

Steps to Success

for



March 19-20, 2024

Your hosts:



Lisa Schillace
National Director



Anne Durney
Program Manager

#iGIVECATHOLIC

#iGIVECATHOLIC
TOGETHER



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

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!

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™



Spring Days of Giving Basics

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Spring Days of Giving Basics

\$5

minimum
online
donation!

- **[CCMA.iGiveCatholicTogether.org](https://www.ccma.org/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

Live Site on Giving Days

TOGETHER

Search...

LEADERBOARDS

▼ MENU

0 DONORS \$0 RAISED 0 MINISTRIES

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

[DONATE](#)

SPRING DAYS OF GIVING FOR CATHOLIC CAMPUS MINISTRY IS TODAY!

March 19-20, 2024

43 : 11 : 32 : 39
days hours mins secs

[f](#)
[X](#)
[i](#)

Finding Your Organization

#GIVECATHOLIC TOGETHER

Search... LEADERBOARDS MENU

Pause Animation

Search For A Ministry To Support

Search Location

Keyword Search Here Location (e.g. Washington, DC)

SEARCH

View All

Search

Keyword Search Here

[View All](#)

[Hide Filters](#)

2 Results


**Catholic Campus Ministry at
Hampden-Sydney College &
Longwood University**
Farmville, Virginia
[VIEW](#)


**Newman Parish - Campus
Ministry at University of Missouri**
Columbia, Missouri
[VIEW](#)

MENU



Filters

Location (e.g. Washington, DC)

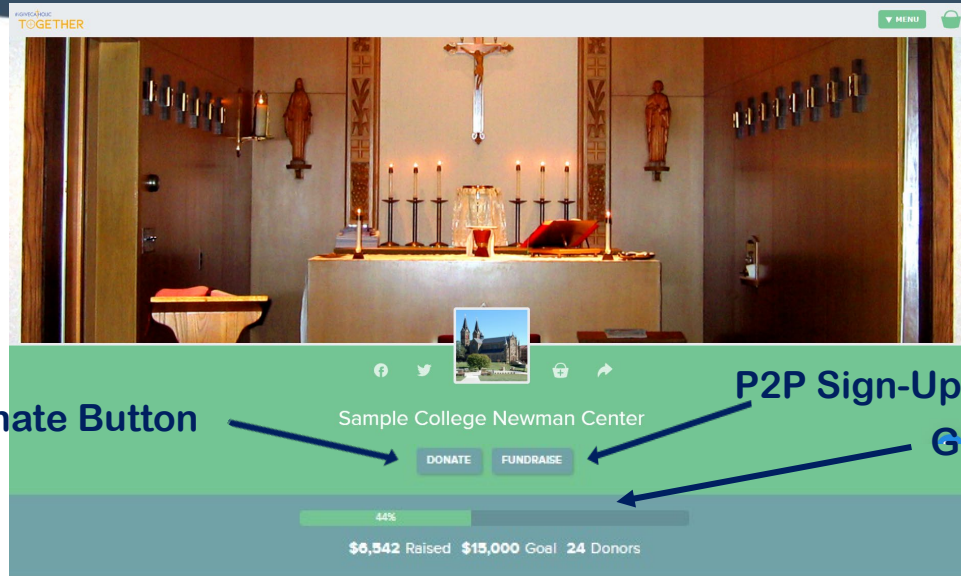
Leaderboards

Leaderboards

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

[View More](#)

Your Profile







Donate Button

P2P Sign-Up Button

Goal and Progress Bar

Custom Suggested Donation Amounts

			
\$150	\$250	\$450	\$900
<i>Sponsors one student for two retreats, or two students for one retreat.</i>	<i>Supports our service initiatives domestic and abroad</i>	<i>Sponsors one Catholic Terp for a whole year</i>	<i>In honor of 90 Years of Catholic Campus Ministry at UMD</i>

CHOOSE YOUR OWN AMOUNT

Your Profile (cont.)

Add Video

Our Story



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.

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

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

P2P Leaderboard

Recent Donors

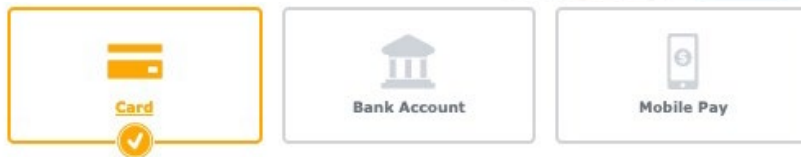
Susan Deplatchett
Jerezy Baraniewicz
Brian Beloin
Sean Bailey
Thomas Cosgrove

SEE MORE DONATIONS

Donor Wall



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!



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 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.



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.

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

Confirm Your Gift

Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/>	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 calculates immediately
- **70+%** of donors cover fees during an #iGiveCatholic Giving Day
- *Donors can donate anonymously and in honor or in memory of.*

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.



Laryssa,

Thank you for your support of Catholic campus ministry with your generous gift through #iGiveCatholic. Your support is an 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.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
 - 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



for Catholic Campus Ministry



for Catholic Campus Ministry

#iGIVECATHOLIC
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Registering

TOGETHER

Search... MENU

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

REGISTER

WE HOPE YOU'LL JOIN US FOR SPRING DAYS OF GIVING FOR CATHOLIC CAMPUS MINISTRY!

March 19-20, 2024

Spring Days of Giving begins in



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

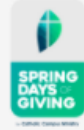
PARTICIPATE

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



for Catholic Campus Ministry

Registering (cont.)



Spring Days of Giving

Welcome to the Registration Phase for Spring Days of Giving for Catholic Campus Ministry! Please complete the information below, and use the blue chat bubble if you have any questions. Be sure to include your email address! The 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 footer of the 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 #GiveCatholic 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

Your Dashboard

The screenshot shows the GiveGab dashboard for Catholic Campus Ministry. The header includes the GiveGab logo and the organization's name. Below the header, there are two main sections: 'Giving Days' and a navigation menu. The 'Giving Days' section lists two events: 'Spring Days of Giving' for March 19-20, 2024, and 'Spring Days of Giving' for March 28-29, 2023. The first event is highlighted with a yellow border. The navigation menu includes 'Giving Days' and 'Manage Organization'.

GiveGab

Catholic Campus Ministry

Giving Days

- Spring Days of Giving** March 19-20, 2024
- Spring Days of Giving** March 28-29, 2023

Giving Days

Manage Organization



Spring Days of Giving

March 19-20, 2024

\$0.00 Raised • 0 Donors • 0 Gifts

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

GiveGab Home Support Submit an Idea Lisa

Spring Days of Giving March 19-20, 2024
\$0.00 Raised • 0 Donors • 0 Gifts

Get Set Up
Completes 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: 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

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://omni.givecatholicstogether.org/organization/>

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SPRING DAYS OF GIVING
for Catholic Campus Ministry

Viewing Dashboard for [redacted]

Your Dashboard (cont.)

GiveGab Home Support Submit an Idea Lisa

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

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

25 Days to Launch

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

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 March 19-20, 2024


\$0.00 Raised • 0 Donors • 0 Gifts

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](#)

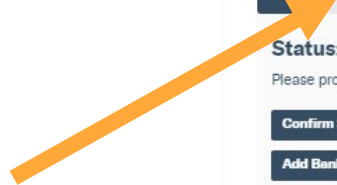
[Add Bank Info](#)

 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 shows the user interface for managing a Spring Days Giving organization. On the left is a navigation sidebar for "Sample College Newman Center" with the following menu 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 features a "Spring Days" header with a "Spring Days Giving" icon, a progress bar showing "\$0.00 Raised · 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". The setup steps are: Add Your Organization's, Add Your Story, Get Verified to Collect I, Add Donation Levels, Add a 'Thank You' Mes, and Add Fundraisers.

Granting Full Administrative Access

The screenshot shows a user creation form with the following fields and options:

- First Name:** Jane
- Last Name:** Admin
- Email:** jane@email.com
- Role Selection:**
 - My Organization Member
 - Make this person an administrator for My Organization
 - Make this person a Giving Day profile editor for My Organization
- Buttons:** Cancel and Add Member

Two orange arrows are present: one pointing to the selected radio button and another pointing to the 'Add Member' button.



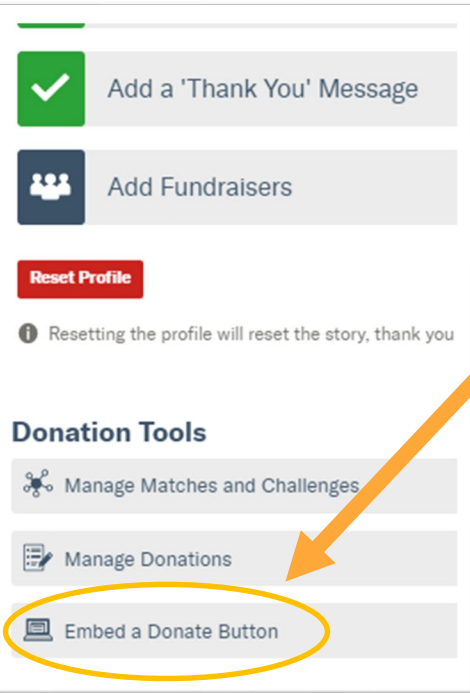
Special Features & Resources

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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!



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

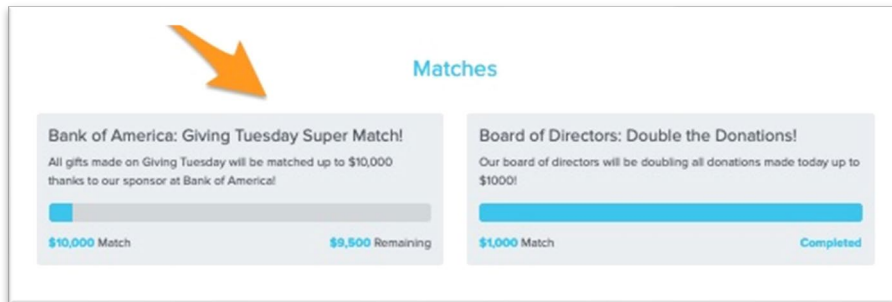
Step Four: Copy and paste this code into your website

```
<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

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!

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!](#)

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

Resources

[Getting Started](#) [Next Steps](#) [Spread the Word](#) [Give Thanks](#)

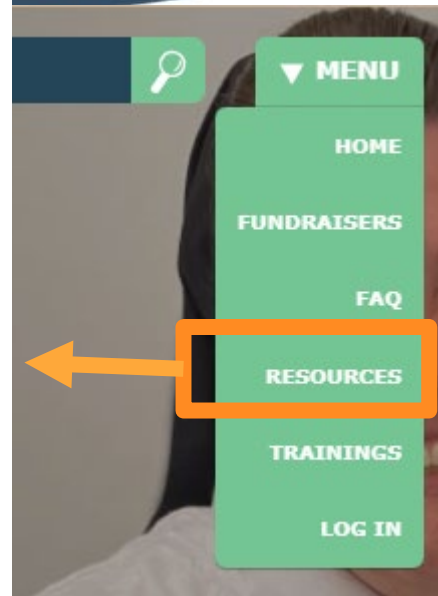
Psst! Remember to Register Your Organization to Participate by **March 12!**

1. Getting Started

- Register!**
Find out how to register here!
- Training Sessions**
[Sign Up](#)
- Key Dates**
[View](#)

2. Next Steps

- Getting Verified**
Add Bank Account (if applicable)
- Add or Update Administrator(s)**
[Guide](#)
- Completing your profile!**
How do I complete my profile for #iGiveCatholic?



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](#)

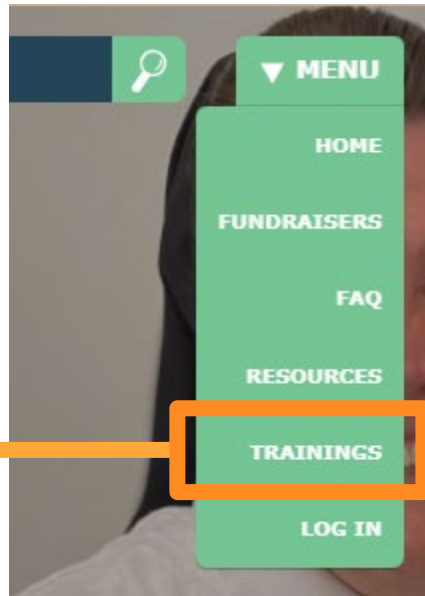
Looking for more information on getting started with P2P Fundraising? Check out the trainings below!

[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:

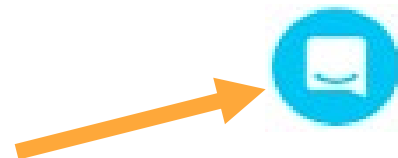
Dan Holland

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

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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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!](#)



Questions?

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Thank You!



for Catholic Campus Ministry

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