

Getting Ready Webinar

April 26, 2023

JOY OF GIVING



Welcome!



JOY OF GIVING

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Meet the #iGiveCatholic Team



Lisa Schillace

National Director

lisa@igivecatholic.org



Anne Durney

Program Manager

anne@igivecatholic.org

Your GiveGab Team



Laryssa Hebert

Project Director

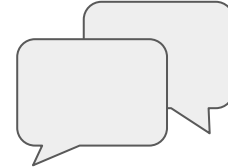


Kalia Kornegay

Associate Project Manager

Submit Your Questions!

Q&A



Chat Box

To: All panelists

Type: All panelists and attendees

Please input your question

Send Anonymously

Send

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Agenda

- Participation – Eligibility and Benefits
- Who is #iGiveCatholic?
- Who is GiveGab?
- Joy of Giving Basics
- Registering for Joy of Giving Day
- Navigating Your Dashboard
- Next Steps and Questions

Eligibility

- All 501(c)3 parishes, schools and ministries, listed in the Official Catholic Directory within the Archdiocese of Omaha
- Includes Catholic parishes, schools, ministries, apostolates, and religious orders
- Must be able to accept ACH direct deposit transfers to a valid checking account

Benefits of Participation

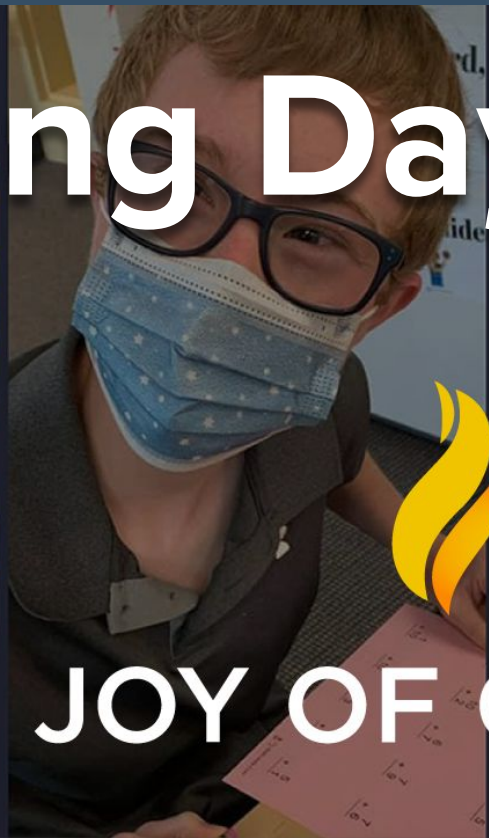


- **Re-engage** with existing supporters, **gain** new supporters
- Leverage Joy of Giving Day to **reach other internal goals**
- Increase your **organization's visibility** and exposure
- Take advantage of **state-of-the-art online** fundraising tools
- **Gamify** your day and motivate donors to make 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 nonprofit parent organization of #iGiveCatholic on #GivingTuesday, and now [#iGiveCatholic Together](#), a year-round platform to connect the generosity of faithful donors with nonprofit ministries that unite and impact communities such as those in the Archdiocese of Omaha.
- Mentor and partner for the Joy of Giving Day
- Gifts are given through #iGiveCatholic, a registered fundraiser in every state, to your organization using the GiveGab platform technology

Joy of Giving Day Basics



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Quick Guide To GiveGab/Bonterra

- Secure, reliable and transparent platform
- Ultimate donor experience
 - Mobile responsive
 - Easy-to-use donation form
 - Immediate “Thank You”
- Dedicated platform support team

Joy of Giving Day Basics

- ***omaha.igivecatholictogether.org*** | April 26, 12am - 12am
 - You'll conduct your own campaign (profile!), to be featured on the site
 - Your organization's marketing efforts are the key to your success!
- Live site activity on the day
- Platform remains open for online and offline gifts **through May 3**
- What will the donor experience look like?

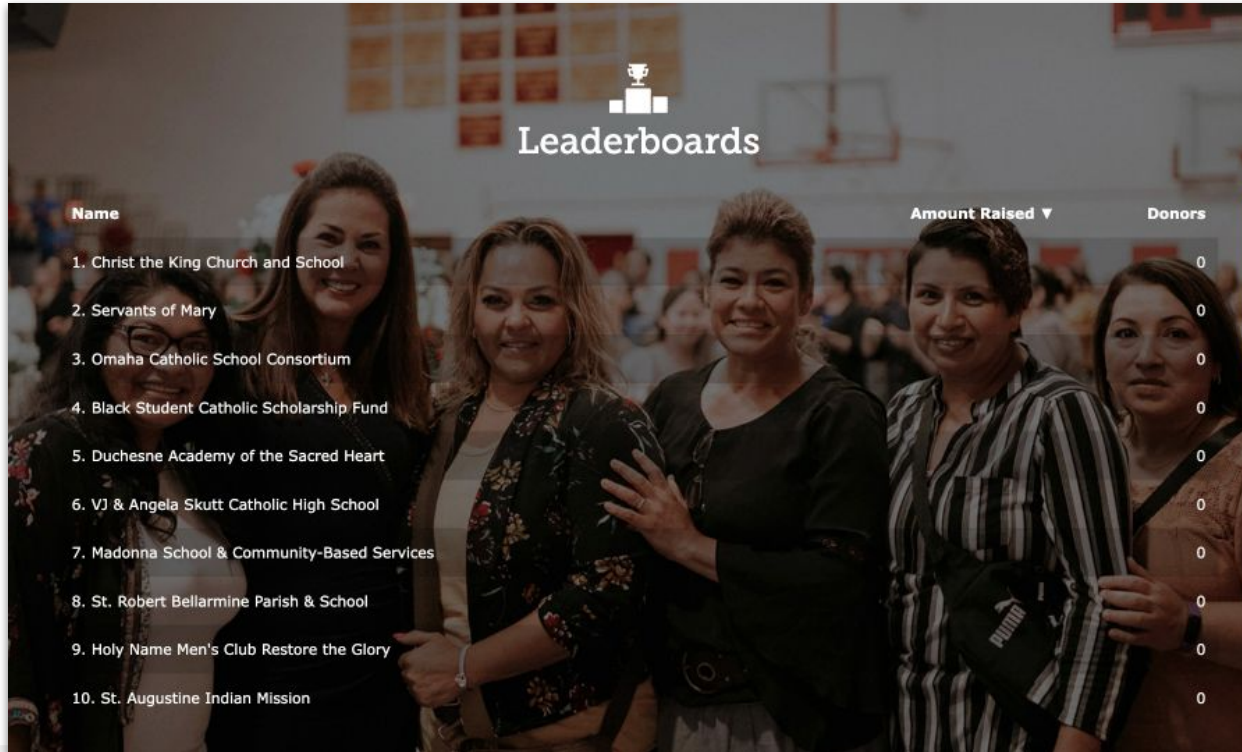
Live Site!

The screenshot shows a live fundraising page for 'Joy of Giving'. At the top left is the logo '#GIVECA+HOLIC TOGETHER'. To its right is a search bar with a magnifying glass icon. Further right are buttons for 'LEADERBOARDS', 'MENU', and a shopping cart icon. Below the navigation bar, statistics are displayed: '0 DONORS', '\$0 RAISED', and '0 ORGANIZATIONS'. The main content area features a collage of photos: a young girl in a school uniform, a priest with a child, and a woman clapping. A large yellow 'DONATE' button is centered over the photos. Below the photos, the text reads 'Welcome to Joy of Giving!' followed by the date 'April 26, 2023' and a countdown timer showing '09 : 55 : 55' with labels 'hours', 'mins', and 'secs'. On the right side of the photo collage, there are social media icons for Facebook, Twitter, and Instagram.

Organization Search for Donors



Leaderboards



Leaderboards

Name	Amount Raised ▼	Donors
1. Christ the King Church and School		0
2. Servants of Mary		0
3. Omaha Catholic School Consortium		0
4. Black Student Catholic Scholarship Fund		0
5. Duchesne Academy of the Sacred Heart		0
6. VJ & Angela Skutt Catholic High School		0
7. Madonna School & Community-Based Services		0
8. St. Robert Bellarmine Parish & School		0
9. Holy Name Men's Club Restore the Glory		0
10. St. Augustine Indian Mission		0

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 \(City Name\)](#)

Live Social Media Activity

<https://fwsb.givecatholic.org/organizations/bishop-luers-high-school> #LuersSpirit #GoKnights

Bishop Luers
@BishopLuers

#givingtuesday2021 is November 30! Please join in and support Catholic education at Bishop Luers High School! Early giving is open now: fwsb.givecatholic.org/.../bishop-lue... #GiveCatholic #LuersSpirit #GoKnights pic.twitter.com/PRIRWPYLKx <https://t.co/PRIRWPYLKx>

24 Nov 10:00am

Instagram user
about 2 hours ago

Thank you to AP 2D Art and Design students Maggie, Angelina and Audrey for the beautiful fall hallway mural we had up this month! Help us support these talented artists during iGiveCatholic on Giving Tuesday! Advanced giving is going on now: richmond.givecatholic.org/organizations/chsvbcrusaders #CRUpride #CRUconnected #givecatholic #GivingTuesday

Instagram user
about 2 hours ago

Giving Tuesday ATHLETICS

Advanced Giving GOING ON NOW!

KNIGHTS

Donate today to support our Montgomery Catholic Athletics! We are accepting advanced donations now for Giving Tuesday - November 30. All gifts will count towards our goal. Help us reach our goal of \$40,000 this year! Your support will go towards the purchase of a new Toro Workman 2100 Utility Vehicle for Facilities Maintenance. Give Now using the link below! <https://mobile.givecatholic.org/campaigns/athletics-9d73e4f4-c9e3-4380-b0e7-b1e5a9b7a733> #givecatholic #GivingTuesday

Instagram user
about 3 hours ago

Catholic High School
@CHSVBcrusaders

Thank you to AP 2D Art and Design students Maggie, Angelina and Audrey for the beautiful fall hallway mural! Help us support these talented artists during iGiveCatholic on Giving Tuesday! Advanced giving is going on now: richmond.givecatholic.org/organizations/.../CRUpride #CRUconnected pic.twitter.com/soMVAznlq

24 Nov 9:31am

Instagram user
about 3 hours ago

#GIVECATHOLIC

EPIPHANY CATHOLIC SCHOOL

Your Profile

Omaha Catholic School Consortium

\$0 Raised 0 Donors

Our Story

Omaha Catholic School Consortium provides academic, administrative and financial support to its member schools. Its unique students have access to an exceptional education in a challenging and culturally diverse environment, where they are encouraged to explore their Catholic faith and become Disciples of Christ. We are committed to Catholic education that will break our current economic cycle for generations to come.

Seeking in 2022, The Omaha Catholic School Consortium is made up of a collaborative partnership between Holy Cross, Our Lady of Lourdes, St. Bernadette, St. Thomas More, St. Peter & Paul, and the Dual Language Academy.

Fundraisers

- STM Bengals \$100
- St. Bernadette \$100
- HFC Falcons \$100
- Dual Language \$100
- OCL Panthers \$100

JESUIT ACADEMY
Advancing the hearts and minds of young men since 1996

Jesuit Academy

\$0 Raised 0 Donors

CHOOSE YOUR OWN AMOUNT

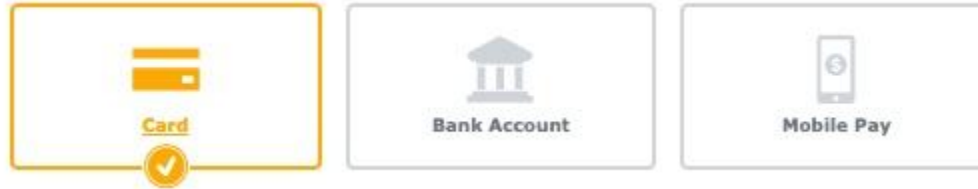
Our Story

Located in North Omaha, Jesuit Academy offers 75 young men in grades 4-8 a transformative educational opportunity that encourages them to claim ownership of their lives and develop themselves as responsible leaders. Our school is guided by Catholic principles and three basics of Jesuit education: Gospel Values, Academic Excellence, Self-Discipline, Religious Diversity and being Men-for-Others. Jesuit Academy is one of 18 Jesuit Navis Middle Schools in the United States.

One of the guiding principles of these schools is to provide a faith-based education that breaks the cycle of poverty in underserved communities across America. The model includes an extended school day, an extended school year, and a tailored scholastic enrichment plan. Founded in 1996, Jesuit Academy offers its students a transformative education that integrates a rigorous academic curriculum with co-curricular programs in athletics, the arts, community service, cultural enrichment, social skills and spirituality.

Jesuit Academy is committed to walking with our students throughout their educational journey. Our graduates have attended various secondary schools – more than two-thirds of each graduating class have earned full scholarships to college preparatory schools – and we boast a 98% overall high school graduation rate. More than 91% of graduates have enrolled in college, entered the military or entered the workforce immediately following high school graduation.

Simple Donation Form



- Quick, easy and fun 3-step donation process!
- All major credit cards accepted (even international payments)
- Direct debit via “Bank Account” option and log into your bank
- Securely processed via Stripe - PCI Level 1 Compliant Processor
- GiveGab’s chat support in each step of the donation form!

Transparent Donation Processing

Credit Card:

2% GiveGab Fee
+
1.4% #iGiveCatholic Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.9% + \$0.30

ACH:

2% GiveGab Fee
+
1.4% #iGiveCatholic Fee
+
\$3.00 flat bank transaction
fee
=
3.4% + \$3.00

**\$100 minimum to use this method

Transparent Donation Processing

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
- *Donors can anonymize gifts, donate in honor or in memory of, and more!*

Immediate Donor Thank You

- Automatic Thank You Emails via #iGiveCatholic for all **online** gifts
- Sent immediately after the gift is made
- Serves as a tax-deductible receipt
- Offline receipting must be handled separately

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





What's New from GiveGab?

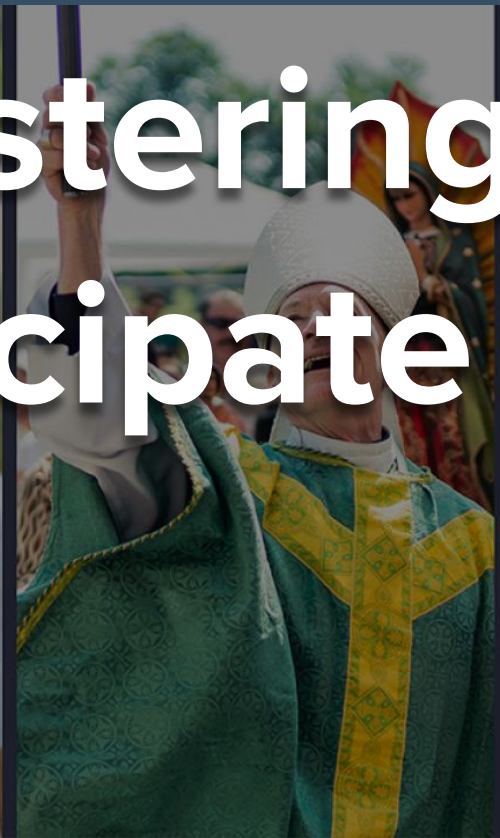


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Platform Updates

- 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 to Participate



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[REGISTER NOW](#)

Join us April 26, 2023 for Joy of Giving!

April 26, 2023

Joy of Giving Day begins in

64 : 09 : 46 : 39
days hours mins secs





Find Your Organization

and participate in Joy of Giving Day

Search for your organization

Start typing in the box above to find your organization.



No organizations match your search criteria.

Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)

Organization Name

Street Address Line 1

Street Address Line 2

City

State ZIP/Postal Code

Select a State

Not located in the United States?

Your First and Last Name

Your Email

Password

Click "Continue" to complete your registration for

Logo



Select Image

Remove

Recommended dimensions 300x300
Max file size 5MB

Welcome to the Registration Phase for Joy of Giving! Please complete the registration form below, and use the blue chat bubble if you have any questions. The Terms of Service for Joy of Giving are [here](#).

1. Is your organization a...? *

Please select one choice

2. I agree to the Terms and Conditions outlined in the welcome message above, as well as the footer of the Joy of Giving Day site. *

Please select all that apply

I agree

3. Who will be your contact for Joy of Giving? (This is someone the archdiocese point person can contact with questions.) *

4. What is your contact's phone number? (This is in case your archdiocesan point person has questions.) *



Your Joy of Giving Dashboard

GiveGab Home Support | Laryssa

Joy of Giving Day

JOY OF GIVING \$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 Joy of Giving Day.

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](#).

56 Days to Launch

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

Note: Thank You Message section should be skipped!

Your Joy of Giving 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

Share Your Page

<https://omaha.igivecatholictogether.org/organizations/st-joseph-cf>



Are You Verified to Collect Donations?

Joy of Giving Day

JOY OF GIVING \$0.00 Raised · 0 Donors · 0 Gifts

56 Days to Launch

Analytics

Get Set Up

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

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ **Get Verified to Collect Donations** ▾

Status: Verified

Hooray! Your organization has been verified to accept donations on GiveGab.

- ✓ Confirmed state fundraising compliance
- ✓ Bank account and organization information verified

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 Joy of Giving Day dashboard. On the left is a navigation sidebar with a home icon, 'Giving Days', 'Reports', and a 'Manage Organization' section highlighted with an orange box and an arrow. The 'Manage Organization' section includes 'Edit Information', 'Add Administrator', 'Bank Account & Verification', 'Supporters', 'Documents', and 'Surveys'. The main content area shows 'Joy of Giving Day' with '\$0.00 Raised', '0 Donors', and '0 Gifts'. A '56 Days to Launch' badge is present. Below this is a 'Get Set Up' section with a list of tasks, each with a green checkmark and a right-pointing arrow: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'.

Joy of Giving Day
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics

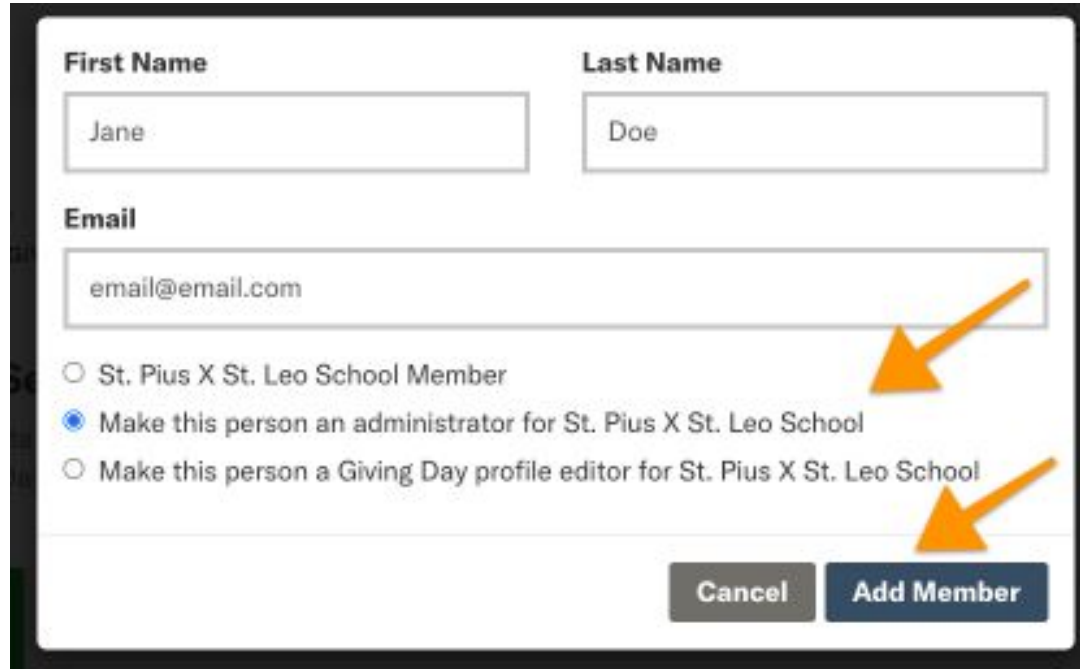
56 Days to Launch

Get Set Up

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

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

Granting Full Administrative Access



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

- First Name:** Jane
- Last Name:** Doe
- Email:** email@email.com
- St. Pius X St. Leo School Member
- Make this person an administrator for St. Pius X St. Leo School
- Make this person a Giving Day profile editor for St. Pius X St. Leo School

At the bottom right, there are two buttons: **Cancel** and **Add Member**. Two orange arrows point to the **Add Member** button and the selected radio button option.

Granting Access to Giving Day Profile

First Name
Jane

Last Name
Doe

Email
email@email.com

St. Pius X St. Leo School Member

Make this person an administrator for St. Pius X St. Leo School

Make this person a Giving Day profile editor for St. Pius X St. Leo School

Cancel Add Member



Next-Level Features & Resources



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Peer-to-Peer Fundraising

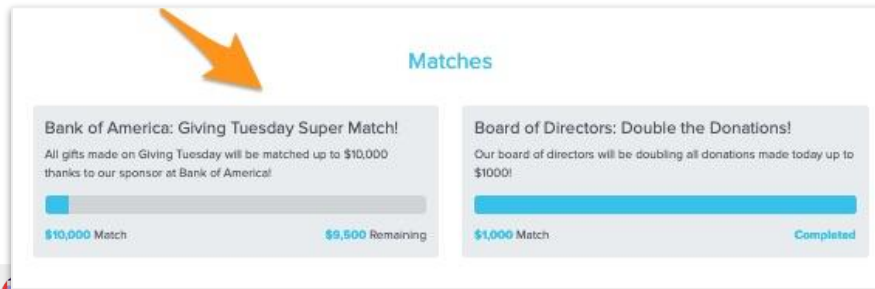
- Expand your reach and invite supporters to create their own personal fundraising pages
- Every dollar they raise is included in your organization's overall totals!
- You can easily create and manage pages if needed
- Invite fundraisers or allow open-signups through your profile page
- On average, organizations who used P2P last year raised **4.2x** 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!

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.
- Last year, organizations with matching funds raised on average **10.9x more** than organizations without



Pro Tip:
Watch the **Matches Training** on the Trainings page for more info!

Embed a Joy of Giving Donate Button

- Create a branded “Donate” button to embed on your organization’s own website. *Never miss a donation on the day!*
- All donations that come through this button will be added to your totals
- Donation form is exactly the same, and includes chat support!

Embed a Joy of Giving Donate Button

Configure Your Donation Button

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

Joy of Giving Day

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="136096" data-
host="https://www.givegab.com" data-org-id="499380" data-preview="" style="background-
color: #269E32;">Donate Now</button>
```

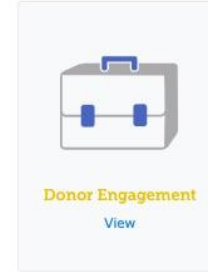
Copy to Clipboard

Joy of Giving Day Resources

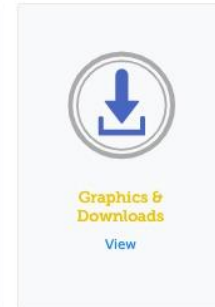
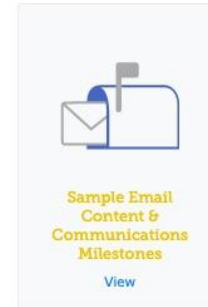
omaha.igivecatholictogether.org/info/resources

- Customizable templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!

2. Next Steps



3. Spread the Word



Joy of Giving Day 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](#)

Joy of Giving Day Resources

- [Google Drive](#) with Archdiocesan Resources
- A [Marketing Toolkit](#)
- **For program or other questions please contact:**

Josh Pfeifer

Development Associate, Stewardship & Development Office

jdpfeifer@archomaha.org

402.557.5650 ext 1918

- **Tech help?**

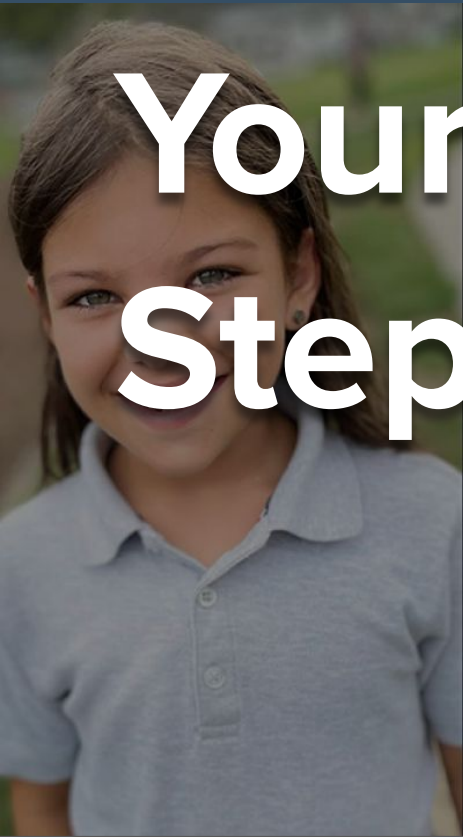
Contact GiveGab in the Blue Chat Bubble, or email questions@igivecatholic.org

M-F, 8am - 5pm ET

Outside of support hours? Check out GiveGab's [Support Articles](#)



Your Next Steps



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Your Next Steps

- Archdiocesan webinar **April 5 at 9:30AM** called “The Donor Experience”
Register [HERE](#)
- Register by **March 29** and ensure your banking information is ready to go!
- Follow **@ArchOmaha**, use **#ArchOmaha**, **#ArchOmahaTogether** and **#JoyofGiving** hashtags
- Meet internally to discuss your organization’s goals and strategy
- Have your profile page ready to go by **March 31!**

Questions?




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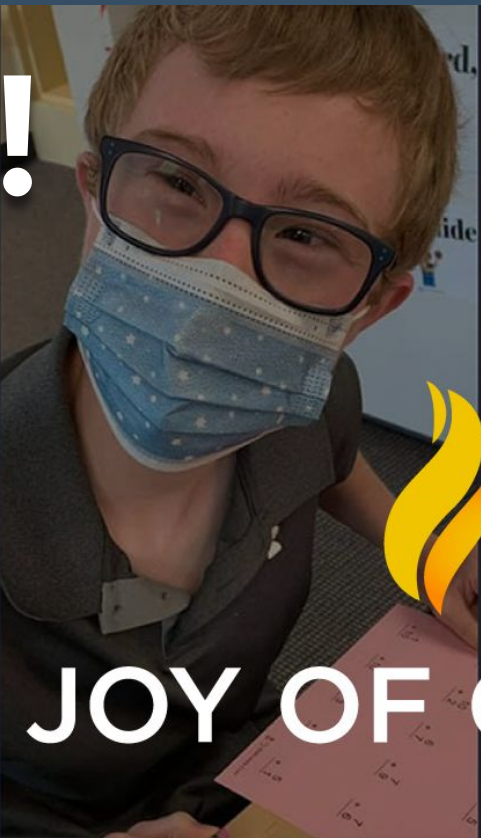
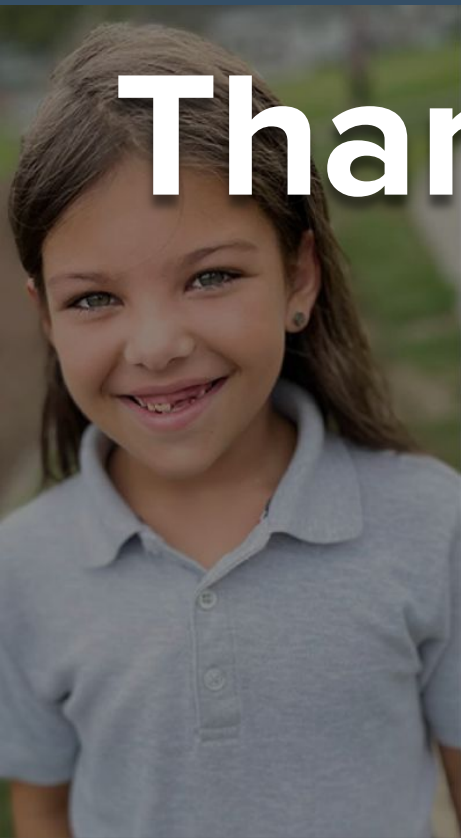
Common Questions

- What is the minimum donation on-line?
 - *The minimum online donation is \$10!*
- Is PayPal or Venmo an option for giving?
 - No, GiveGab partners with Stripe to process all payments securely. We don't have a partnership or integration available at this time to use PayPal. We do however work with Google Pay and iPay through our Mobile Pay feature.

Common Questions (continued)

- Will there be 'prizes' throughout the day for nonprofits to win? Ex: Win \$500 prize for having the most unique donors between 8am-9am
 - *We are still working on this. More to come on prizes! Watch your email.*
- Is there an "Other" donation level? I was only able to put in certain amounts.
 - *Yes. Once you enter all your amounts, one is automatically added that says something like "Choose Your Own Amount"*
- Pros/cons of using donation levels. Are people more likely to give more if donation levels are an option?
 - *Levels help donors understand the tangible impact of their gift. This dollar amount = this service. It also helps them understand your needs, and how their donation can fit into your overall goals for the Giving Day. They are completely optional but GiveGab recommends them! No cons here.*

Thank You!



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