Steps to Success
for
SPRING DAYS OF GIVING
for Catholic Campus Ministry
March 19-20, 2024

Your hosts:

Lisa Schillace

National Director

Anne Durney

Program Manager

#iGIVECATHOLIC

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SPRING DAYS OF GIVING for Catholic Campus Ministry

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

- Stand-alone Catholic 501(c)3 campus ministry/Newman center
- Must be able to accept ACH direct deposit transfers to a valid checking account
- $100 participation fee for CCMA members, $200 for non-members, payable through online registration form.

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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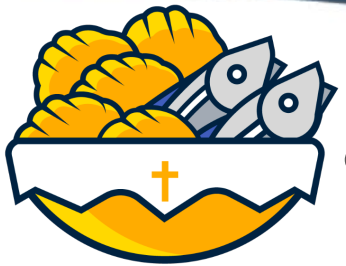
Who is #iGiveCatholic?



#iGIVECATHOLIC

- #iGiveCatholic is the Catholic, nonprofit parent organization of #iGiveCatholic Giving Day on #GivingTuesday and #iGiveCatholic Together, a year-round platform.
- Mission to inspire and celebrate Catholic generosity
- 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!)

GiveGab®

Bonterra™

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Spring Days of Giving Basics

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Spring Days of Giving Basics

$5
minimum online donation!

- ***CCMA.iGiveCatholicTogether.org***
- Begins at 12:00 am March 19 and ends at 11:59 pm on March 20
- Advanced Giving is available on March 18
- “Thank You phase” will begin on March 21
- Offline donations can be entered until 11:59 PM on April 1st (Easter Monday)
- You create and promote your own organization’s campaign profile page

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Live Site on Giving Days

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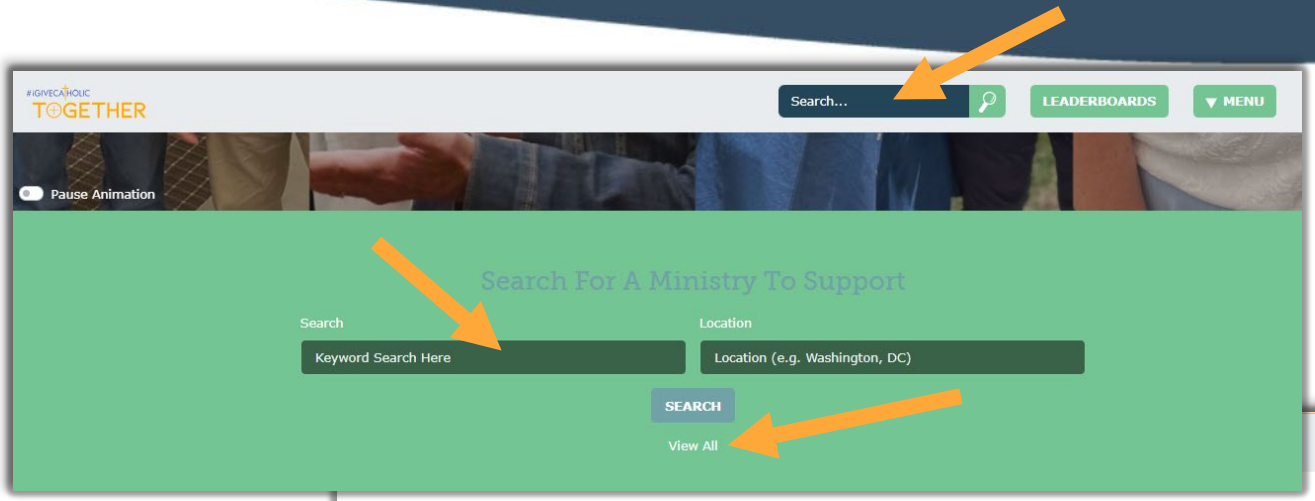
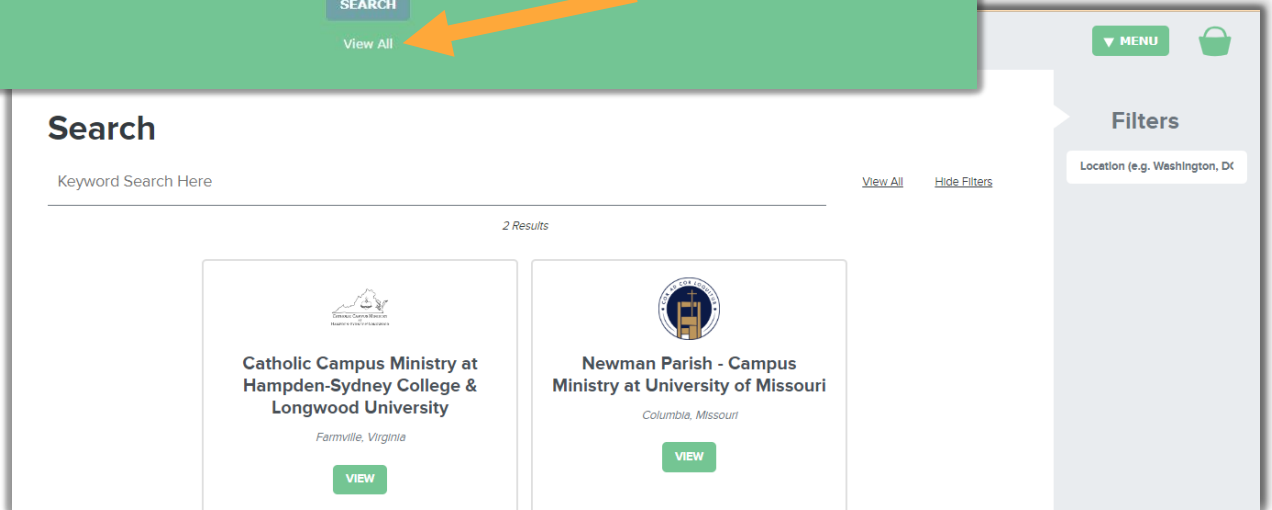
Finding Your Organization





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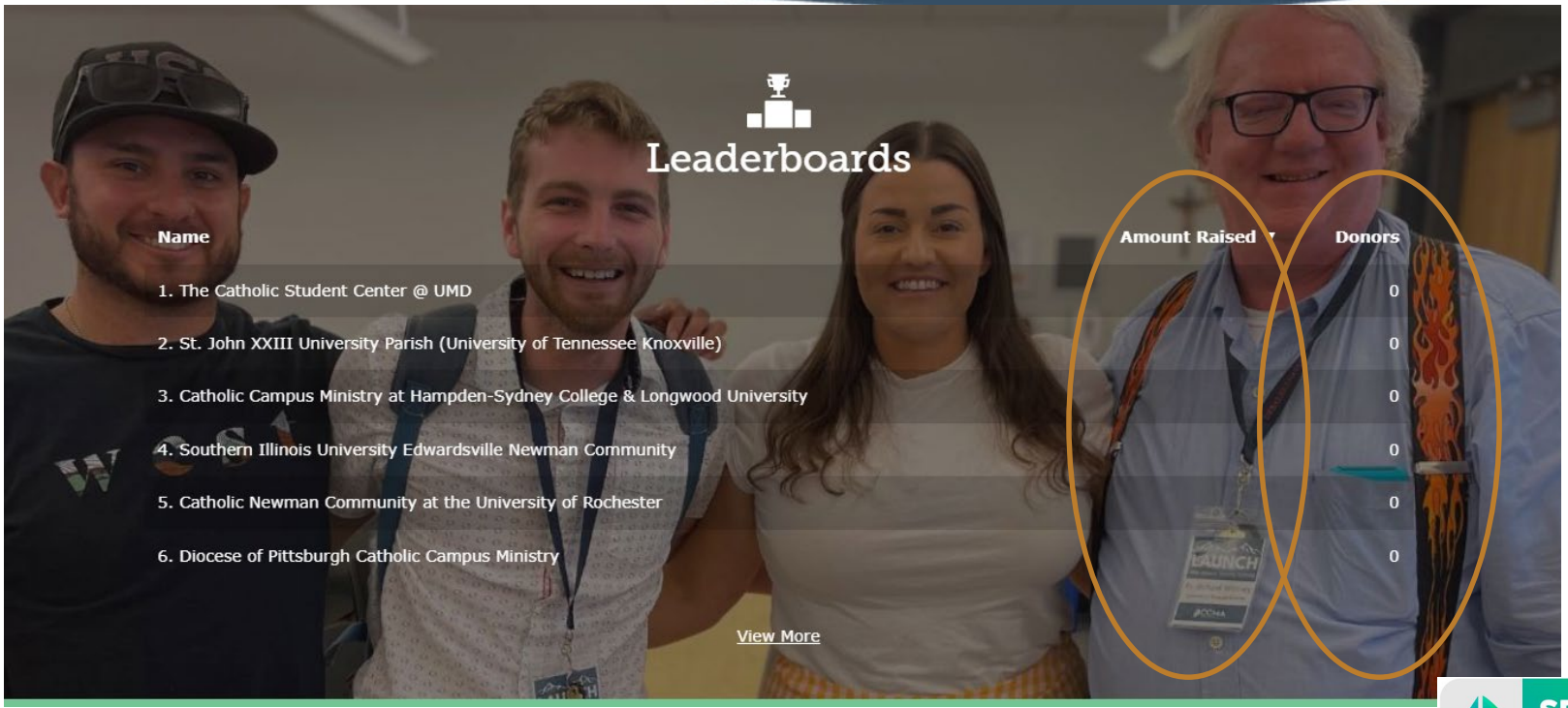
Leaderboards



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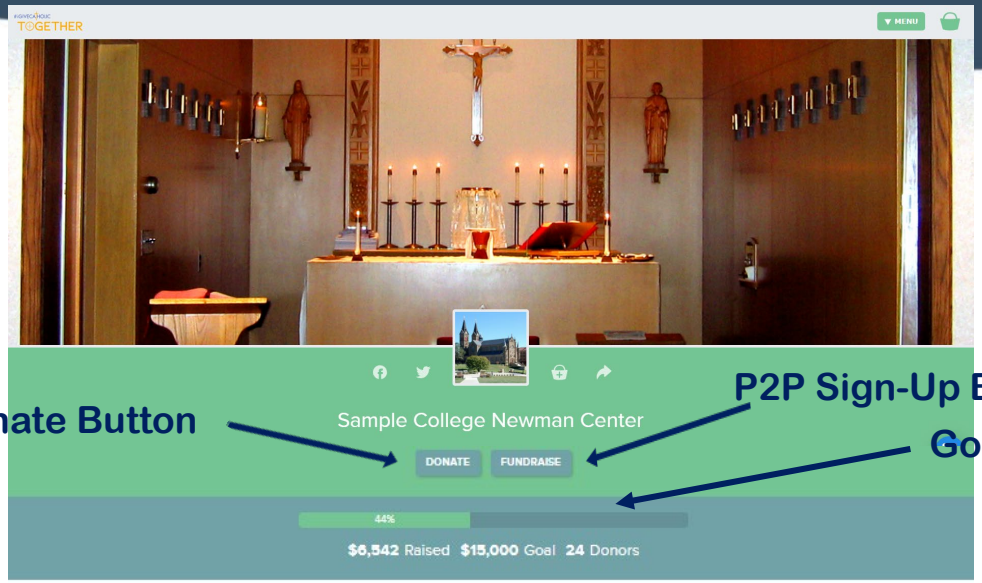
Your Profile

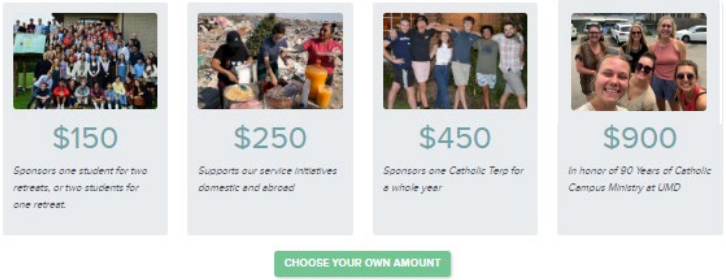


Donate Button

P2P Sign-Up Button

Goal and Progress Bar

Custom Suggested Donation Amounts



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Your Profile (cont.)

Add Video

Our Story

How Catholic Terps bring Christ to UMD:

- Impactful small group Bible Studies
- Daily Mass, Confession, Sunday Mass, and Eucharistic Adoration
- Service Opportunities: encounter Christ with the poor in the DC Metro area, international service with the poor in Mexico City and more.
- In-person retreats where students can dive deeper in their faith

Use formatting draw the eye to important elements

200 Donors|$15,000 Dollars

NOTE: **Our Annual Appeal Goal this year is $90,000 in honor of 90 Years of Catholic Campus Ministry!** To jumpstart our Annual Appeal we began our year with #IGiveCatholic in the fall of 2022 and we raised $18,500! Since then, we have raised $75,583. Our goal is to reach $90,000 by April 29th when we celebrate our 90 years at our Annual Maryland Day Pig Roast.

Fundraisers

1	Matt Aujero	$1,400.00
2	Alison Hegarty	$250.00
3	Ann Gradowski	$150.00
4	MJ Richard	$0.00
5	Lucy Young	$0.00

SEE MORE FUNDRAISERS

Recent Donors

Susan Deplatchett
Jerezy Baraniewicz
Brian Beloin
Sean Bailey
Thomas Cosgrove

SEE MORE DONATIONS

P2P Leaderboard

Donor Wall

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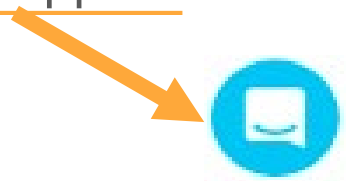
Simple Donation Processing

- Quick & easy 3-step donation process!
- All major credit cards accepted as well as Apple Pay & Google Pay
- Direct debit using the ‘Bank Account’ option logs into their bank for lower processing fees (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

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 res-ources, 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¢

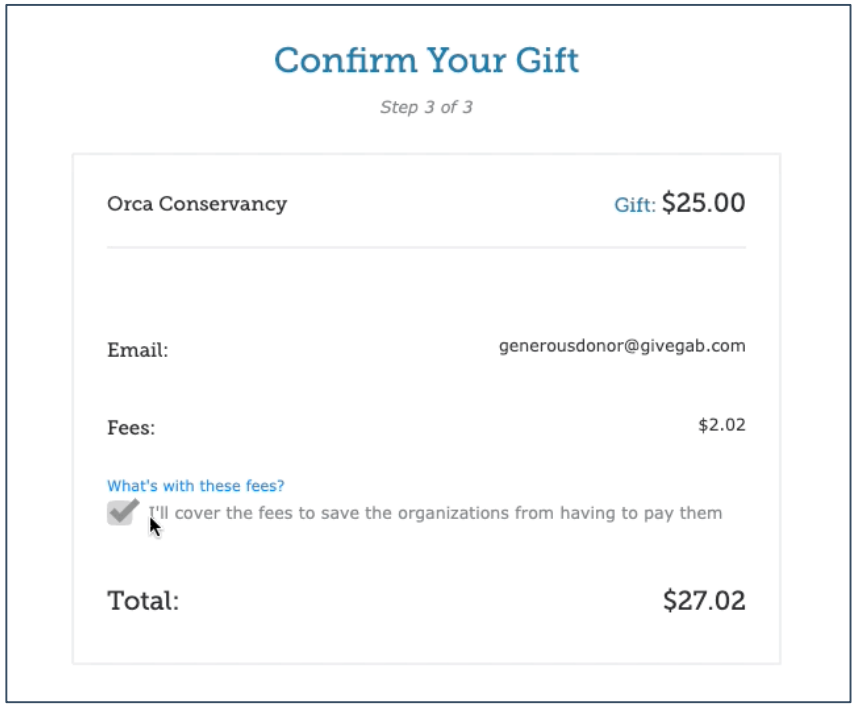
For Stripe, the payment processor, plus one $.30 charge per donor transaction, no matter how many gifts they make in that transaction.

98¢ ***is the average amount an organization received per dollar donated in 2023.***

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

IN 2023, 61.6% DID!

Transparent Pricing



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

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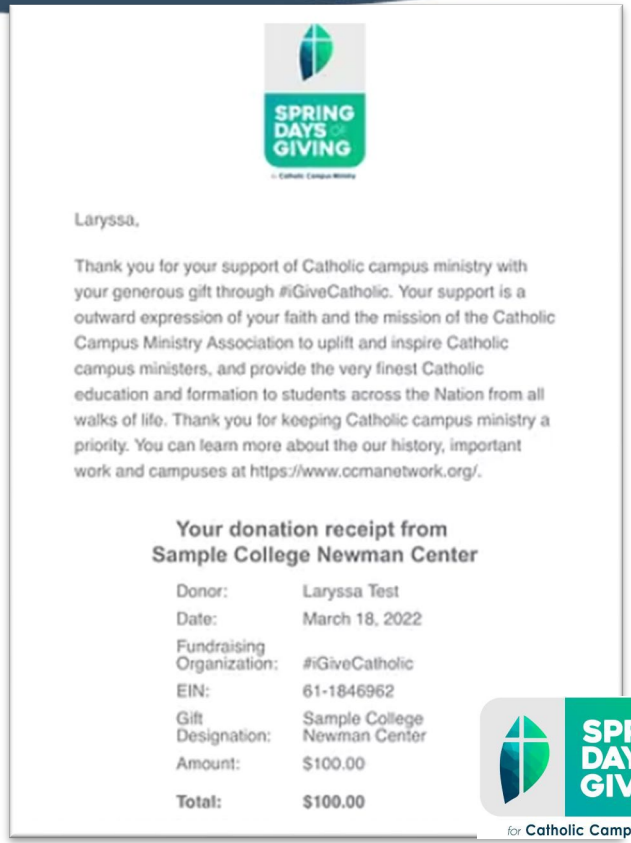
Immediate Gift Receipt

- Automatic tax receipts from #iGiveCatholic are sent via email for online donations.

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

- Receipts for offline gifts must come from your office.



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
  - Option to use 2:1 or 3:1 ratios in addition to 1:1!

- Deposits to your bank account will say “BonterraTech” (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

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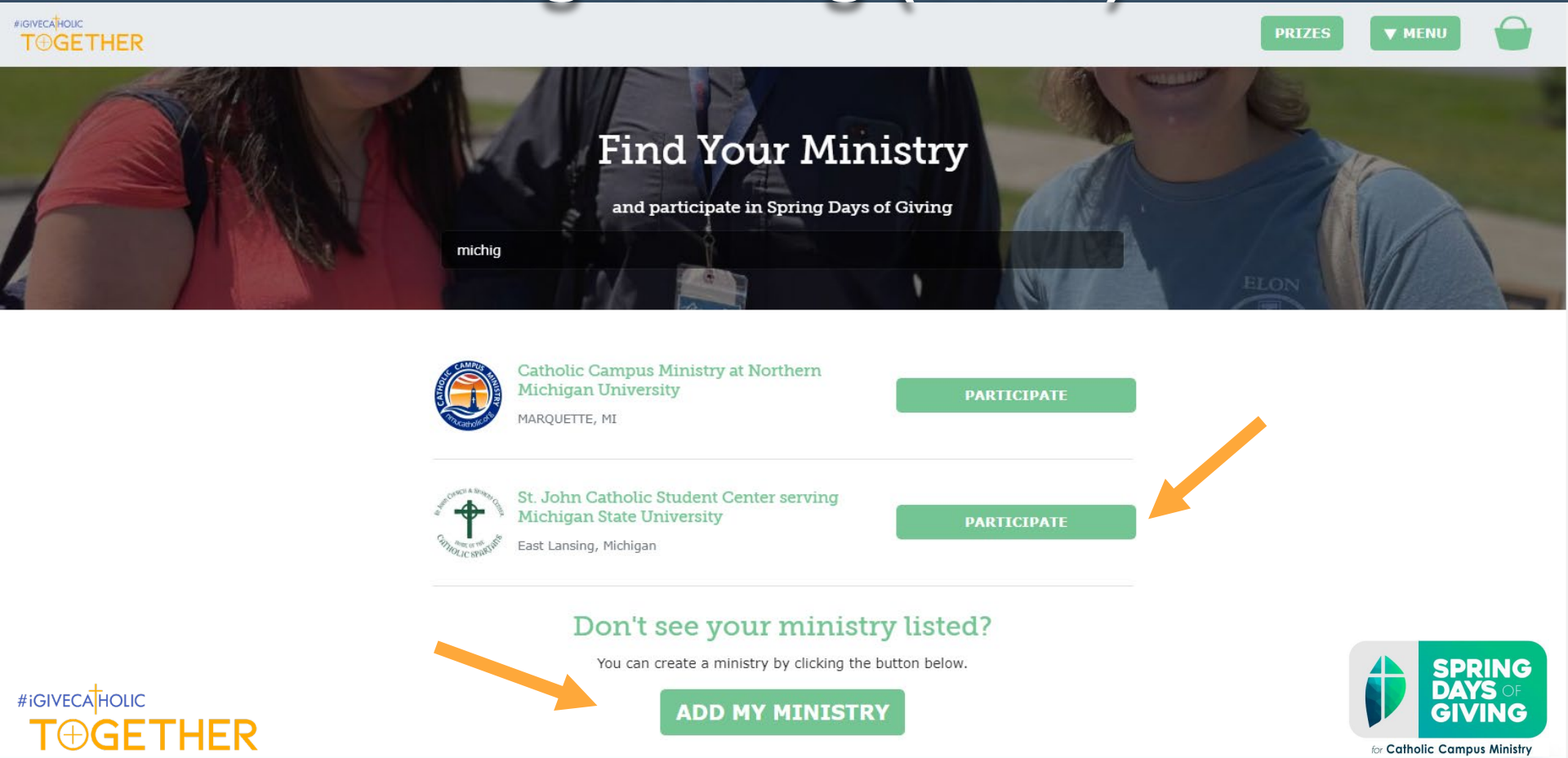
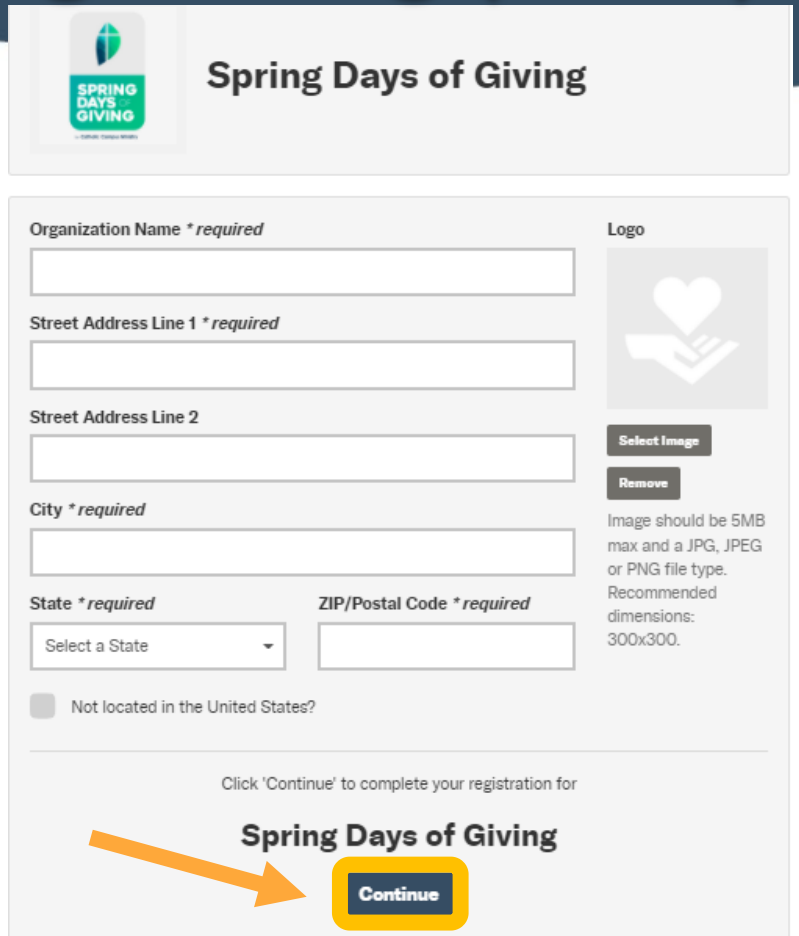
Registering (cont.)



Registering (cont.)



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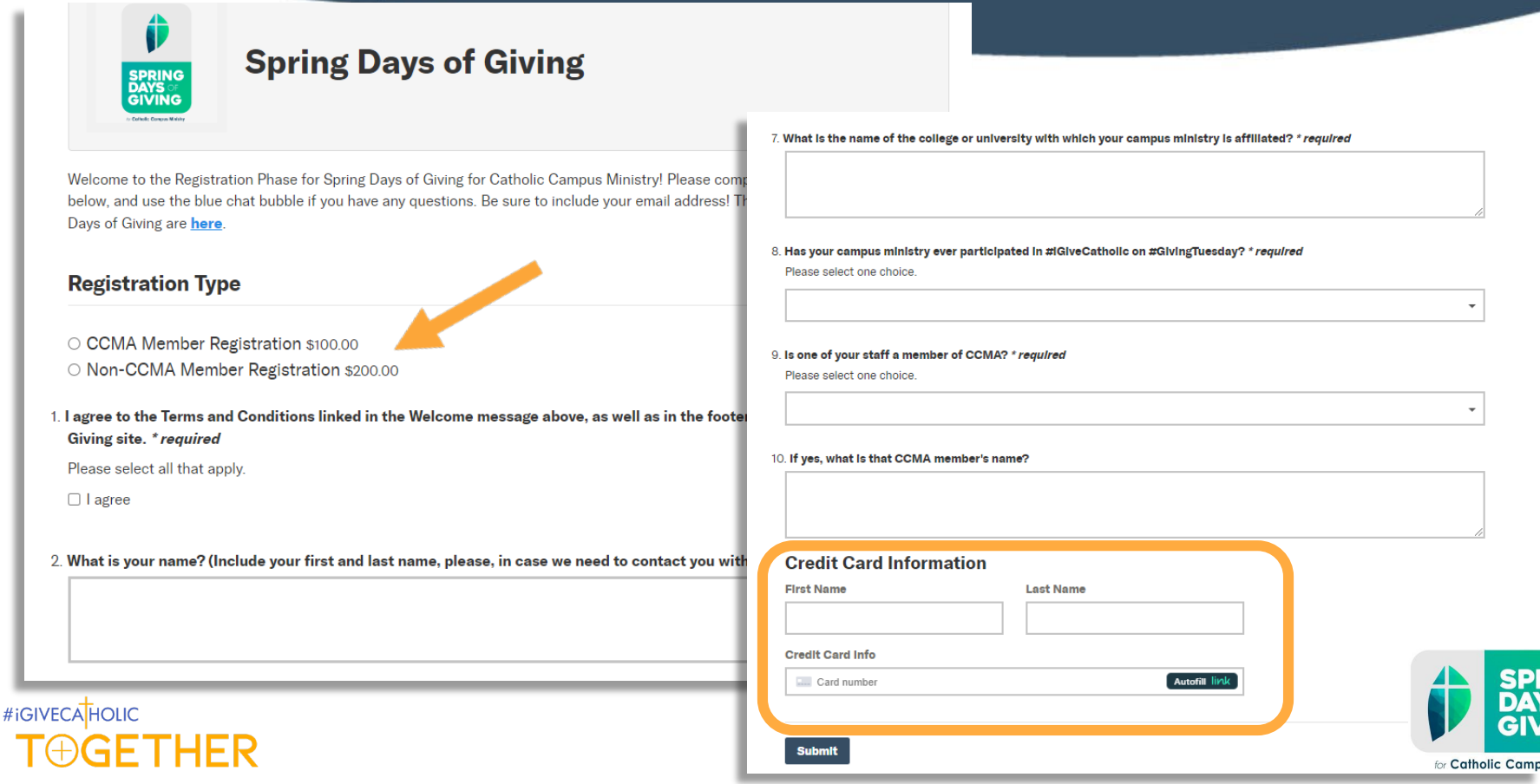
Registering (cont.)



Spring Days of Giving

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

Registration Type

- ○ CCMA Member Registration $100.00
- ○ Non-CCMA Member Registration $200.00

1. **I agree to the Terms and Conditions linked in the Welcome message above, as well as in the foote 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**

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?**

Credit Card Information

First Name | Last Name

Credit Card Info

Card number — Autofill link

Submit

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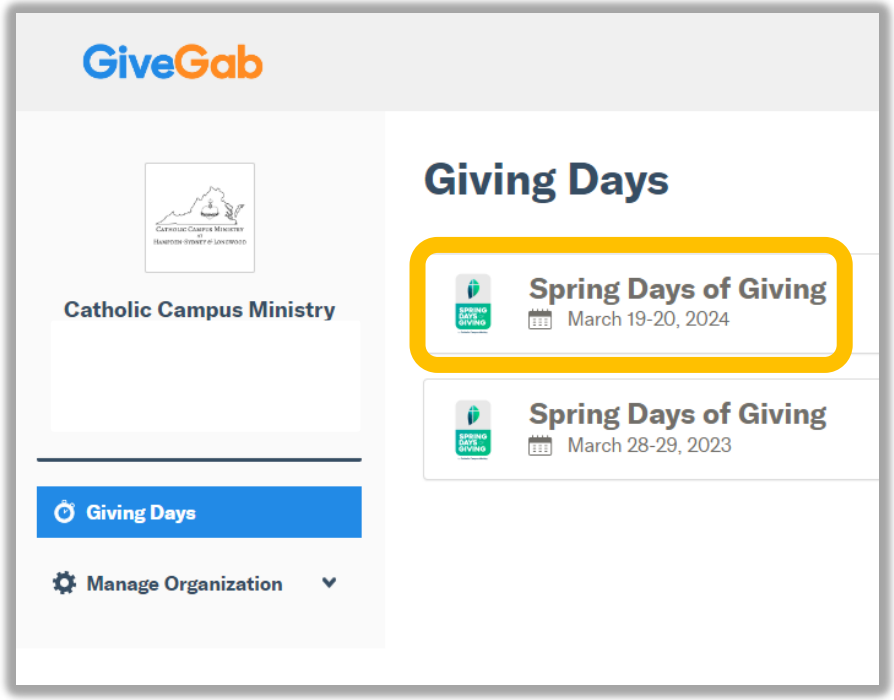
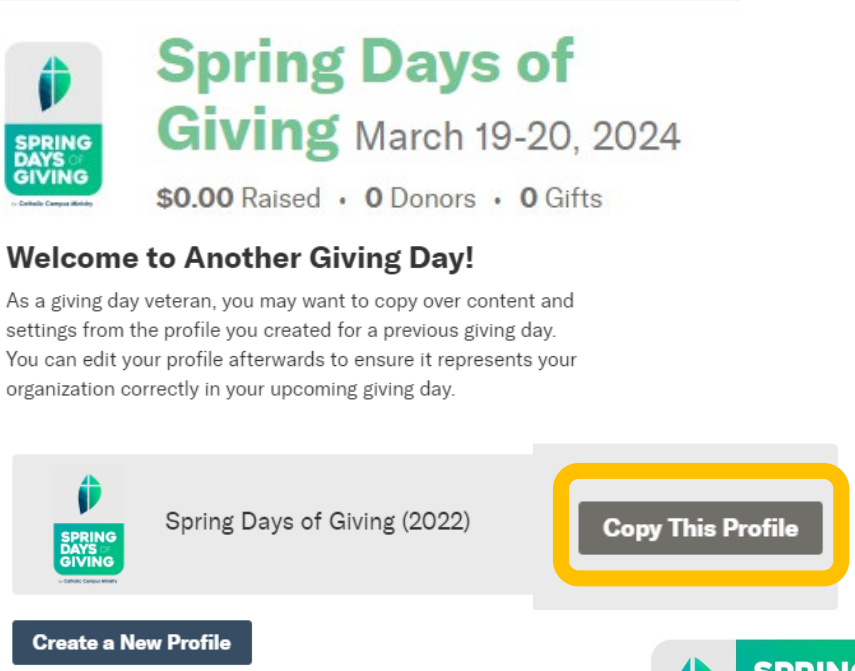
SPRING DAYS OF GIVING for Catholic Campus Ministry

Your Dashboard





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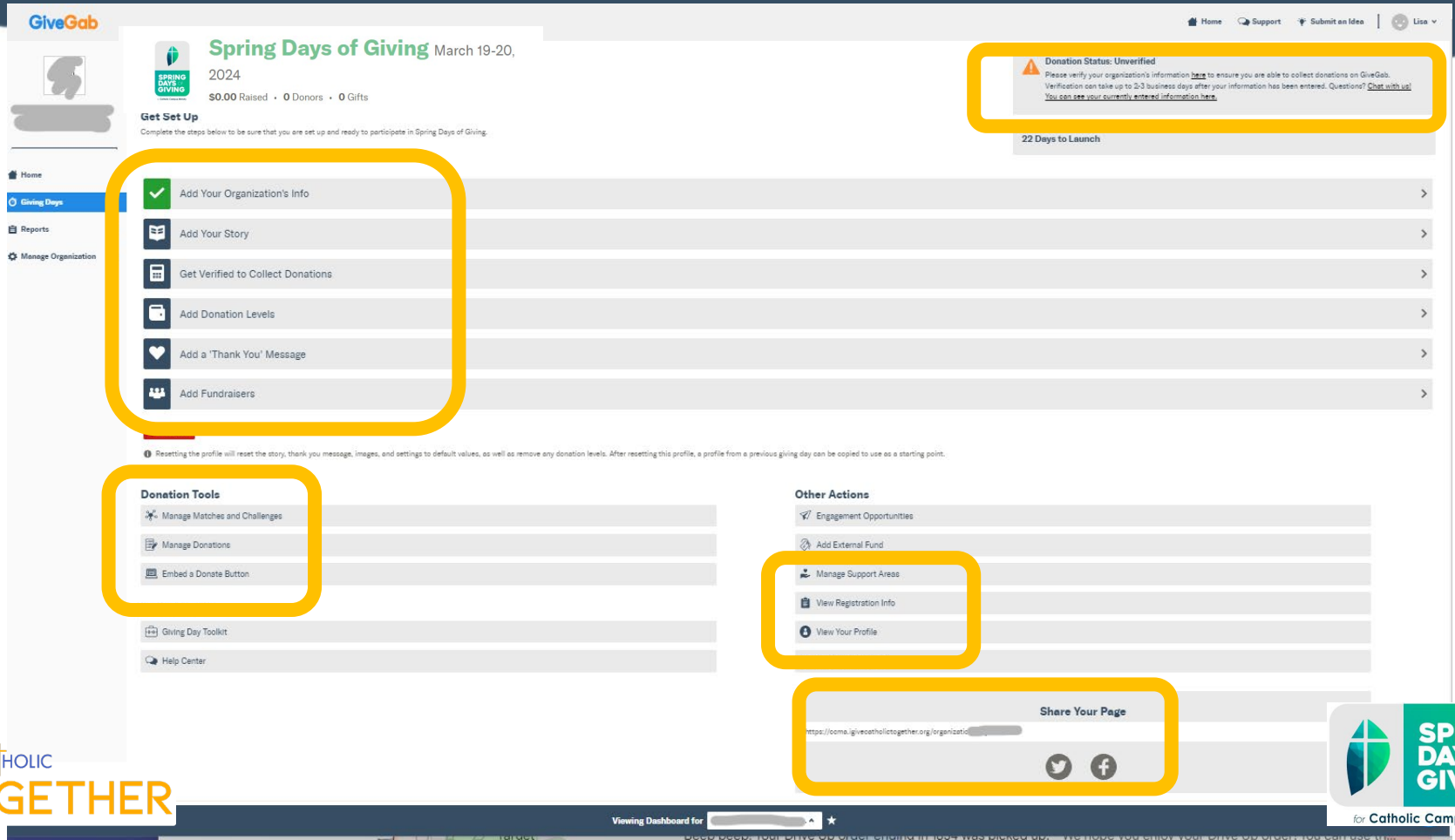
Your Dashboard



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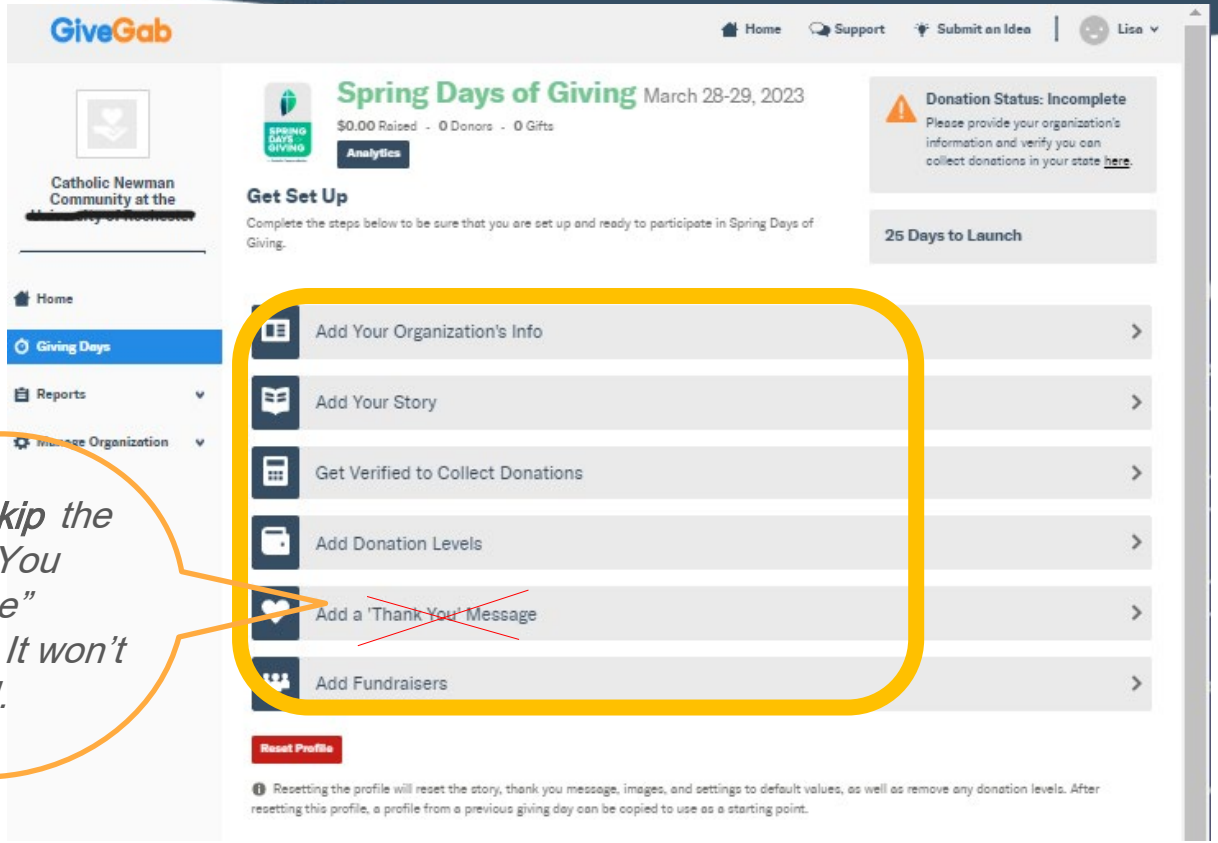
Your Dashboard (cont.)



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

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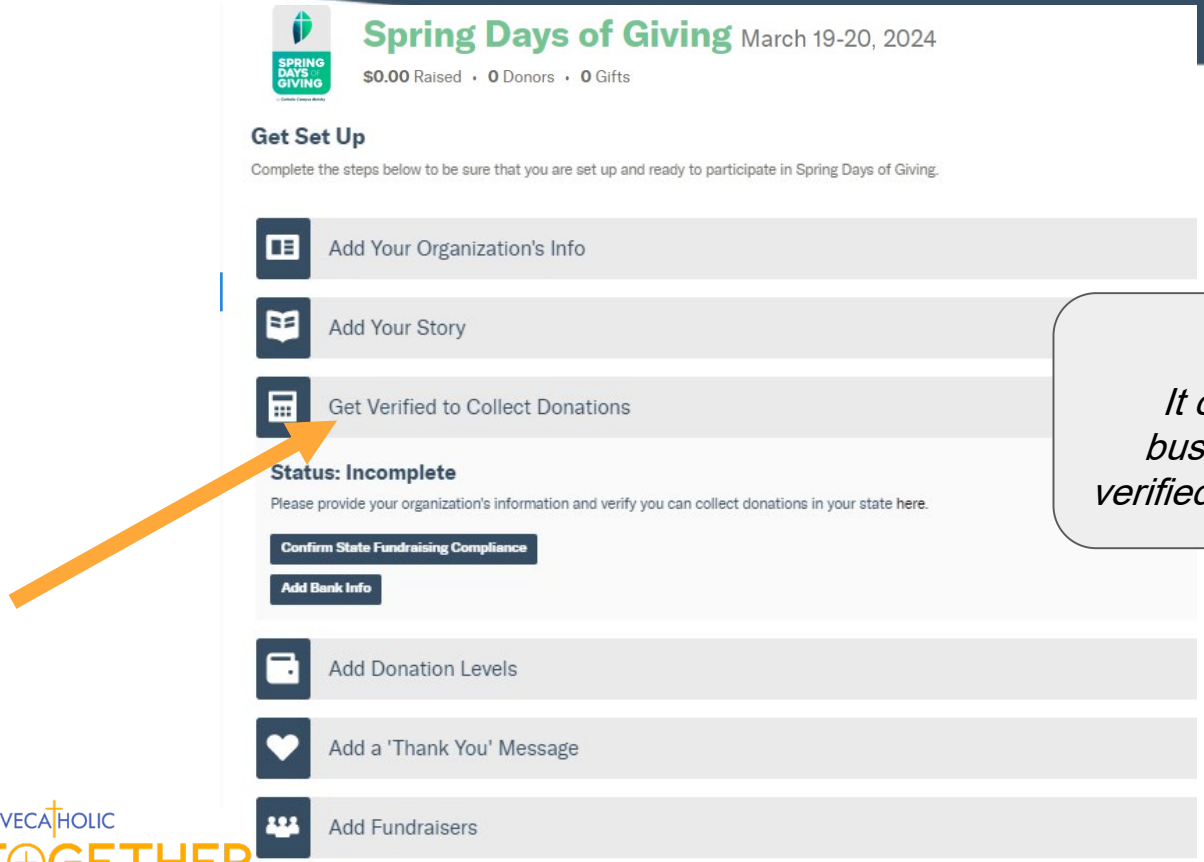
Are You Verified to Collect Donations?



Pro Tip:

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

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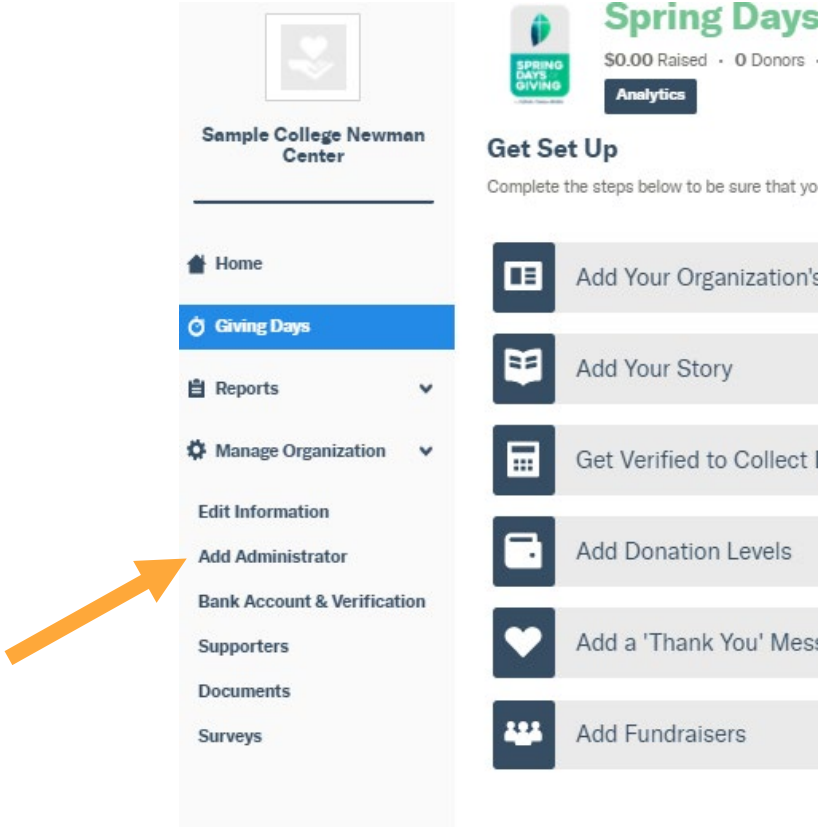
Managing Access to Your Organization



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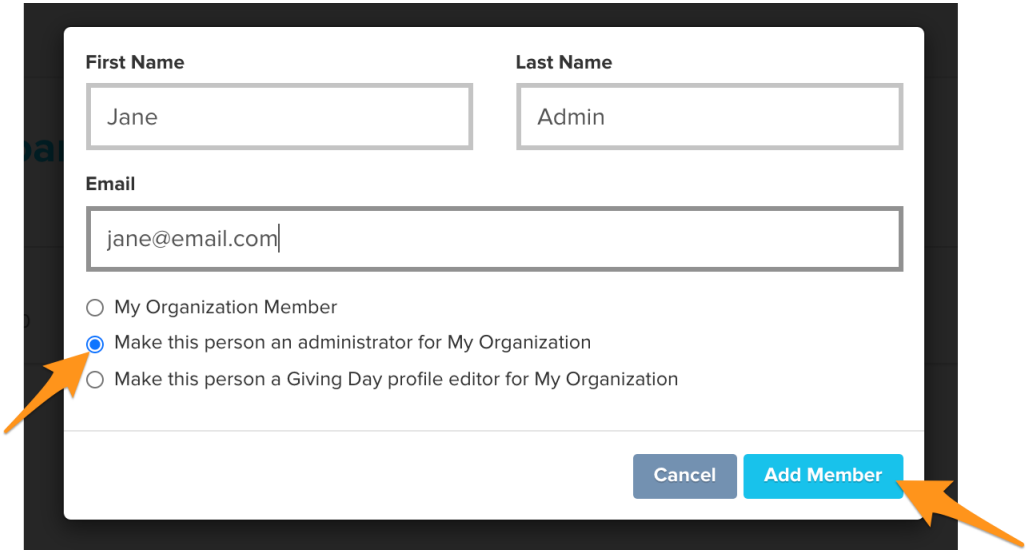
Granting Full Administrative Access



Special Features & Resources

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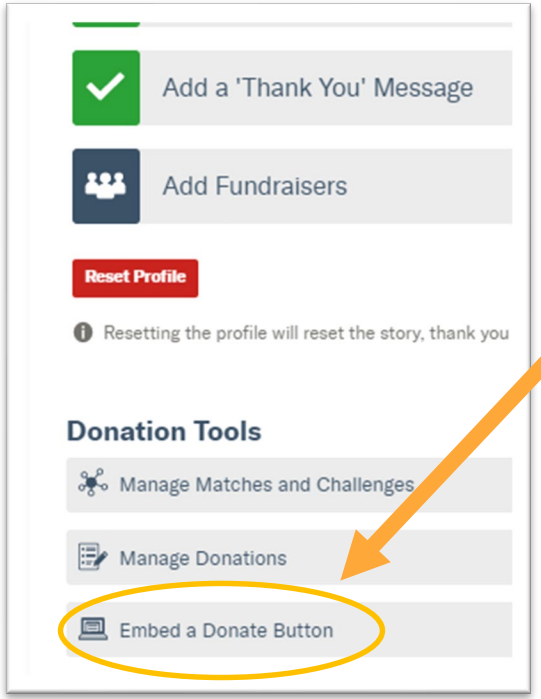
Embed a Spring Days of Giving Donate Button



- 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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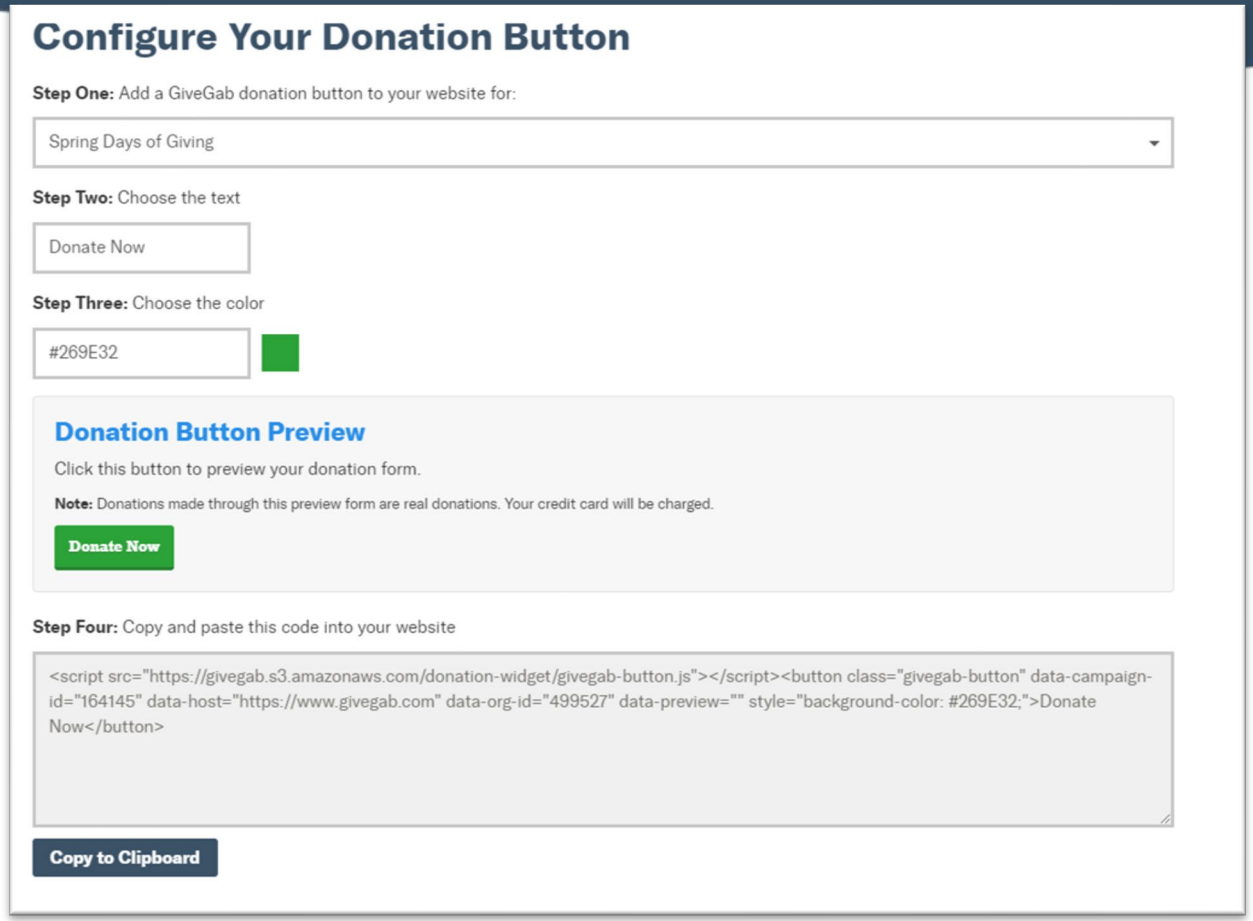
Embed a Spring Days of Giving Donate Button



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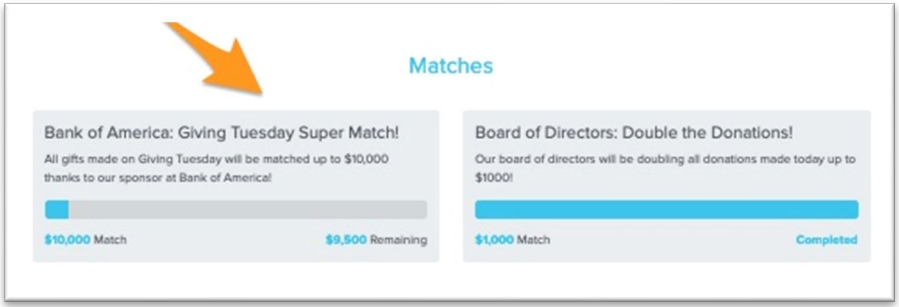
Matches & Challenges

- Use pledged donations to increase impact
  - **1:1 Match:** each online donation will be matched dollar for dollar (can also set 2:1 and 3:1 ratios!)
  - **Challenge:** Funds will be added to your organization's total once a set goal is achieved (i.e. 200 donors, or $5,000)
- Organizations with matching funds raise on average **nearly 11x more**



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

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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
- Provide incentives and prizes to motivate your fundraisers!

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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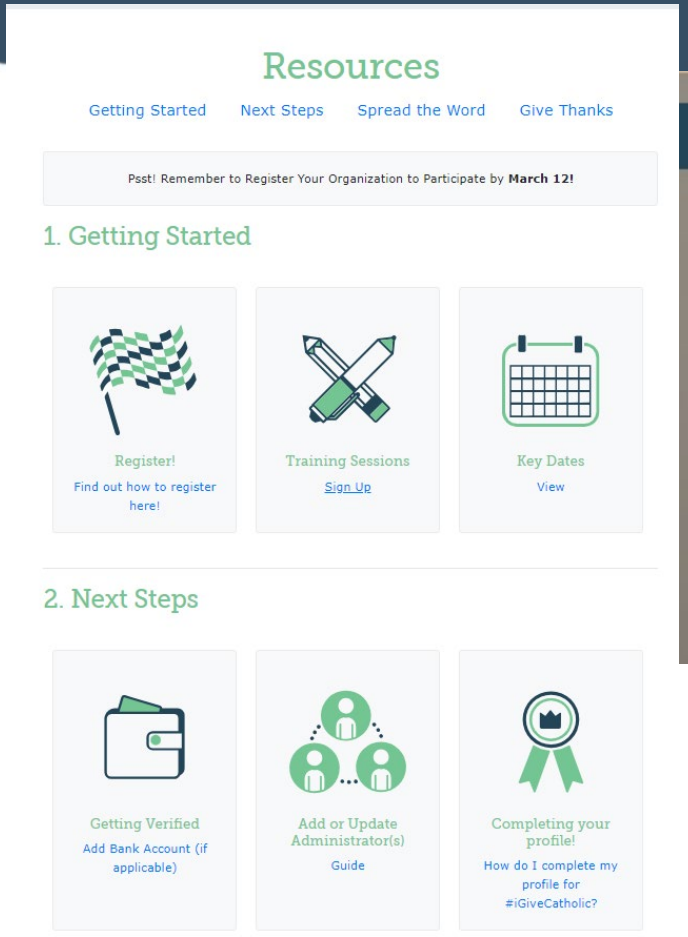
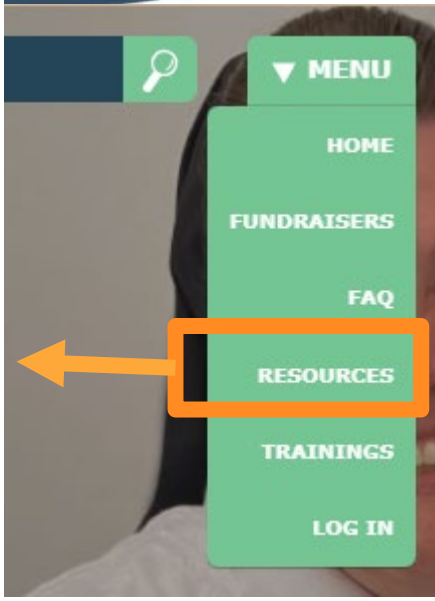
SPRING DAYS OF GIVING for Catholic Campus Ministry

Spring Days of Giving 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

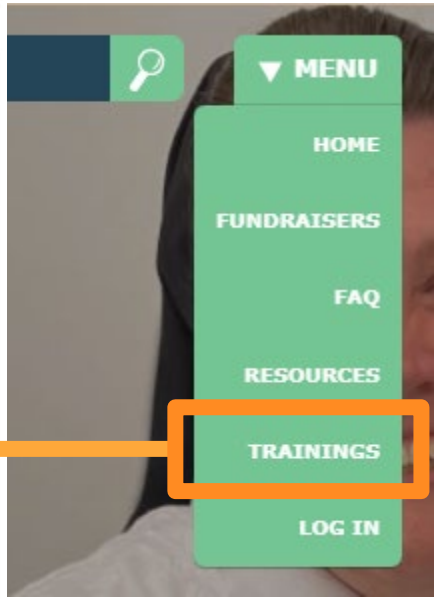
- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising

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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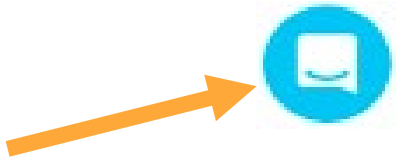
Spring Days of Giving Resources

- **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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SPRING DAYS OF GIVING for Catholic Campus Ministry

Examples from your Peers

Check these out to collect ideas of how to customize your page!

- Comeau Catholic Campus Center – Diocese of Salina, Kansas (Great video!)
- Catholic Campus Ministry at Northern Michigan University - Diocese of Marquette, Michigan (includes Match, Challenge and Volunteer Opportunity!)
- St. Thomas More Catholic Church and Newman Center – Diocese of Charleston, South Carolina (Includes students as successful Peer2Peer fundraisers!)
- 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

Your Next Steps

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SPRING DAYS OF GIVING for Catholic Campus Ministry

Your Next Steps

- Register your organization for *Spring Days of Giving*
- Enter and get your bank account verified by **March 15!**
- 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!**

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SPRING DAYS OF GIVING for Catholic Campus Ministry

Questions?
LAUNCH
LAUNCH
#iGIVECATHOLIC
TOGETHER
SPRING DAYS OF GIVING
for Catholic Campus Ministry

Thank You!

SPRING DAYS OF GIVING

for Catholic Campus Ministry

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for Catholic Campus Ministry