#iGIVECATHOLIC

December 1, 2020

Participating Organization Training

Michelle Basista

Catholic Foundation of Northwest Pennsylvania

CATHOLIC FOUNDATION of Northwest Pennsylvania

#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

What is #iGiveCatholic

#iGiveCatholic is the U.S. Catholic Church's national giving day event that provides Catholic parishes, schools, and ministries the opportunity to raise mission critical support.

The goal of #iGiveCatholic is to inspire our Catholic community to come together and "give Catholic" on the global day of generosity known as #Giving Tuesday.

Why Giving Days work?

Research shows that:

- Giving days are attractive to a broad range of parishioners, alumni, and supporters—from individuals in their 20s through their 70s *and beyond*.

- Giving days are a great way to attract new and younger supporters, as well as further engage current donors, ensuring long-term sustainability. In a 2019 donor survey, first-time donors to **#iGiveCatholic** made up 55% of giving day donors. In addition, 15% were new donors to the organization they supported!

- Compared to traditional campaigns, staff/volunteer time required to launch a giving day is 50% to 80% less.

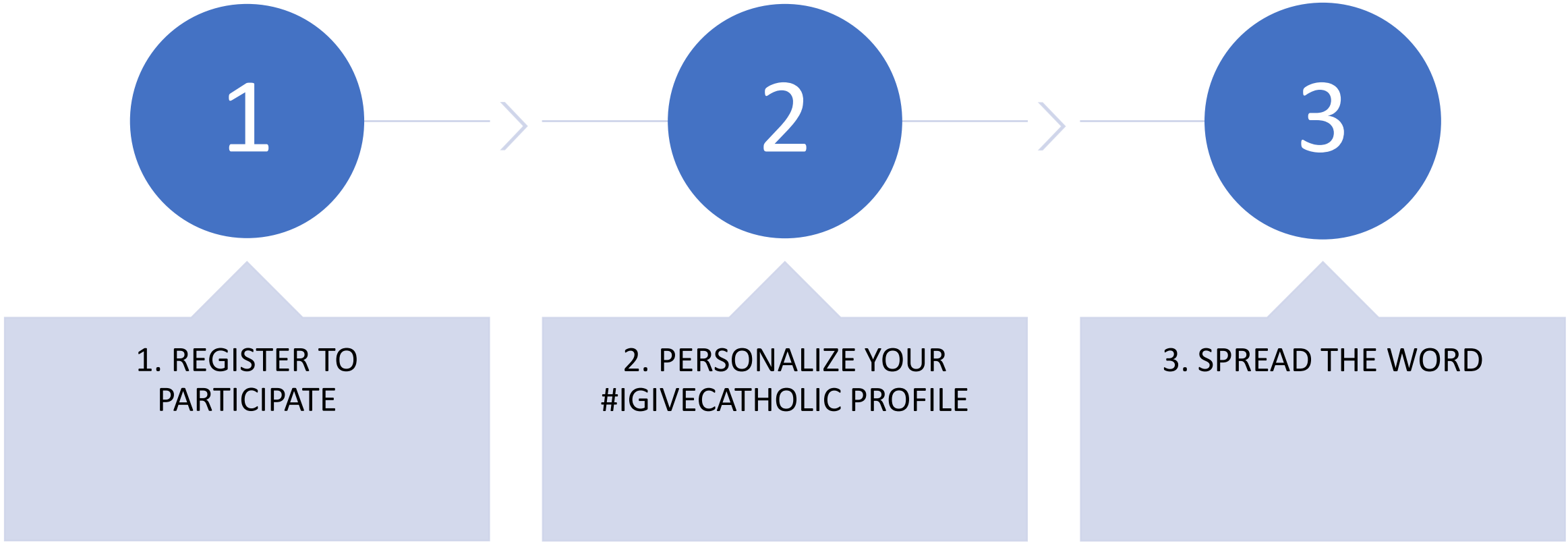
Top Reasons to Participate in #iGiveCatholic Tuesday, December 1, 2020

- It’s easy
- You can build relationships
- Its fun – everyone will be talking about the day
- You could win a cash prize
- You can boost your digital outreach
- You can promote online giving
- You can reach your out of town supporters
- You can highlight a specific need
- #iGiveCatholic is a growing initiative that gets bigger each year. Last year 561 donors gave $92,843 to 67 different organizations in the Diocese of Erie.

What Does it Cost to Participate in #iGiveCatholic?

- #iGiveCatholic is free for you – the Catholic Foundation has paid the entry fee for you to participate.
- At the time a donor makes an online gift, there are credit card fees and platform fees in the amount of
  - 6.2% plus $.30 per transaction for credit card gifts
  - 4% plus $3 per transaction for ACH debit gifts
- The donor will be given the option to pay these fees on top of their gift, so that your ministry can keep 100% of the gift. Last year 75% of donors decided to pay these fees.

3 Steps to Success



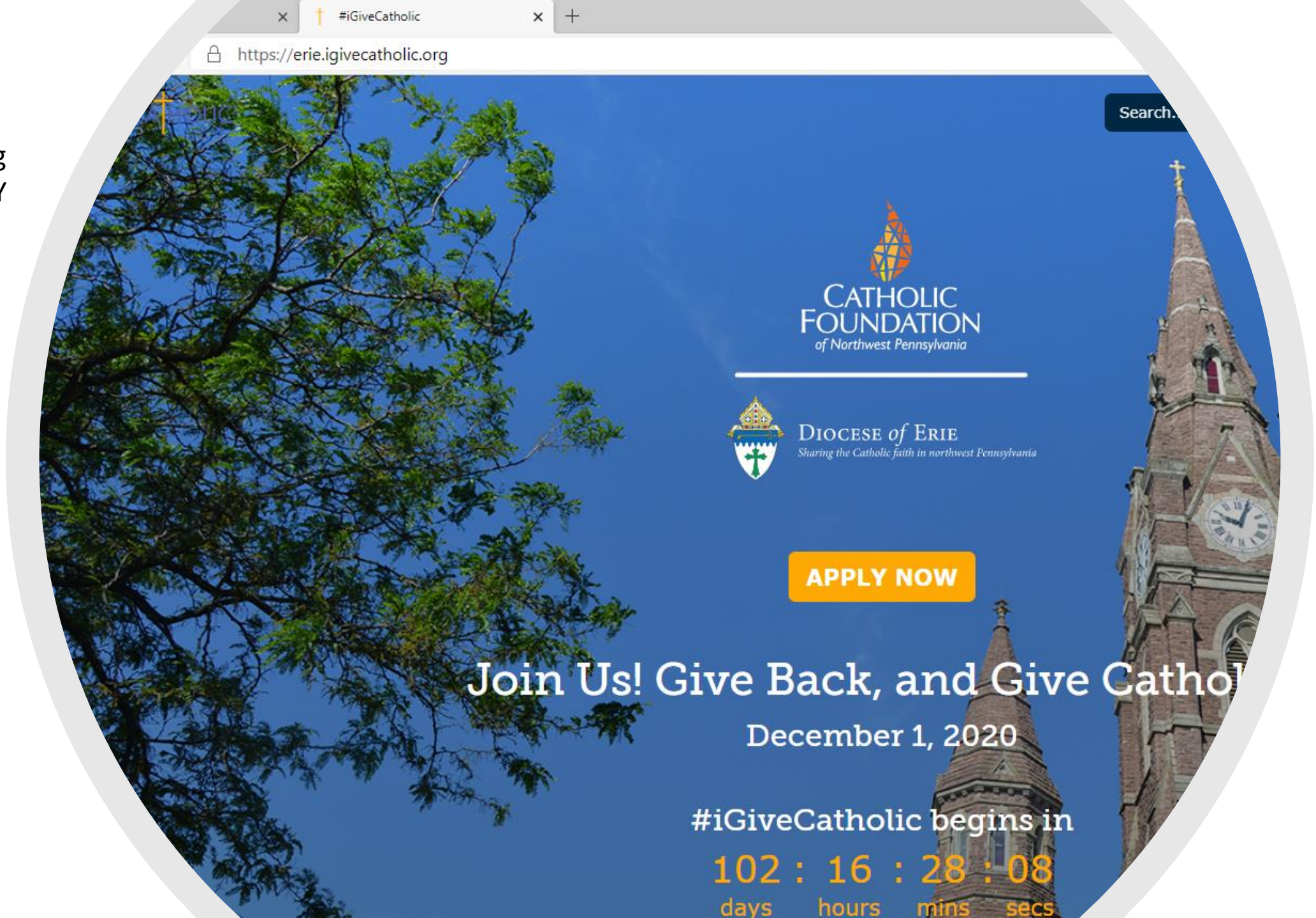
Step 1: Registration

Register to participate in #iGC at https://erie.igivecatholic.org/. Registration deadline is October 30.

Registration instructions can be found:

1. In Michelle's email from Aug 17
2. On the Catholic Foundation's website: https://www.cfnwpa.org/giving-options/igivecatholic
3. In this video: http://support.givegab.com/en/articles/4258829-how-do-i-register-apply-for-igivecatholic

Step 1: Register by clicking the ‘APPLY NOW’ button



AOL Mail | Apply to Participate in #iGiveCat

https://erie.igivecatholic.org/register?page=1&query=Holy%20Cross

GIVECATHOLIC

PRIZES | MENU

Find Your Ministry

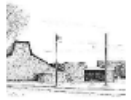
and participate in #iGiveCatholic

Holy Cross

SEARCH

You can search by ministry name or EIN (Employer Identification Number)

Search for your organization. Click 'PARTICIPATE' next to it or, if you don't see it listed, click the 'ADD MY MINISTRY' button.



Holy Cross Parish

PARTICIPATE

Pro Tip: don't include the word 'parish' or 'church' when searching. Less is more!

Don't see your ministry listed?

You can create a ministry by clicking the button below.

ADD MY MINISTRY

Home

Follow us on Facebook

#iGiveCatholic

AOL Mail | Nonprofit Giving Platform | Give

https://www.givegab.com/nonprofits/holy-cross-parish/request_admin_access?dog_name=igc-erie2020

We use cookies to improve your user experience, to help us understand how you're using our products and services, and to help us tailor our advertising. Find out more details here.
Continued use of our site gives us the consent to do this.

Accept

If you are not a current administrator for your organization, you can request to be added and a current administrator can add you.

Manage Holy Cross Parish for

#iGiveCatholic

Admins: Michelle Basista Thomas Tyler

Are you one of these people?

Yes No

If the admins above are no longer associated with your organization, please reach out to our customer success team via the chat bubble below.

GiveGab®

GiveGab is the technology provider for #iGiveCatholic.

Learn more at GiveGab.com.

iving Platfo

ers/sign_in

s to improve your user experience, to help us understand how you're using our products and services, and to help us tailor our advertising. Find out more details here.
of our site gives us the consent to do this.

Accept

Welcome Back!

Email

Password

Log in to GiveGab – they are the technology partners for #iGiveCatholic.

Complete this short registration form

AOL Mail | Nonprofit Giving Platform | Give

https://www.givegab.com/giving_days/igc-erie2020/groups/holy-cross-parish/register

GiveGab
Nonprofit Giving Platform

Support

Save password

Microsoft Edge will save and fill your password for this site next time.

Save | Never

Register Your Organization for

#iGiveCatholic

Powered by GiveGab

Welcome to the Registration Phase for #iGiveCatholic 2020! Please complete the registration form below, and use the blue chat bubble if you have any questions. The Terms of Service for #iGiveCatholic are here.

1. **What category best describes your organization? ***
   Please select one choice
   Nonprofit Ministry

2. **I agree to the Terms of Service outlined above ***
   Please select one choice
   Yes

3. **What is your phone number? (This is in case your diocesan/foundation point person has questions.)**

4. **How many years has your organization participated in the #iGiveCatholic Giving Day?**

AOL Mail | Nonprofit Giving Platform | Give

https://www.givegab.com/nonprofits/holy-cross-parish/giving_days/igc-erie2020

Home

Giving Days

Reports

Manage Organization

December 1, 2020

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.

Time to launch

103

days

#iGiveCatholic (2019) Copy This Profile

Create a New Profile

Pro Tip: the option to copy over your 2019 profile is only available once, once you select to either begin a new or to copy the profile the option goes away. Use the little blue chat bubble to ask for this option if you want to change your choice.

Participation Approval Status

Pending

Thank you for applying for participation in #iGiveCatholic! Your application is under review, and your status will show as Pending until the application has approved by the arch/diocesan or foundation point person. This typically happens within five (5) business days. If additional information is needed to approve your organization, someone will let you know during the review process.

View Registration Info

Preview Your Profile

Get Prepared

Viewing Dashboard for Holy Cross Parish

Questions?

Enter your questions in the chat box.

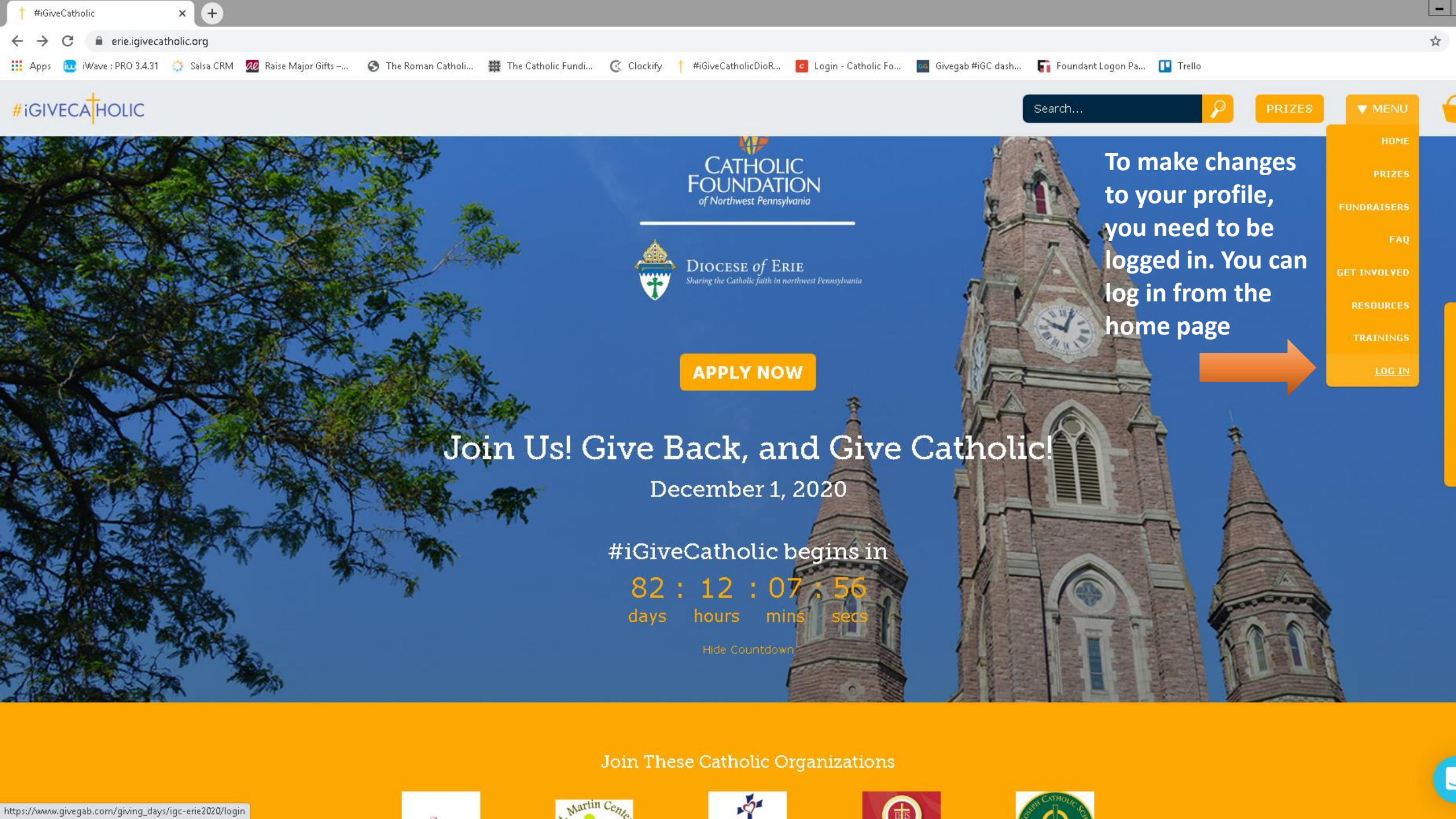
Step 2: Personalize your organization's profile page

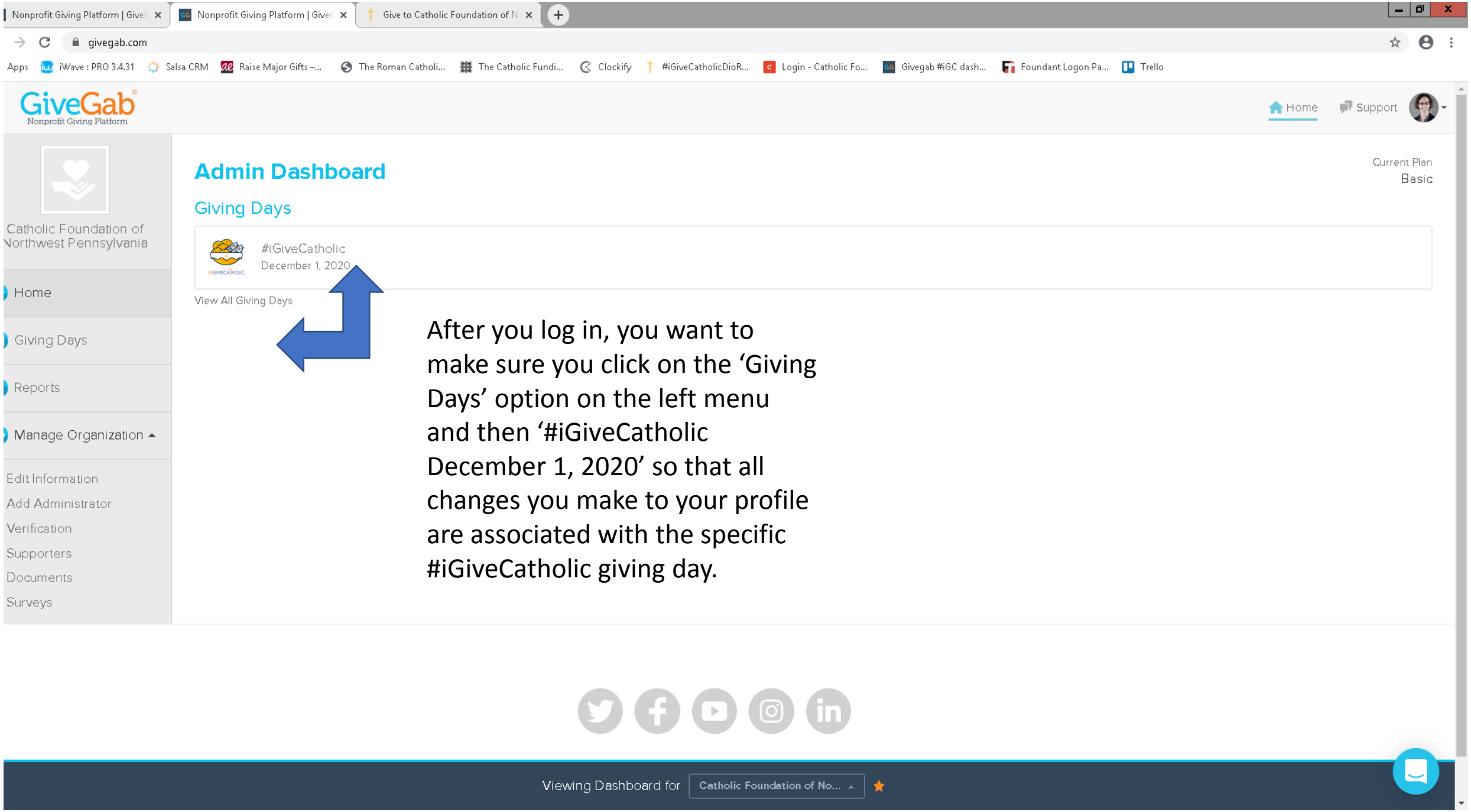
here is where you inspire your donors!

- View article here: http://support.givegab.com/en/articles/2194382-how-do-i-complete-my-igivecatholic-profile

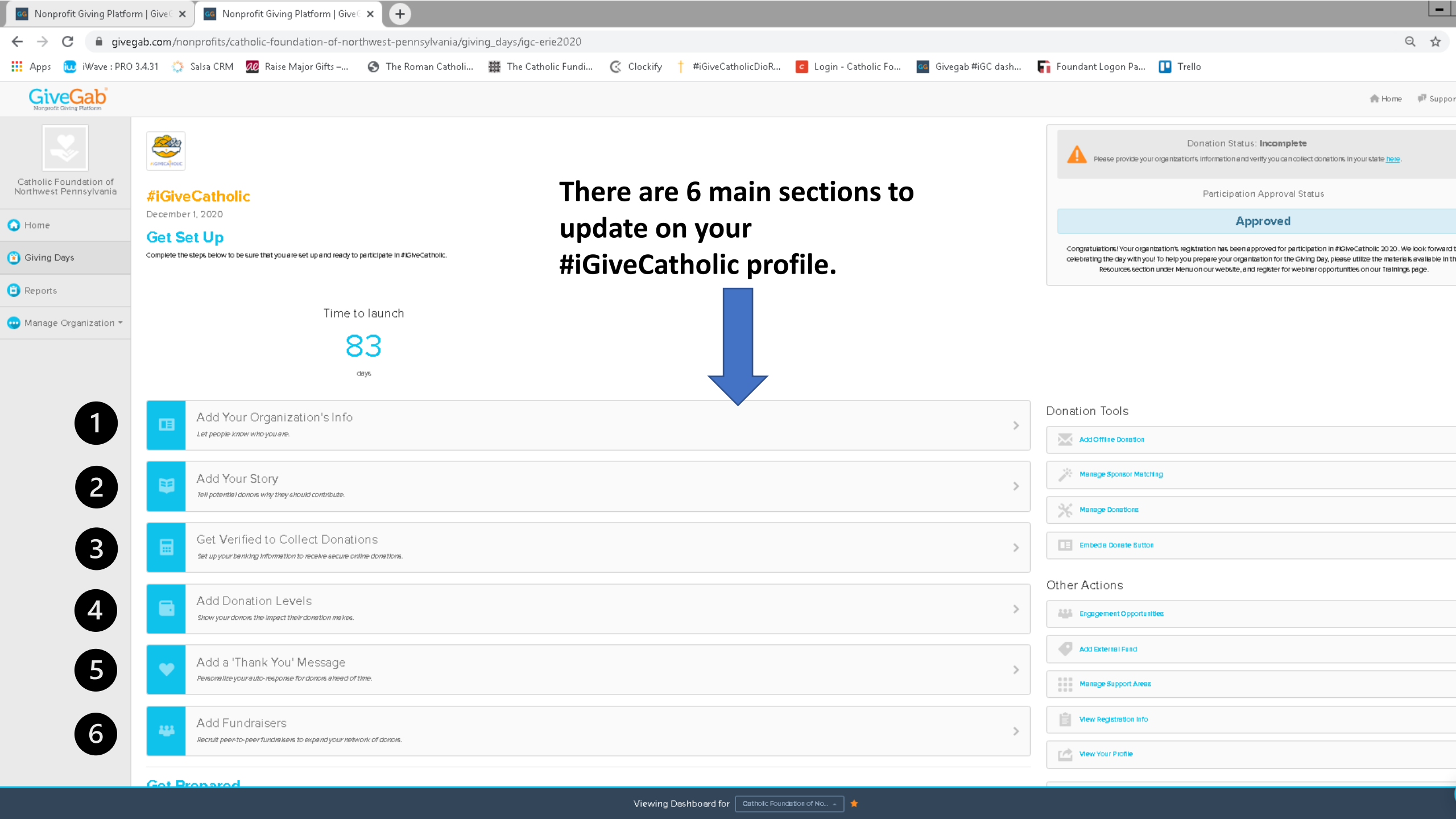
Search for your organization here – https://erie.igivecatholic.org/ to see how your profile looks to donors.

Your organization's basic profile page is generic and uninspiring.


#iGiveCatholic
erie.igivecatholic.org
Apps
iWave : PRO 3.4.31
Salsa CRM
Raise Major Gifts –...
The Roman Catholi...
The Catholic Fundi...
Clockify
#iGiveCatholicDioR...
Login - Catholic Fo...
Givegab #iGC dash...
Foundant Logon Pa...
Trello
#iGIVECATHOLIC
Search...
PRIZES
MENU
HOME
PRIZES
FUNDRAISERS
FAQ
GET INVOLVED
RESOURCES
TRAININGS
LOG IN
CATHOLIC FOUNDATION
of Northwest Pennsylvania
DIOCESE of ERIE
Sharing the Catholic faith in northwest Pennsylvania
To make changes to your profile, you need to be logged in. You can log in from the home page
APPLY NOW
Join Us! Give Back, and Give Catholic!
December 1, 2020
#iGiveCatholic begins in
82 : 12 : 07 : 56
days hours mins secs
Hide Countdown
Join These Catholic Organizations
https://www.givegab.com/giving_days/igc-erie2020/login



After you log in, you want to make sure you click on the 'Giving Days' option on the left menu and then '#iGiveCatholic December 1, 2020' so that all changes you make to your profile are associated with the specific #iGiveCatholic giving day.


Nonprofit Giving Platform | Give
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givegab.com/nonprofits/catholic-foundation-of-northwest-pennsylvania/giving_days/igc-erie2020
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#iGiveCatholic
December 1, 2020
Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in #iGiveCatholic.
There are 6 main sections to update on your #iGiveCatholic profile.
Time to launch
83
days
1
Add Your Organization's Info
Let people know who you are.
2
Add Your Story
Tell potential donors why they should contribute.
3
Get Verified to Collect Donations
Set up your banking information to receive secure online donations.
4
Add Donation Levels
Show your donors the impact their donation makes.
5
Add a 'Thank You' Message
Personalize your auto-response for donors a need of time.
6
Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.
Donation Status: Incomplete
Please provide your organization's information and verify you can collect donations in your state here.
Participation Approval Status
Approved
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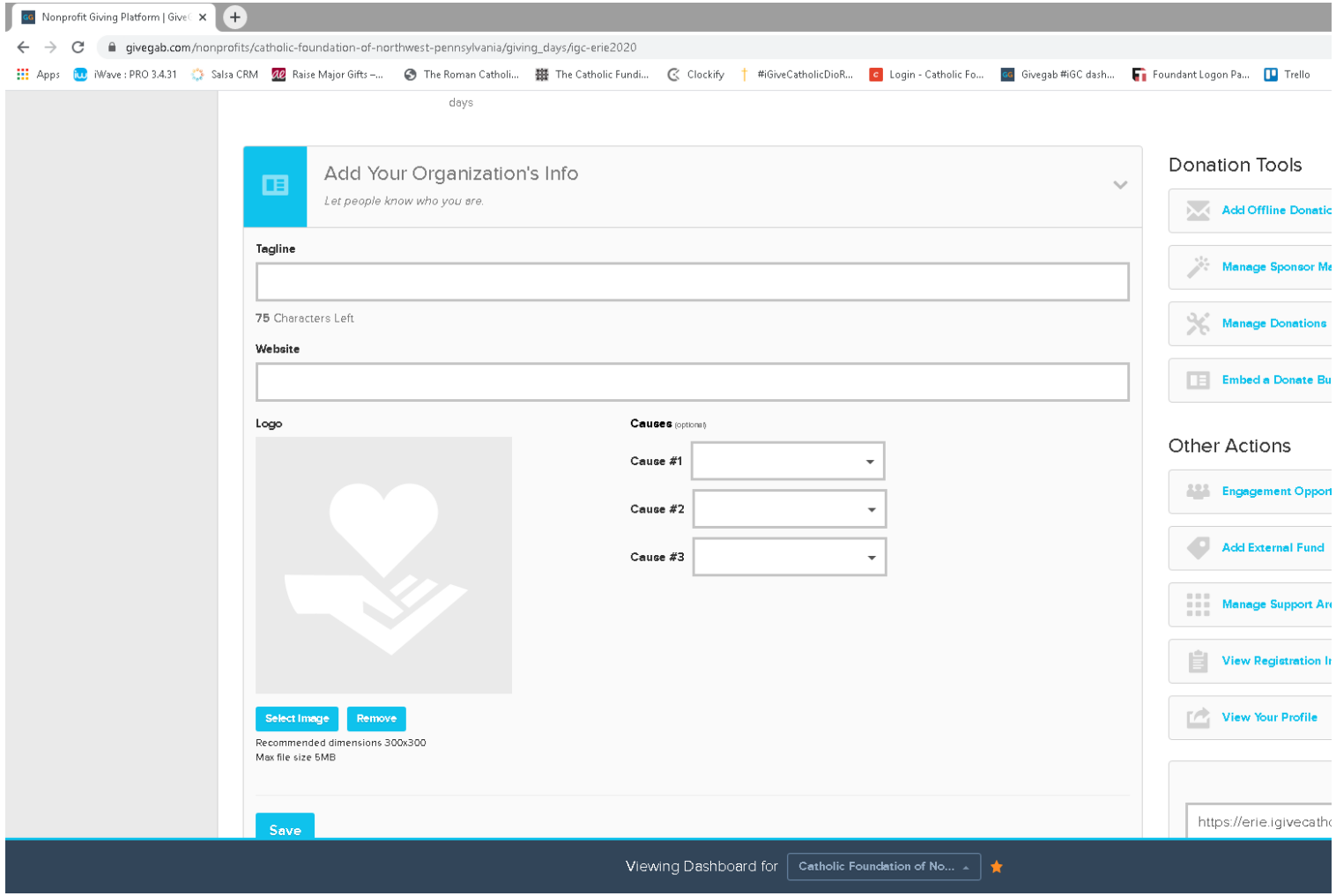
celebrating the day with you! To help you prepare your organization for the Giving Day, please utilize the materials available in th
Resources section under Menu on our website, and register for webinar opportunities on our Trainings page.
Donation Tools
Add Offline Donation
Manage Sponsor Matching
Manage Donations
Embed a Donate Button
Other Actions
Engagement Opportunities
Add External Fund
Manage Support Areas
View Registration Info
View Your Profile
Get Prepared
Viewing Dashboard for
Catholic Foundation of No...

6 Main Sections to Update Your Dashboard

If you do nothing else, complete the first two sections:

- 1) Add your organization's information
- 2) Add your story

These have the most impact on your organization's profile page.



Step 1: Add your organization's Info

Nonprofit Giving Platform | Give

givegab.com/nonprofits/catholic-foundation-of-northwest-pennsylvania/giving_days/igc-erie2020

Apps | iWave : PRO 3.4.31 | Salsa CRM | Raise Major Gifts –... | The Roman Catholi... | The Catholic Fundi... | Clockify | #iGiveCatholicDioR... | Login - Catholic Fo... | Givegab #iGC dash... | Foundant Logon Pa... | Trello

View Your Page

Add Your Story

Tell potential donors why they should contribute.

Cover Photo

Select Image | Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal (optional)

Display Goal on Profile

These dots open up more options.

Tell Your Story

Proxima Nova | 14 | A | B | I | U | ....

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the **"Clear Formatting"** wand icon before reaching out to support.

Video Url

Paste Youtube or Vimeo Link Here

Viewing Dashboard for Catholic Foundation of No...

Step 2: Add Your Story

6 Main Sections to Update Your Dashboard

Step 3 is the bank account information section – complete this step only if you want to attach your organization's bank account to your profile. If not, skip this entire 3rd step.

- If you add your own bank account, your donations will be automatically deposited in 5 days from when the gift is made.
- If you choose not to add your organization's bank account, the Catholic Foundation will accept donations on your behalf and cut you a check by year end.
- Your choice! October 30 is the deadline to add your bank account (really a few days before since it takes a few days for Givegab to verify your account).

6 Main Sections to Update Your Dashboard

- Step 4 - Add Donation Levels - provides your donors with suggested donation amounts – optional. If you choose to add these, select no more than 5, 3-4 are preferred.

- Step 5 - Add a Thank You Message - allows you to personalize the message a donor receives after they make their gift.

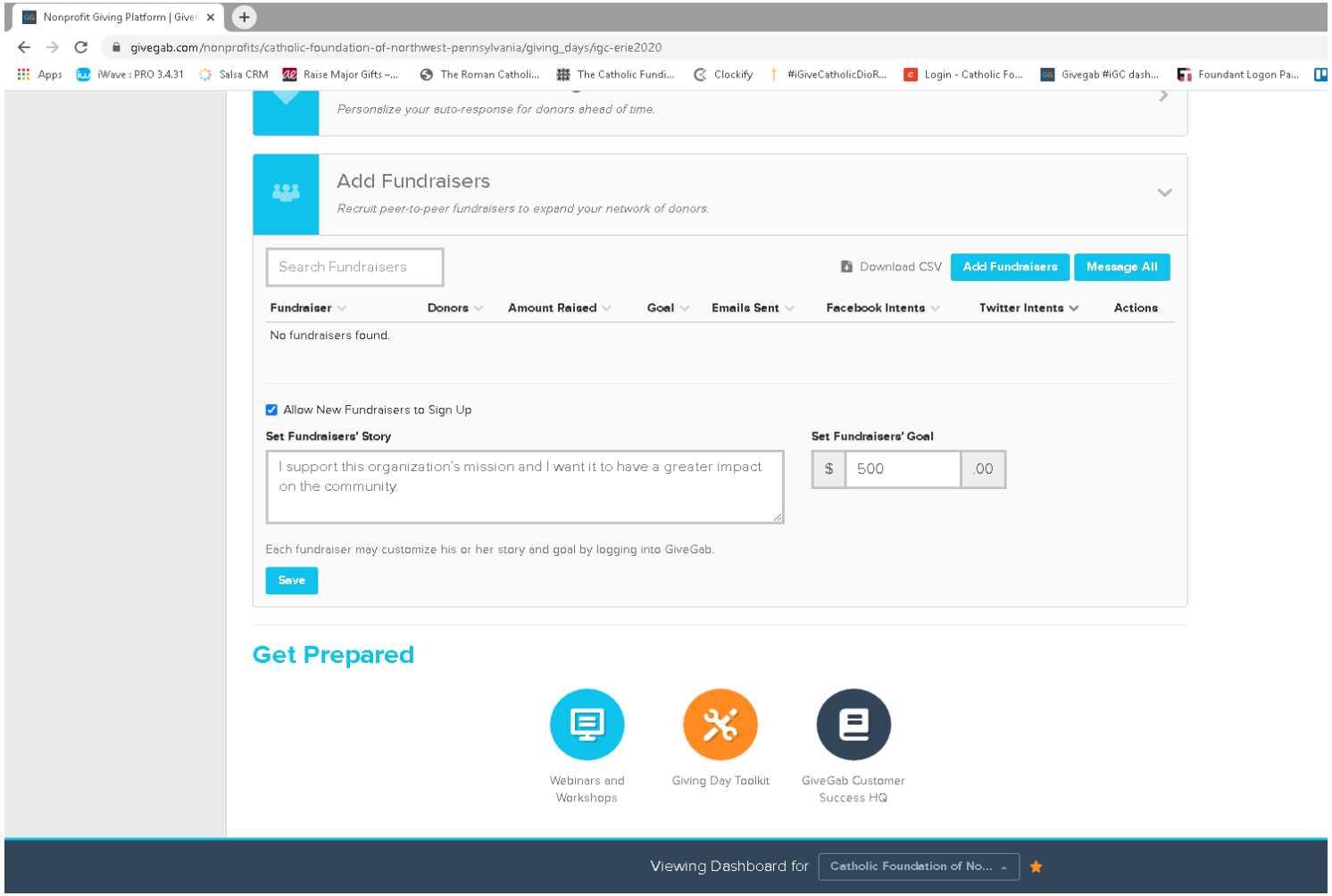
Ways to Sophisticate your profile – beyond the basics

Beyond the Basics: Peer to Peer Fundraising

- Utilize P2P fundraising – Step 6 ‘Add Fundraisers’ allows you to engage people to fundraise on behalf of your organization for #iGiveCatholic. You set up mini pages for them and they share their links to their friends and family members. The totals they raise through these mini pages gets added to your organization’s totals for the day.

- This is a way to empower your best supporters, your board members, your volunteers to help you reach your #iGiveCatholic goal.

Beyond the Basics: Peer to Peer Fundraising



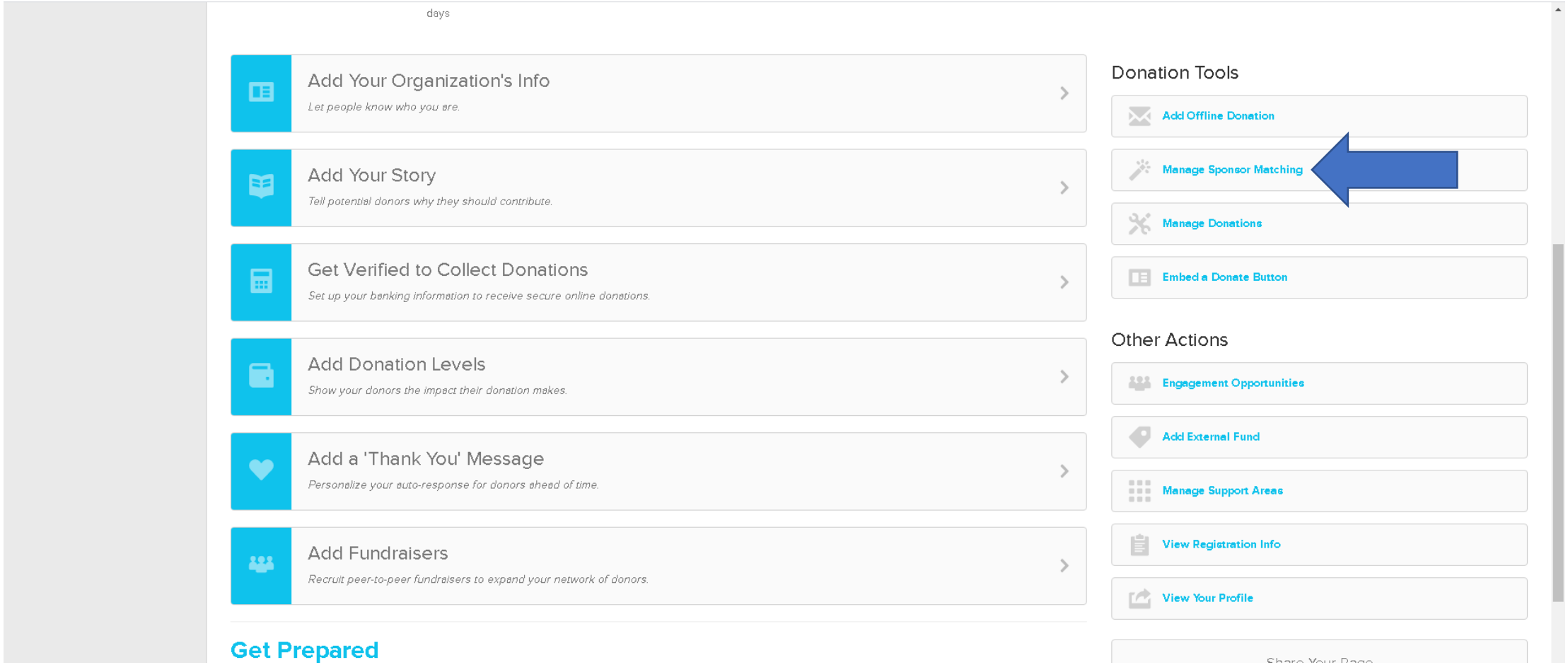
Helpful article: [how to add peer to peer fundraisers.]

Beyond the Basics: Matching Gifts

Two ways to utilize matching gifts:

- You can set up a match commitment as a 1:1 match up to a certain amount.
- Or you can set a challenge gift – for example, if you reach $5,000 in #iGiveCatholic gifts, a $1,000 match gift will be unlocked. Or, if you reach 30 donors, a $1,000 match gift will be unlocked.

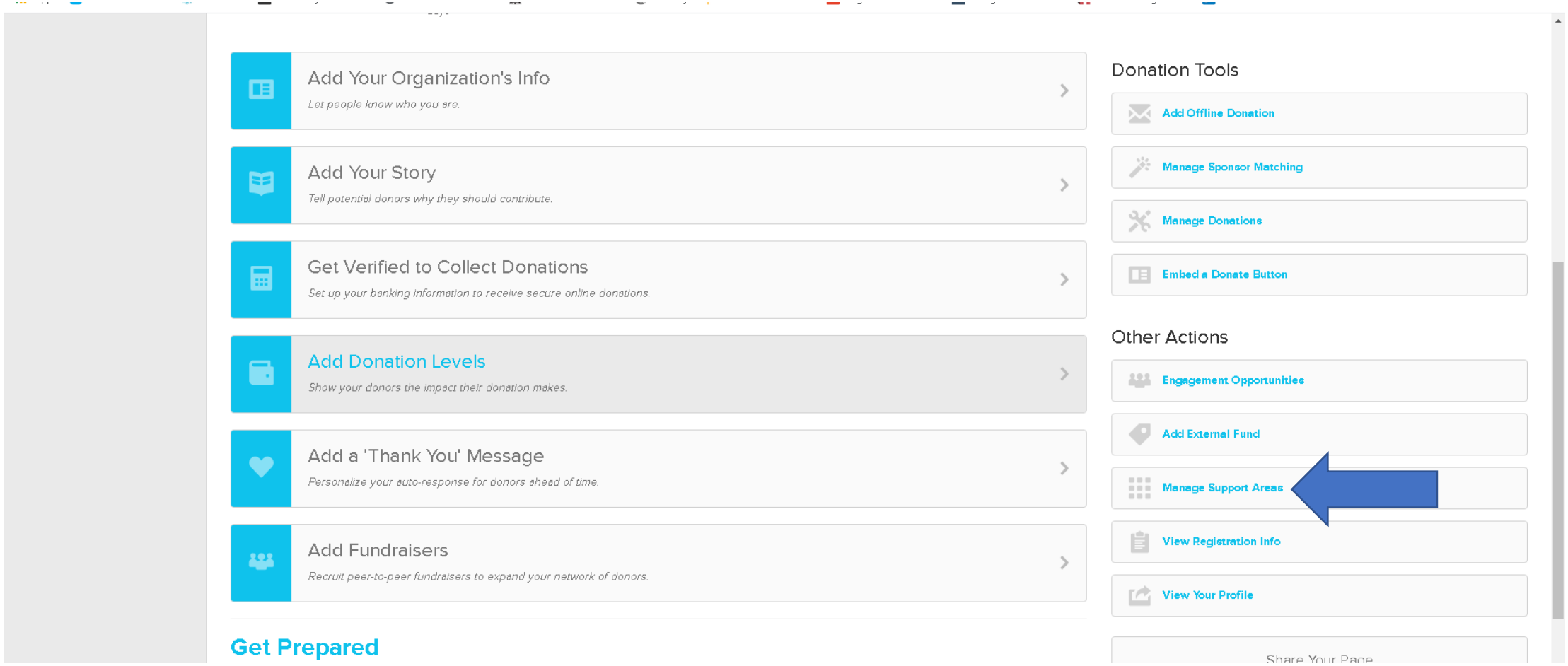
Beyond the Basics: Matching Gifts



Beyond the Basics: Support Areas

- Support Areas are specific projects your organization adds to its profile.
- The donor sees these opportunities as ‘fundraising campaign’s’ on your organization’s profile. They are a way for you to highlight one or more specific projects you want to solicit #iGiveCatholic donations for.
- Donors can designate their gift to the specific project they want to fund.
- You add ‘support areas’ by clicking on the ‘manage support areas’ option in your dashboard.

Beyond the Basics: Support Areas



Questions?

Enter your questions in the chat box.

Step 3: Spread the Word

This is an important step!

- Now that you've registered for #iGiveCatholic and personalized your profile, you are ready to spread the word to your constituencies.
- Inviting your donors to support you on the #iGiveCatholic giving day and drawing them to your profile page is the best way to reach success.
- Link to marketing guide: https://www.cfnwpa.org/assets/documents/2020-iGiveCatholic-Marketing-Toolkit.pdf
- Link to sample social media calendar: https://www.cfnwpa.org/assets/documents/Social-Media-Marketing-Timeline.pdf

Marketing Guide contains great information and samples

Marketing Ideas .....Page 5

Video Campaigns.....Page 6

Email/Mail Campaigns.....Pages 7-9

Social Media Center.....Page 10

Facebook.....Page 11

Sample Posts .....Page 12

Twitter.....Page 13

Sample Tweets.....Page 14

Instagram .....Page 15

Sample Posts .....Page 16

Participating Organization Timeline .....Page 18

Links to sample videos

Sample Email messages

Social media assets

Sample and tips galore

Use all of your available communication means to spread this message!

Social Media Marketing Timeline

	Six Weeks Out	Five Weeks Out	Four Weeks Out	Three Weeks Out	Two Weeks Out	One Week Out	Week Of #iGiveCatholic Giving Day
Website							
Add #iGiveCatholic web banner and key messaging to website	✞						
Email Communications							
Email/newsletter distribution with #iGiveCatholic project and information including URL to profile page within igivecatholic.org	✞		✞		✞		✞
Add #iGiveCatholic logo to staff email signature	✞						
Facebook							
Change cover image to #iGiveCatholic banner	✞						
Change profile icon to #iGiveCatholic badge	✞						
Post #iGiveCatholic promotional images	✞	✞	✞	✞	✞	✞	✞
Announce participating with #iGiveCatholic on Giving Tuesday	✞						
Post unique organizational photos, stories, and videos, tag #iGiveCatholic, @iGiveCatholic, and include message points from Marketing Toolkit. Provide links to organization website and URL in iGiveCatholic.org.	✞	✞	✞	✞	✞	✞	✞
Share #IGiveCatholic's and your arch/diocese's Facebook posts	✞	✞	✞	✞	✞	✞	✞
Post fundraising updates and successes, ask followers to like and share							2-4x/day ✞
Twitter							
Change cover image to #iGiveCatholic banner	✞						
Change profile icon to #iGiveCatholic logo	✞						

Important information to communicate with your donors

- **December 1** is the giving day, but gifts made at anytime during the Advanced Giving Period from **November 16 – November 30** also count. Contact your constituents during this time to encourage them to give.
- **Two Ways to Give**: Donors can make a gift to your organization **online** at https://erie.igivecatholic.org/ from Nov 16-Dec 1 by searching for your organization or by making a **cash or check gift** during this time directly to you.

Behind the Scenes: Managing Your Dashboard

The behind the scene tools you need to succeed:

- Adding Offline Gifts
- Running Donor Reports

Nonprofit Giving Platform | Give

Nonprofit Giving Platform | Give

givegab.com/nonprofits/catholic-foundation-of-northwest-pennsylvania/giving_days/igc-erie2020

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GiveGab
Nonprofit Giving Platform

Home | Support

Catholic Foundation of Northwest Pennsylvania

- Home
- Giving Days
- Reports
- Manage Organization

#iGiveCatholic

December 1, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in #iGiveCatholic.

Donation Status: **Incomplete**

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

Participation Approval Status

Approved

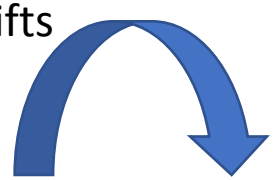
Congratulations! Your organization's registration has been approved for participation in #iGiveCatholic 2020. We look forward to celebrating the day with you! To help you prepare your organization for the Giving Day, please utilize the materials available in the Resources section under Menu on our website, and register for webinar opportunities on our Trainings page.

Time to launch

83

days

Add your offline (cash and check gifts here)



Add Your Organization's Info

Let people know who you are.

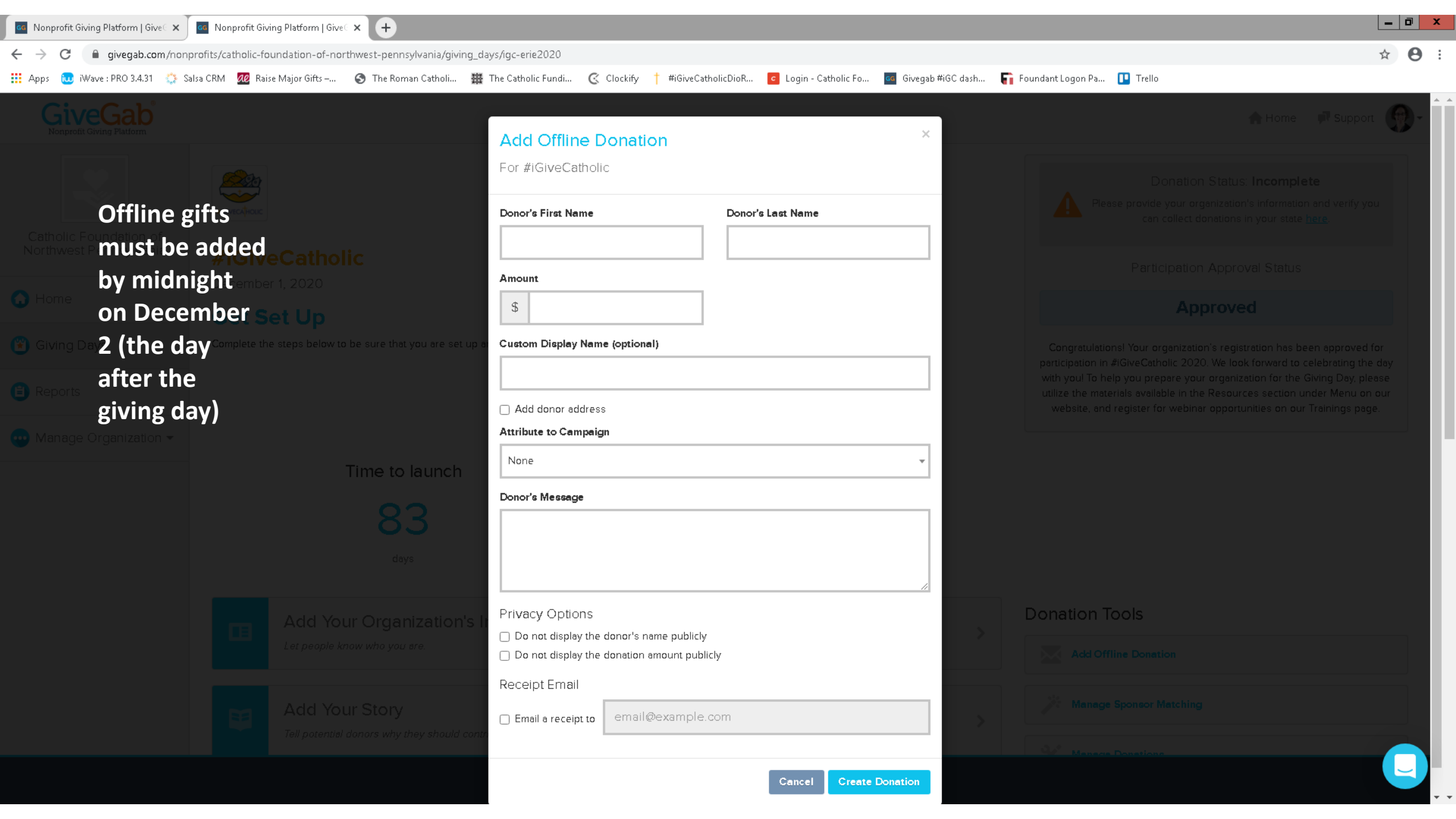
Add Your Story

Tell potential donors why they should contribute.

Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations

Viewing Dashboard for Catholic Foundation of No...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Clockify
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Login - Catholic Fo...
Givegab #iGC dash...
Foundant Logon Pa...
Trello
GiveGab
Nonprofit Giving Platform
Home
Support
Offline gifts must be added by midnight on December 2 (the day after the giving day)
Add Offline Donation
For #iGiveCatholic
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
Donation Status: Incomplete
Please provide your organization's information and verify you can collect donations in your state here.
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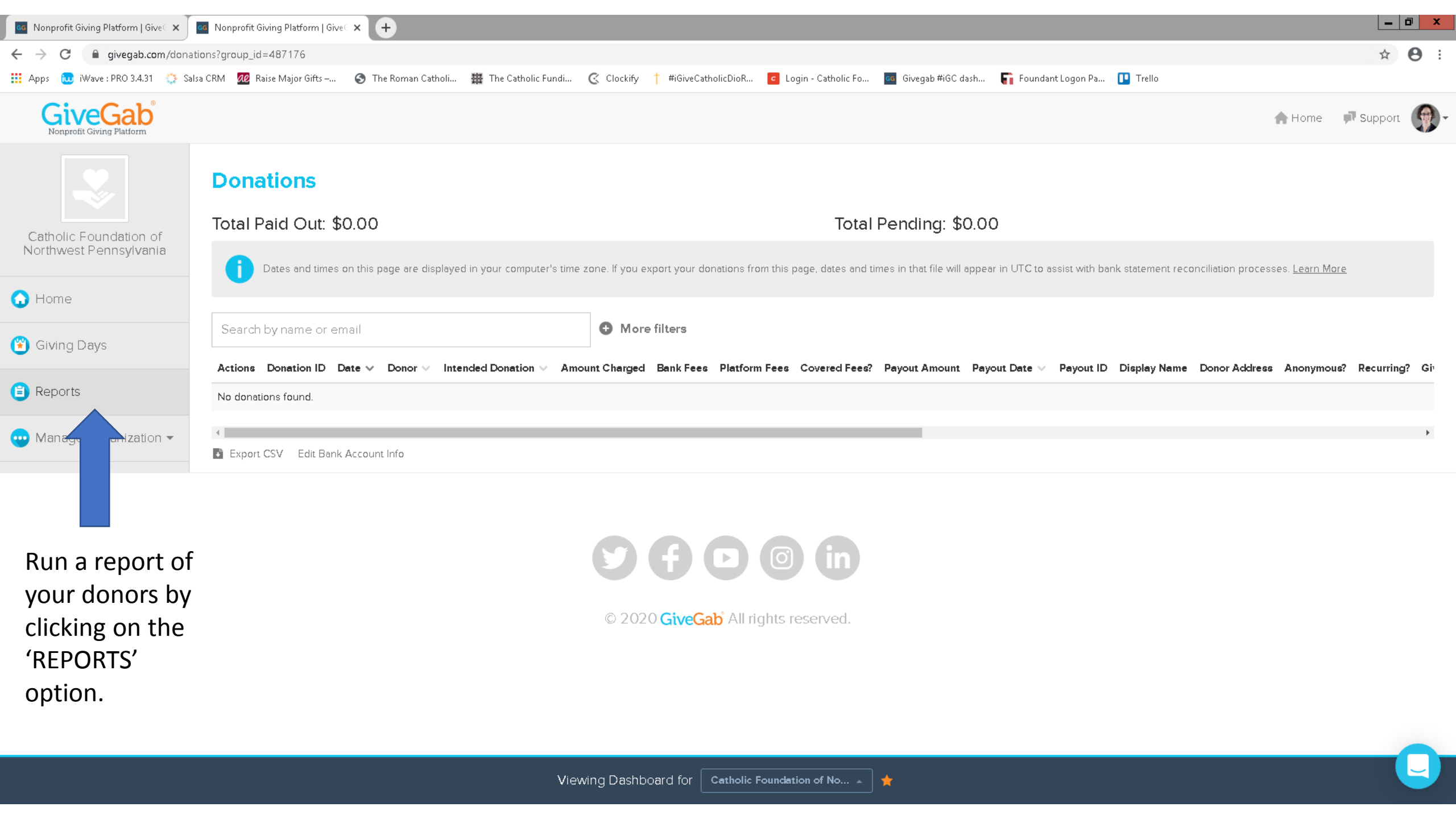
Manage Sponsor Matching



Run a report of your donors by clicking on the 'REPORTS' option.

Resources available to you

- The Catholic Foundation has **yard signs** for you to advertise the day and **donation envelopes** to help you collect cash and check gifts. Tell Michelle how many you would like up to 400 envelopes and 2 signs.
- The Catholic Foundation has resources here: https://www.cfnwpa.org/giving-options/igivecatholic
- The national #iGiveCatholic office has training videos here: https://www.igivecatholic.org/info/trainings
- The national #iGiveCatholic office has graphics, social media templates and sample messaging here: https://www.igivecatholic.org/info/resources

The Giving Day is Over…now what?

- Get your offline gifts added by end of day **Dec. 2**
- Thank your donors - even though online donors received an email receipt, you should also send them a more personal thank you. And don't forget to thank and receipt your cash and check donors.
- Collect your $$ - if you added your organization's bank account, you'll receive your gifts (less credit card fees) automatically deposited within 5 days of when the gift was made. If the Catholic Foundation is collecting gifts on your behalf, expect a check by year end.
- Celebrate if you won a prize! Details soon at https://erie.igivecatholic.org/.
- Follow up with your donors to tell them the impact of their gift – especially if you are fundraising for a specific project.
- Save the date for next year's #iGiveCatholic giving day – November 30, 2021

Questions?

For any #iGiveCatholic questions, contact:

Michelle Basista
Catholic Foundation of Northwest Pennsylvania
814-824-1192
mbasista@cfnwpa.org