



Building Faith | Inspiring Hope | Igniting Change

Online Fundraising Opportunity through #iGiveCatholic subsidized by grant from Catholic Extension

Catholic Extension is offering an opportunity for 25 mission dioceses this year to participate in our Online Fundraising Assistance Initiative. The purpose of this program is to provide training, tools, and other assistance for mission dioceses to participate in the #iGiveCatholic Giving Day held on #GivingTuesday on December 1, 2020.

Dioceses selected for this initiative will receive a grant for \$2,500 to be used as follows: \$1,500 subsidy to participate in this national fundraising opportunity through #iGiveCatholic and an additional \$1,000 for the diocese to use for promotional material or prizes. Catholic Extension sees the national #iGiveCatholic campaign as an opportunity for dioceses, parishes, schools, and nonprofit ministries to raise funds for specific projects in their respective organizations. 2020 will be the sixth year of #iGiveCatholic, and the total funds raised nationally have grown each year.

This initiative requires the applicant diocese to commit to promote the program to all the parishes, schools, and nonprofit ministries in the diocese that want to participate using the tools, templates, and resources provided by #iGiveCatholic in the process.

Catholic Extension will accept applications from dioceses that have not participated in the program, as well as from dioceses that have previously participated in the program. A preference will be given to dioceses that have not previously participated. We will be awarding twenty-five (25) grants for the 2020 campaign. All applications must be submitted by Wednesday, April 22, 2020 and recipients will be notified by May 8, 2020.

About the #iGiveCatholic Giving Day (the following material is provided by #iGiveCatholic)

Celebrated annually on the Tuesday following Thanksgiving, Black Friday, and Cyber Monday, [#iGiveCatholic](#) is a Giving Day that kicks off the charitable season and invites the Catholic community to come together to give thanks and give back. Declared “**the most successful Catholic crowdfunding event to date**” by the National Catholic Register, the #iGiveCatholic Giving Day celebrates our unique Catholic heritage by raising awareness of and support for participating dioceses’ charitable, educational, and spiritual ministries. We will celebrate our sixth-annual day of Catholic giving on Tuesday, December 1, 2020, also known as #GivingTuesday, a global day devoted to generosity.

In 2019, the fifth year of the campaign raised more than \$7.4 million nationwide for 3,500+ participating parishes, schools, and nonprofit ministries representing 39 dioceses. The total number of contributions was more than 39,000—gifts came from all 50 states and ten countries outside of the U.S.

Participating #iGiveCatholic 2019 dioceses included: the Diocese of Alexandria, Archdiocese of Anchorage, Archdiocese of Atlanta, Diocese of Austin, Diocese of Baker, Diocese of Baton Rouge, Diocese of Biloxi, Diocese of Boise, Archdiocese of Cincinnati, Diocese of Cleveland, Diocese of Columbus, Diocese of Dodge City, Diocese of Erie, Diocese of Gaylord, Diocese of Grand Island, Diocese of Helena, Diocese of Houma-Thibodaux, Diocese of Jackson, Archdiocese of Kansas City in Kansas, Diocese of Knoxville, Diocese of Lafayette, Diocese of Las Cruces, Diocese of Lexington, Diocese of Lubbock, Diocese of Marquette, Diocese of Memphis, Archdiocese for Military Services, USA, Archdiocese of Mobile, Diocese of Nashville, Archdiocese of New Orleans, Diocese of Richmond, Diocese of Salina, Diocese of San Angelo, Diocese of San Diego, Archdiocese of Santa Fe, Diocese of Shreveport, Diocese of Springfield-Cape Girardeau, Diocese of Stockton and the Archdiocese of Washington.

Why host a day of Catholic giving on #GivingTuesday?

We have a day for giving thanks. We have two—Black Friday and Cyber Monday—for purchasing gifts for loved ones. And now we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, December 1, 2020, individuals and organizations around the world will come together for one common purpose: to celebrate generosity.

For Catholics, generosity and giving have a profound meaning. As children of God, giving is the ultimate expression of mercy as we feed the hungry, clothe the naked, give shelter to the homeless, and preserve our Catholic heritage for future generations. Compelled to action by our shared faith, #iGiveCatholic is a gift from dioceses to their communities.

Why are giving days important?

Research shows us that:

- Giving days are attractive to a broad range of donors, from individuals in their 20s through their 70s and beyond.
- Giving days are also a great way to promote online giving and attract new and younger supporters, ensuring long-term sustainability.
- Staff time required to launch and promote a giving day is significantly less than traditional campaigns, spending an estimated 50% to 80% less time.

How does it work?

Donors “Give Catholic” by visiting the profile page of their favorite arch/diocesan parish, school or non-profit organization on the #iGiveCatholic website (platform) at iGiveCatholic.org and making a gift via credit card or ACH. Donors can also give offline donations of cash or checks, by mailing or taking them directly to the organizations during

the Giving Day period. Participating organizations and donors can track progress throughout the event via leaderboards, and organizations have a dashboard where they can personalize their profile page, enter offline gifts, download donation and donor reports, and more. All donations are processed through iGiveCatholic.org.

When will this happen?

The event officially runs from midnight until 11:59 PM on December 1, 2020, with an option to give in advance beginning Monday, November 16. Online donations are made at iGiveCatholic.org during these time periods. The minimum online donation is \$25 and there is no maximum. There is no minimum or maximum gift amount for offline donations made.

What is the cost to participate?

	Returning Diocese	New Diocese
Non-Mission Diocese	\$4,000	\$4,500
Mission Diocese (\$1,000 discount)	\$3,000	\$3,500
<u>Catholic Extension grant</u>	<u>(\$1,500)</u>	<u>(\$1,500)</u>
Final Mission Diocese Cost	\$1,500	\$2,000

What deliverables can partners expect?

#iGiveCatholic partner arch/dioceses will be provided with the following:

- A website hosted by platform provider, GiveGab, featuring a landing page for your arch/diocese or foundation, a leaderboard on Giving Day, and a listing and a profile page for each of the participating parishes, schools, and ministries.
- Information packets, a marketing toolkit, social media graphics, logos, a communication timeline, email templates, and much more to share with your parishes, schools, and ministries to ensure a successful giving day.
- Live and recorded webinars, and monthly educational sessions online from June through November that will train you to assist your organizations. There are live and recorded trainings for your participating organizations, too, on topics such as registering for the giving day, setting up and customizing organization profile pages, downloading reports, marketing the giving day, and more.
- A portal for arch/diocesan/foundation staff with additional resources and materials created and shared by #iGiveCatholic and other arch/dioceses/foundations.
- #iGiveCatholic is a registered fundraiser in every state so you don't have to be!
- All technical support regarding the donation platform and profile pages is handled by GiveGab's Customer Success Team.

What overall results can archdioceses and dioceses expect?

By participating in the #iGiveCatholic Giving Day, dioceses can expect the following:

- **Increase recognition and grow trust.**
 - Nearly half of nonprofits and donors heard about hosting organizations for the first time through giving days (Knight Foundation).
 - **35%** of donors had never heard of the Catholic Community Foundation of the Archdiocese of New Orleans before giving through **#iGiveCatholic** in 2016.
 - **74%** of arch/diocesan/foundation partners responded in our 2019 survey that their participation in **#iGiveCatholic** increased the awareness of their office's services to parishes, schools and ministries.
- **Promote sustainability.**
 - **#iGiveCatholic** has experienced a **30%** or greater increase in contributions every year since its inception in 2015.
 - **#GivingTuesday** has received double-digit growth in online donations since 2012. (Blackbaud)
- **Raise unrestricted dollars.**
 - The average **#GivingTuesday** online giving day gift in 2018 was \$147 (Blackbaud).
 - Nearly HALF of all gifts donated to religious organizations or causes on **#GivingTuesday** 2018 were raised by **#iGiveCatholic**. ([Giving USA 2019 Annual Report](#))
 - The average **#iGiveCatholic online** gift in 2019 was **\$202.73**. The average **offline** gift in 2019 was **\$443.90**.
- **Build the capacity** of ministries by providing them with the tools to begin or enhance their development efforts, increase online gifts and promote annual giving.
 - **32%** of participating organizations responded in 2019 they do not have anyone dedicated to development on staff, and an additional **10%** of the organizations utilize volunteers to manage their development efforts.
 - **53%** of 2019 participating organizations reported that of their total annual donations, **less than 10%** is received online.
- **Increase prospects for future engagement.**
 - **15%** of donors had never previously given to the organization they supported during **#iGiveCatholic 2019**.
 - **55%** of donors reported 2019 was their first year of giving through **#iGiveCatholic**.
- **Enhance the ability of ministries** by teaching them fundraising best practices such as promoting their mission or project using multiple methods, how to ask for a gift or include a call to action, engage volunteers, and thank their donors.
- **Additional statistics** from the over 2,600 donors responding to our survey in 2019:
 - **72%** of donors reported as a result of their giving through **#iGiveCatholic**, they gave the same amount or more to other appeals.
 - **96%** of donors replied they would participate in **#iGiveCatholic** again

Expected Contributions & Responsibilities of Each Party:

1. Participating Diocese

Financial – The diocese will pay the fees to #iGiveCatholic as indicated based upon the size of the participating diocese. (Catholic Extension will provide grant after it is confirmed that the diocese has enrolled and paid for the program.)

Programmatic – The diocese will let all the parishes, schools and ministries in the diocese know about the program and give them an opportunity to participate. The diocese will share the resources made available by #iGiveCatholic in a manner that is determined by the diocese.

Results – The diocese will provide the fundraising results at the conclusion of the program.

2. Catholic Extension:

Financial – Catholic Extension will provide a \$2,500 grant to be used as follows: \$1,500 to help offset the fees for participating in the #iGiveCatholic program and an additional \$1,000 to be used by the diocese for promotional materials or prizes.

3. #iGiveCatholic:

Financial – #iGiveCatholic provides a built-in discount of \$1,000 to all mission dioceses, which is reflected in the tiered pricing shown above.

Timeline

March 10, 2020	Applications open for mission dioceses for 2020 program
April 22, 2020	Applications due to Catholic Extension
May 8, 2020	Decisions communicated to applicant dioceses
June 12, 2020	Last day for dioceses to commit to #iGiveCatholic for 2020
June – November	Diocese follows program outlined by #iGiveCatholic
December 1, 2020	#iGiveCatholic on #GivingTuesday 2020
January 15, 2020	Report due outlining the results of the program