Final Steps for

#iGIVECATHOLIC
ON GIVING TUESDAY

November 13, 2024

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#iGiveCatholic Prayer

O Lord, giver of life, we know that all we are,
and all we have are gifts from You.

We live in a world that celebrates consumption.
But You call us to be good stewards
of all You have entrusted to us.

May this #GivingTuesday prompt us
to gratitude and generosity,
that brings nourishment to the hungry
and hope to the hopeless.

We pray that #iGiveCatholic
may be a miracle of loaves and fishes,
where every gift shared lovingly
from a grateful heart
becomes bread for the multitudes,
and the ordinary becomes extraordinary.

In this giving and receiving, may our hearts rejoice
in You alone, who are Lord for ever and ever.

Amen

Thank You!

Strategic Sponsor

Impact Sponsors

Affiliate Sponsor

In Association With

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#iGIVECATHOLIC

Your GiveGab/Bonterra Team

Kalia Kornegay

Associate Project Manager

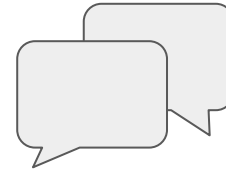**Nickie Fredenburg**

Sr. Project Manager

Submit Your Questions!

Q&A

Chat Box

To: ✓ All panelists
Typ... 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.

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#iGIVECA✝HOLIC

Agenda

➔ #iGiveCatholic Updates & Reminders

➔ Your Checklist for Success

➔ Online Donation Processing

➔ After #iGiveCatholic

➔ Your Resources & Next Steps

➔ Q&A

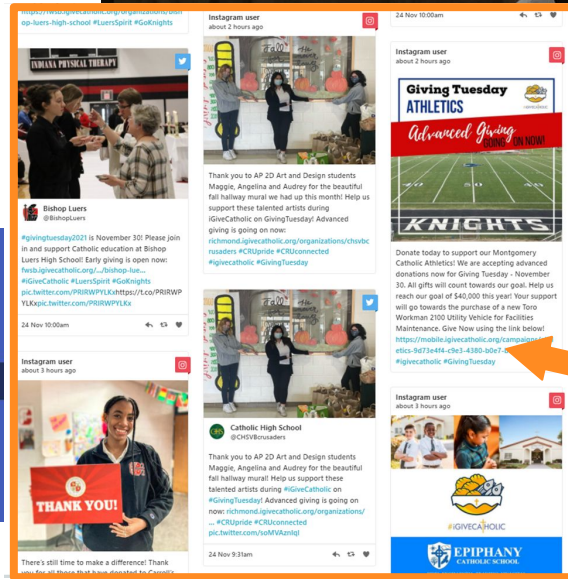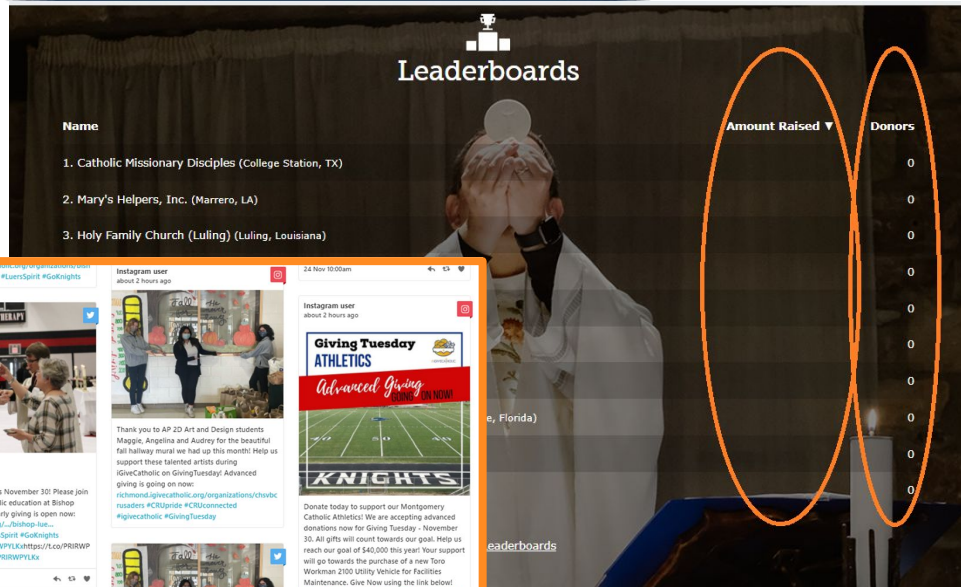GiveGab is becoming ✚ Bonterra™

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#iGiveCatholic Updates & Reminders

- **Registration closed** on Friday, November 1.

- FRIDAY is the deadline to **verify your banking account** *(if your group doesn't collect gifts on your behalf.)*

- **Advanced Giving** begins on November 18 – **THIS MONDAY**. Schedule your call-to-action communications to kick-off!

- *Warning: Customer Success IS A BIT SWAMPED with folks scrambling to verify banking accounts for us and any other GivingTuesday giving day.* **Prepare for longer wait times** *for assistance through the Blue Chat Bubble or through questions@igivecatholic.org*

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What happens on GivingTuesday?

Nov 26 - Dec 4
Instagram only

#iGiveCatholic LIVE

Live Stream will feature up to 75 parishes, schools, ministries and diocesan partners across three segments broadcast on December 3.

Your feature could be ..
- **a conversation with other organizations** similar to yours from across the country (i.e. campus ministries, food pantries, rural parishes).
- a conversation scheduled during **YOUR live stream**!
- **your engaging and inspiring video** that shows your mission and/or your #iGiveCatholic project!

We invite any organization who wishes to be featured in our national livestream to complete and **submit THIS FORM by November 13 (TODAY!)**

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#iGiveCatholic BECAUSE...
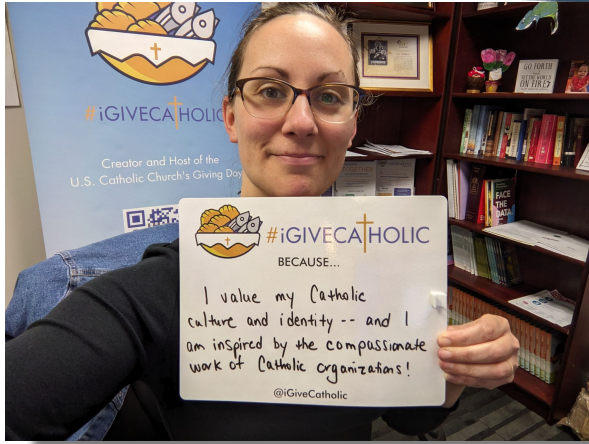
- Upload pictures with written descriptions OR even better, video testimonies!
- Graphic available in the "Printables" section of Graphics & Downloads page.
- Canva template also available so you can add your organization's logo and social tags!

BECAUSE...

@iGiveCatholic

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Your

#iGIVECATHOLIC
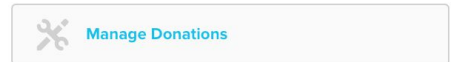ON GIVING TUESDAY

Success Checklist

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Preparations for Nov. 18-Dec. 2

❏ Are you <u>verified</u> to receive donations?

❏ Do you know how to log <u>offline gifts</u>?

❏ Have you embedded an <u>#iGiveCatholic button</u> on your website?

❏ Is your <u>Profile</u> inspiring and compelling?

❏ Have you added <u>Matches or Challenges</u> to incentivize donors?

❏ Have you <u>engaged Ambassadors</u> and <u>Fundraisers</u>?

❏ Have you scheduled your <u>Call-to-Action</u> Communications?

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Reporting (Cash/Check) Offline Gifts

Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

"Add Offline Donation" button DOES NOT APPEAR until Monday, November 18 when Advanced Giving begins.

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Donor's First Name

Donor's Last Name

Amount

$

Custom Display Name (optional)

☐ Add donor address

Attribute to Campaign

None ▼

Donor's Message

Privacy Options

☐ Do not display the donor's name publicly
☐ Do not display the donation amount publicly

Receipt Email

☐ Email a receipt to   email@example.com

Cancel   Create Donation

- Add cash/check donations as offline gifts 12:01 AM on Monday, November 18 through 11:59 PM on Tuesday, December 10

- No Fees applied to offline gifts

- Tax reporting comes from your organization for these.

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Adding a button to your website

- Add an #iGiveCatholic donate button to your organization's website **before November 18.**
- Set up through your dashboard.
- All gifts will be collected through #iGiveCatholic, rolling up into your totals and reports.
- GiveGab/Bonterra's support team is available to assist donors.

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Are you proud of your **Profile Page?**
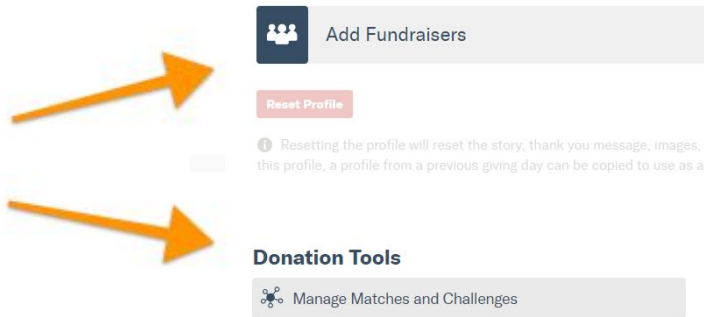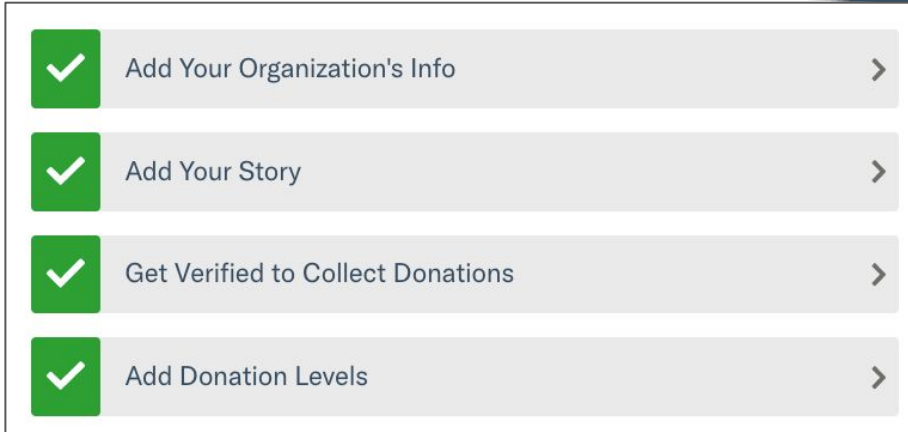
- Have you done the following?

  - Updated/added your causes?
  - Added your logo and a cover photo?
  - Set goals?
  - Customized donation levels?
  - *Do not fill the Thank You section*

- It's not too late to…

  - Invite Peer-2-Peer Fundraisers!
  - Add Matches/Challenges!

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Best in Class - Profile Pages

Here are some great examples for inspiration!

- **Comeau Catholic Campus Center**

  Diocese of Salina - *Great Cover Photo, Story, Goal*

- **St. Joseph Co-Cathedral School**

  Diocese of Houma-Thibodaux - *Great Video and Story*

- **Holy Family Special Needs Foundation**

  Diocese of Wichita - *Articulate Video about the need with CTA*

- **Ascension Parish**

  Archdiocese of Louisville - *Great project and story*

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Matching Gifts and Challenges

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Do you have Matches & Challenges?

- **Organizations with matches raise 10X more than those without!**

- **Identify Candidates**. Board members, existing larger donors, local businesses, pooled donors. **Start somewhere!**

- **Canva Template** available for a solicitation flyer.

- Read about how to **Add Matches and Challenges** to dashboard

Matches

Anonymous: Matching Donation

The Provincial Office of the Congregation of the Mission has helped to find us a matching sponsor. The sponsor will be matching the first 5,000 dollars raised this year!

$5,000 MATCH   **$5,000** REMAINING

SEE MORE MATCHES

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Matching Gift Best Practices

- What match/challenge strategies will help you reach your goals?

  - *Publicize and activate during Advanced Giving to create early momentum*
  - *Day of matches on December 3rd create excitement!*
  - *People respond very favorably to Power Hour/Holy Hour Matches!*

- Keep the details of your match or challenge as <u>clear as possible</u>
  - Share out terms via social media, text and emails
  - Provide updates during the match term with progress reports

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Ambassadors & Peer-to-Peer Fundraising

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What and Who? - P2P Fundraisers

WHAT…

- Passionate supporters who fundraise on your behalf
- Share connection to ministry and impact it has had on them
- Profile page is connected to yours - dollars raised roll up to totals

WHO…

- Board Members and Volunteers
- Faculty/Staff/Alumni
- Parishioners/Ministry Leaders
- Lower Capacity Donors who want to contribute more
- Program Participants (including Classes or Alumni Classes)
- Friends & Family

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Set them up for **Success!**

- Managing your fundraisers is easy!

- Set up instructions HERE

- Offer help in setting up their profiles, setting goals, sharing URL link.

- Empower to share personal story

- Discuss method of distribution - social media outreach, email to friends/family, etc.

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#iGiveCatholic Ambassadors

Ambassadors are VIP's and Heroes Too!

While not directly *fundraising*, Ambassadors can have a **HUGE impact**

- Help to spread the word about your work - social media, email, text
- Motivate and inspire others!
- May or may not support financially but incredibly valuable to success!

Training Video - Engaging Ambassadors **HERE!**

Set a goal to recruit 5-10 ambassadors this year!

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Planning Communications

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Are your communications ready?

- Use **multiple channels** for the best engagement
  - **Social Media**
  - **Email**
  - **Direct Mail**
  - **In-person events**
  - **Website**
  - **Group/Mass texts**
  - **Ambassador messaging**

- Design and Schedule your communications IN ADVANCE!

- Take advantage of the templates, guides, and graphics provided on #iGiveCatholic RESOURCES page for the perfect plan!

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How will you thank your donors?

- Start your stewardship process immediately after #iGiveCatholic – *or even on GivingTuesday!*

- Follow up with individual donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
  - Send an official #iGiveCatholic Thank You within one week of the Giving Day

- Highlight impact of donor-funded projects all year long

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Graphics and Collaborations

#iGIVECATHOLIC
ON GIVING TUESDAY

2024 *Canva* Templates Available

FOR PRINTING:

8.5 x11 Flyer

11 x 17 Poster

Postcard

Peer2Peer Fundraiser Flyer

Matching Sponsor Flyer

- **New and MORE Graphics**
  - Peruse "GRAPHICS & DOWNLOADS" in Menu to see all offerings *(all available in SPANISH this year, as well!)*
  - **MORE Canva Templates** this year for both Printables and Social Media (including GIFs!)

- Active collaborations with **Flocknote, PSG Catholic Social Media and eCatholic** to give their customers easy access to "plug-and-play" #iGiveCatholic content. *(For assistance, please use the respective tool's customer support.)*

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Need Inspiration? *#holyplagiarism*

Support Loyola during #iGiveCatholic and GivingTuesday!

Mark your calendars for #iGiveCatholic on Tuesday, November 28, 2023. The mission of #iGiveCatholic is to unite Catholic communities and donors across the country to support organizations that shape our lives of faith on GivingTuesday, a global day of generosity.

ADD TO CALENDAR

The Canizaro Center for Catholic Studies is the university's 2023 #iGiveCatholic campaign-sponsored project. Join Catholic Studies for an Open House and scholarship fundraiser at 5:30 p.m. on November 28, 2023. Alumni, friends, and family are invited to mass and a reception to enjoy dinner, live music, and games while learning more about Catholic Studies. Proceeds will fund scholarships for students studying abroad at the Pontifical Gregorian University in Rome.

RSVP

Advanced Giving for #iGiveCatholic begins on November 13, 2023, and the deadline to RSVP for the Catholic Studies Open House and scholarship fundraiser is November 17, 2023.
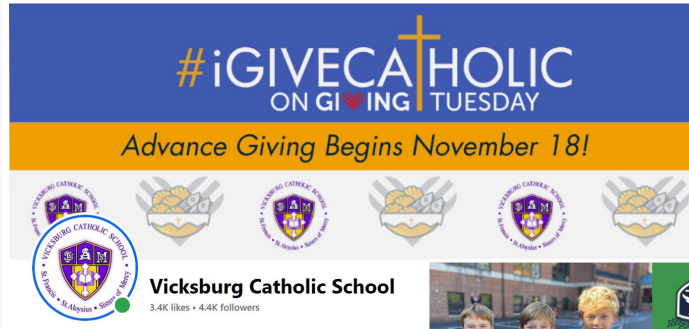
MAKE A GIFT

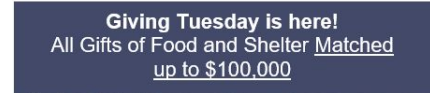### About the Canizaro Center for Catholic Studies

The **mission** of Catholic Studies is to form young men and women in the mind of Christ and the heart of Jesus that they may be *totum et integrum*, **whole and entire** (1 Thess 5:23), equipped to offer themselves courageously in the service of Christ, the Catholic Church, and the whole world.
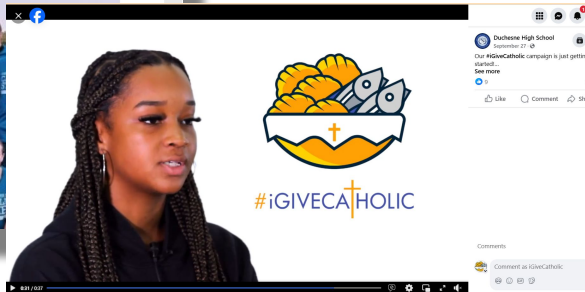
★ **Read E-Blasts** (*archived on RESOURCES page*)

★ Follow **@iGiveCatholic**

#iGIVECATHOLIC ON GIVING TUESDAY
Advance Giving Begins November 18!

Vicksburg Catholic School
3.4K likes • 4.4K followers

Duchesne High School
September 27
Our #iGiveCatholic campaign is just getting started...
See more

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SAVE THE DATE!

#iGiveCatholic Day of Giving

TUESDAY, DECEMBER 3

#iGIVECATHOLIC

Catholic Charities of Acadiana | CARING FOR THE SACRED GIFT OF LIFE FOR 50 Years

Giving Tuesday is here!
All Gifts of Food and Shelter Matched up to $100,000

Help us reach our goal of raising $200,000 on iGiveCatholic / Giving Tuesday! Thanks to a generous matching gift from a group of anonymous donors, your gift is matched, dollar-for-dollar, up to $100,000 to help Catholic Charities of Acadiana respond to those experiencing hunger and homelessness in Acadiana.

Double your year-end gift of food and shelter now and help us reach our goal!

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Making an online gift on

#iGIVECATHOLIC ON GIVING TUESDAY

November 18 - December 3

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Search

Search (e.g. Parish, School, Nonprofit Ministry)

View All   Hide Filters

Here are some participating ministries!

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Filters

Select a Cause

Location (e.g. Springfield, MO)

St. Elizabeth Ann Seton Roman Catholic Church

Springfield, Missouri

VIEW   DONATE

St. Joseph Catholic Church (Springfield)

Springfield, Missouri

VIEW   DONATE

Ste. Marie du Lac

IRONTON, Missouri

VIEW   DONATE

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- Credit Card

- Mobile Pay

  - Apple, Google, Microsoft Pay appear on an enabled device

- ACH/Bank Transfer

- *new* Donor Advised Fund (DAF)

  - ONLY in Baton Rouge, Camden, Ft. Worth, Houma-Thibodaux, Kalamazoo, Lafayette, New Orleans, Richmond, TPMS

Enter Your Payment Information

(1) Amount   (2) Payment   (3) Confirmation

Your $100.00 Gift

Payment Method *(Click on one of the following)*

| Google Pay | Credit Card | Donor Advised Fund | Bank Account |

First Name
Kalia

Last Name
Kornegay

Credit Card Info

Email
kkornegay@givegab.com

Mailing Address

Street

City

State

Mailing ZIP/Postal Code

Phone Number
1234567895

Country
United States

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What's with these fees?

As with in-person fundraising events, there are also costs involved with online fundraising. Every transaction incurs a technology cost (3.3%), as well as either a credit card (2.5% + $.30) or ACH processing ($3.00, only available on gifts of $100 or greater) cost in order to support the expenses incurred with a Giving Day event and site. Please see our FAQs posted on our site for a full breakdown.

Basilica of the Immaculate Conception   Gift: $25.00

Email: laryssa@givegab.com

Fees: $1.80

What's with these fees? ⊙
☐ I'll cover the fees!

Privacy Option(s)
☐ Please do not display a name publicly.
☐ Please do not display the donation amount publicly.
☐ Hide my name from this ministry and the public. ⊙

Total: **$25.00**

Are you planning to use a Corporate Matching Program to enhance your donation(s) today?

Would you like to be contacted about leaving a gift in your will?

BACK   SUBMIT

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Kalia,

Thank you for expressing your generosity through #iGiveCatholic. Sharing your blessings so willingly will support the good work happening in your community and around the country! Your gift empowers and strengthens the body of Christ. Thank you for choosing to "Give Back and Give Catholic!"

Your donation receipt from #iGiveCatholic

Donor:	Kalia Kornegay
Date:	October 21, 2024
Fundraising Organization:	#iGiveCatholic
EIN:	61-1846962
Gift Designation:	Xavier Society for the Blind
Comment:	Test from GiveGab - please disregard! Will be removed shortly.
Amount:	$25.00
Total:	**$25.00**

View Your Donations

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Per-Donation Fee Review

Credit Card/ Mobile Pay:

1.75% Platform Fee
+
1.55% Host Fee
+
$0.30 per transaction & 2.5% transaction fee (Stripe)
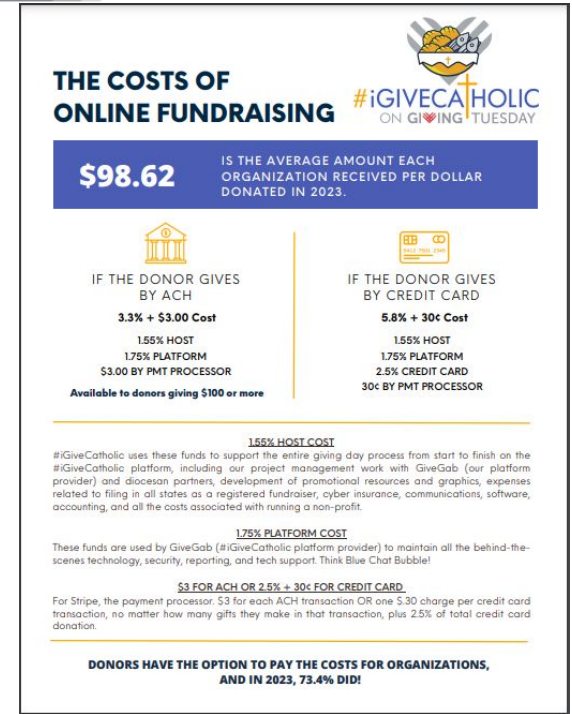=
5.8% + $0.30

ACH (Bank transfer)* :

1.75% Platform Fee
+
1.55% Host Fee
+
$3.00 flat bank fee
=
3.3% + $3.00

$100 minimum

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Fee Review (continued)

- Last year, donors covered 73.4% of all fees. This means that on average, it cost organizations $1.38 for every $100 raised!

- Organizations paid, on average, $50 total in fees

- Offline donations of cash or check incur NO fees

- Infographic at right hyperlinked and available in "For Donors" section of:
www.igivecatholic.org/info/faq

THE COSTS OF
ONLINE FUNDRAISING

#iGIVECATHOLIC
ON GIVING TUESDAY

$98.62 IS THE AVERAGE AMOUNT EACH ORGANIZATION RECEIVED PER DOLLAR DONATED IN 2023.

IF THE DONOR GIVES BY ACH

3.3% + $3.00 Cost

1.55% HOST
1.75% PLATFORM
$3.00 BY PMT PROCESSOR

Available to donors giving $100 or more

IF THE DONOR GIVES BY CREDIT CARD

5.8% + 30¢ Cost

1.55% HOST
1.75% PLATFORM
2.5% CREDIT CARD
30¢ BY PMT PROCESSOR

1.55% HOST COST
#iGiveCatholic uses these funds to support the entire giving day process from start to finish on the #iGiveCatholic platform, including our project management work with GiveGab (our platform provider) and diocesan partners, development of promotional resources and graphics, expenses related to filing in all states as a registered fundraiser, cyber insurance, communications, software, accounting, and all the costs associated with running a non-profit.

1.75% PLATFORM COST
These funds are used by GiveGab (#iGiveCatholic platform provider) to maintain all the behind-the-scenes technology, security, reporting, and tech support. Think Blue Chat Bubble!

$3 FOR ACH OR 2.5% + 30¢ FOR CREDIT CARD
For Stripe, the payment processor. $3 for each ACH transaction OR one $.30 charge per credit card transaction, no matter how many gifts they make in that transaction, plus 2.5% of total credit card donation.

DONORS HAVE THE OPTION TO PAY THE COSTS FOR ORGANIZATIONS, AND IN 2023, 73.4% DID!

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Post-Giving Day Checklist

❏ Deplete unfinished matches, add offline donations by Dec 10 at 11:59PM

❏ Download & Review Your Donation Report

❏ Reconcile donation deposits

❏ Thank Your #iGiveCatholic Donors

❏ Remove donation button from your website

❏ Update donors on impact of their gift throughout the year to keep #iGiveCatholic on their minds!

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Ensure your profile reflects the total impact

Did your matching donor commit to the entire match amount?

Deplete before offline donations close at 11:59PM on Dec 10!

← Back

Matches and Challenges

Ithaca Gives

[+ Add Match Commitment]   [+ Add Challenge]   [Manage Donations]

Note: All times are assumed to be in Eastern Time.

Pawnee Gives Match   Sponsored by **Hylia, Inc.**

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled
$1,000.00	**$1,000.00**	**$1,000.00**	

Hylia, Inc will generously match all donations up to $1...

✏ Edit   ✖ Remove   🗒 Deplete Match

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Download Donor Reports

How will you get your donor data?

1

Donations

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More

Search by name or email

All Giving Days & Comm ▾   All Campaigns ▾   Any Donation Type ▾

📅 Start   ⊗   📅 End   ⊗

Home

⏱ Giving Days

📋 Reports   ⌄

Donations

Financials

2

Search by name or email

All Giving Days & Commu ▾   All Campaigns ▾   Any Donation Type ▾

📅 Start   ⊗   📅 End   ⊗

Actions   Donation ID   Date ⌄   Donor ⌄   Intended Donation ⌄   Amount Charged   Bank Fee

No donations found.

⬇ Export CSV   Edit Bank Account Info

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How will you receive your donations?

If collecting funds directly:

- Donations will be transferred to your bank account 5-7 business days after #iGiveCatholic. The statement descriptor will say, "**BonterraTech.com**"

- Each online donation record will include a "Payout Date" to represent the date it was deposited. Donations listed as "Pending" have not yet successfully transferred.

- Note: Offline gifts your team entered in the dashboard would not count in this payout, as you should have collected those directly.

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How will you receive your donations?

If your diocese or group is collecting funds on your behalf:

- Download a report of online gifts from #iGiveCatholic 2024 to determine how much you should receive. Find the sum of the "**Payout Amount**" column for each donation.

- Note: Offline gifts your team entered in would **NOT** count in this payout, as you should have received those directly.

- If you have any questions regarding the timing of payout, etc. **contact your diocesan/foundation point person**

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Last few tips for

#iGIVECATHOLIC ON GIVING TUESDAY

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Go the extra mile!

First impressions REALLY DO matter!

- "Plant" major donors at the beginning of Advanced Giving to set the bar high.
  - The higher the amount a donor sees was recently contributed, the more they'll consider giving.
- Incentivize gifts during Advanced Giving with donor drawings for prizes so you start GivingTuesday with momentum!

Initial Contribution - Effect on Campaign
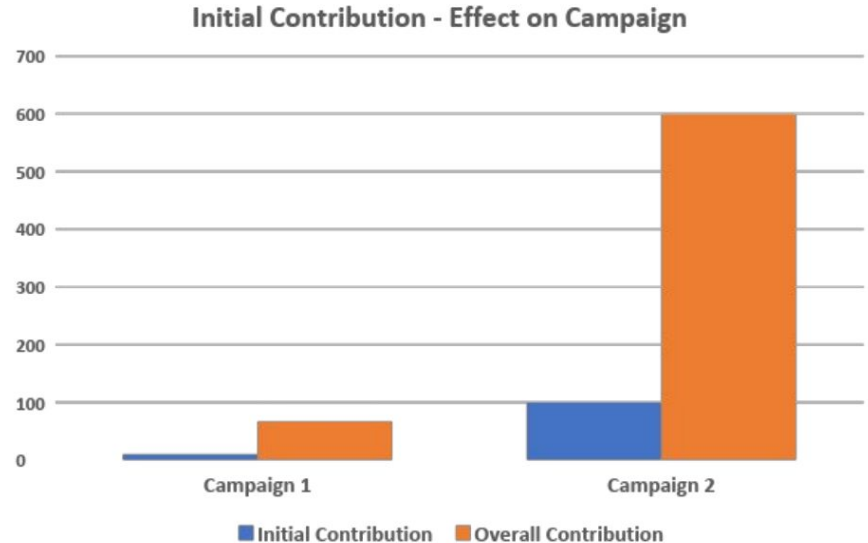
Courtesy of GivingTuesday and The Effects of Seed Money and Refunds on Charitable Giving

#iGIVECATHOLIC

Go the extra mile!

Social Information - Effect on Campaign
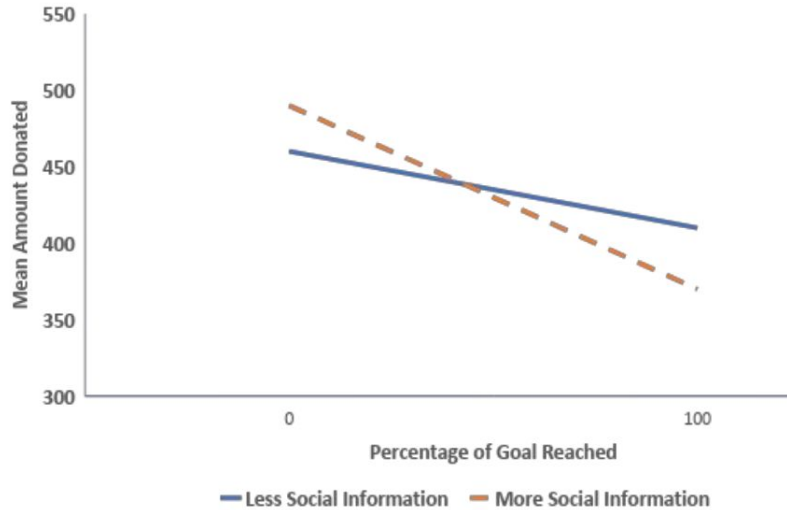
As you approach your goal, **switch from reporting progress towards goal to describing impact of gifts.**

- Ok to start with 20%, 50%, 75% of the way there
- *"Help us DO X"* rather than *"Help us RAISE $X"*
- If you reach your goal, pivot and describe what you'll do with *additional funds* raised.
- Make sure your donors know YOU NEED THEM as a partner to make a difference with your mission-centered program.

Courtesy of GivingTuesday and "Social information decreases giving in late-stage fundraising campaigns"

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Key Dates and Next Steps

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Timeline

August 18	~~Registration Open!~~
August 28	*~~Webinar: "Getting Ready for #iGiveCatholic 2023"~~*
Sept/Oct	~~Complete Profile & Plan Communications~~
November 1	~~Registration Closes~~
November 13	*~~Participant Webinar: "Final Steps to Success"~~*
November 13	Deadline to submit interest form to participate in Live Stream
November 18	Advanced Giving OPENS
December 3	**#iGiveCatholic on GivingTuesday** (online giving through 11:59PM)
December 10	Portal closes for offline (cash/check) donations

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Your Next Steps

- **Watch your inbox** for important emails from GiveGab, your diocesan or group leader, and **#iGiveCatholic's E-Blast Newsletters**!
  - Previous editions of our weekly E-Blast Newsletters are on the RESOURCES Page.

- **Schedule your announcement** of the start of **Advanced Giving** on Monday with a CALL-TO-ACTION for your donors to get your campaign started!

- **Follow #iGiveCatholic on Social Media**
  - Use #iGiveCatholic hashtag on your campaign posts!
  - Follow and Tag @iGiveCatholic in all platforms!

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#iGiveCatholic Help

- **GiveGab Customer Success - [Support Articles](#) - Bookmark this!**

- **Questions about #iGiveCatholic?**

  - Contact your diocesan or group leader (bottom right corner of any page on your giving day site)

- **Tech help?**

  - Contact GiveGab in the Blue Chat Bubble OR

  - Email to questions@igivecatholic.org

  - M-F, 8am - 6pm ET *(8am-8pm ET on GivingTuesday)*

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Thank You!

Questions?

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