

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!

Embed a Spring Days of Giving Donate Button

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Spring Days of Giving

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#269E32



Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script><button class="givegab-button" data-campaign-id="164145" data-host="https://www.givegab.com" data-org-id="499527" data-preview="" style="background-color: #269E32;">Donate Now</button>
```

Copy to Clipboard

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!](#)

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

2. Next Steps



Peer-to-Peer
Fundraisers
[View](#)



Communication
Guide
[View](#) | [Printer Friendly
Version](#)



Building Board
Support
[View](#)

3. Spread the Word

Download the Spring Days of Giving [Social Media Marketing Timeline](#)

Download the Spring Days of Giving [Marketing Toolkit](#)



Social Media Tips &
Tricks
[View](#)



Sample Email
Content
[View](#)



Graphics &
Downloads
[View](#)

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](#)

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](#)

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



#iGIVECATHOLIC
TOGETHER



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?

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Thank You!



for **Catholic Campus Ministry**

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