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**Giving Tuesday Fundraising Opportunity - #iGiveCatholic subsidized by grant from Catholic Extension**

Catholic Extension is offering an opportunity for 25 mission dioceses this year to participate in our Giving Day Fundraising Assistance Initiative. The purpose of this program is to provide training, resources, expertise, and other assistance for mission dioceses to participate in #iGiveCatholic on Giving Tuesday which this year is held on November 30, 2021.

Dioceses selected for this initiative will receive a grant for $3,500 to be used as follows: $1,500 subsidy for the diocesan participation fee for this national giving day fundraising opportunity through #iGiveCatholic and an additional $2,000 for the diocese to use for promotional materials or as prizes to incentivize organizations to participate. Catholic Extension sees the national #iGiveCatholic giving day as an opportunity for dioceses, parishes, schools, and nonprofit ministries to raise funds for specific projects or operating expenses in their respective organizations. 2021 will be the seventh 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, guidance, and resources provided by #iGiveCatholic throughout the process.

Catholic Extension will accept applications from dioceses that have not yet 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 award twenty-five (25) grants for the 2021 campaign. All applications must be submitted by Wednesday, April 28, 2021 and recipients will be notified by May 12, 2021.

**About the #iGiveCatholic Giving Day**

**(The following material is provided by #iGiveCatholic.)**

**[#iGiveCatholic](https://igivecatholic.org/)** is a Giving Day that kicks off the charitable season and invites the Catholic community to come together to celebrate the faith, give thanks and give back. The Giving Day is held on #GivingTuesday, a global day devoted to promoting generosity and kindness, and is always the Tuesday following Thanksgiving, Black Friday, and Cyber Monday. #iGiveCatholic celebrates our unique Catholic heritage by raising awareness of and support for participating dioceses’ charitable, educational, and spiritual ministries. In 2021, #iGiveCatholic takes place on November 30, with an Advanced Giving phase which begins November 15.

In 2020, the sixth year of the campaign, more than $12.7 million was raised nationwide for 2,600+ parishes, schools, and nonprofit ministries within 40 participating dioceses, and for the first time, the National Catholic Education Association (NCEA). The total number of gifts made both online and through offline donations was almost 53,000—gifts came from all 50 states and twelve countries outside of the U.S.

Participating #iGiveCatholic 2020 dioceses and organizations included: the NCEA, Diocese of Alexandria, Archdiocese of Atlanta, Diocese of Austin, Diocese of Baton Rouge, Diocese of Biloxi, Diocese of Boise, Diocese of Charleston, Diocese of Cleveland, Diocese of Colorado Springs, Diocese of Dodge City, Diocese of Erie, Diocese of Fairbanks, Diocese of Fort Wayne-South Bend, Diocese of Fort Worth, Diocese of Grand Island, 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, Archdiocese of Philadelphia, Diocese of Raleigh, Diocese of Reno, Diocese of Richmond, Diocese of Salina, Diocese of San Angelo, Archdiocese of Santa Fe, Diocese of Springfield-Cape Girardeau, Diocese of Tulsa, Archdiocese of Washington, and the Diocese of Youngstown.

**Why are giving days important development tool?**

Gratitude and generosity are divinely interwoven in the souls of Catholics. Called to receive God’s gifts gratefully, we share them, lovingly, in service to one another. #iGiveCatholic unites us as dioceses around the Nation join to celebrate our Catholic heritage and support the organizations who have always given to us and others. Through their gratitude, donors give back, and Give Catholic, and together, impact the lives of thousands of people. **#iGiveCatholic** is a gift from dioceses to their communities.

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 engage current and attract new supporters, ensuring long-term sustainability.
* Staff time required to launch and promote a giving day is significantly less than traditional campaigns, requiring an estimated 50% to 80% less time.

Terri Gadzinski, Executive Director of Stewardship and Development for the Diocese of Marquette, wrote after two years of diocesan participation, “…increasing online giving is a HUGE culture change in our diocese, and crowd funding had really never been done before for the church in our diocese. Culture change takes time, and it takes vision and tenacity. It has been a struggle for our diocese to participate financially in #iGiveCatholic, and we couldn’t have done it without the help of Catholic Extension. It will take years for #iGiveCatholic to become a more widely perceived benefit…but the important thing is getting started and having the vision and the drive to keep going, even if the numbers on the leaderboard are not earth-shattering.”

The Diocese of Charleston participated for the first time in 2020, and Anne Durney, Senior Development Assistant said, “I wasn’t sure how we would justify the application fee. Catholic Extension’s offer to subsidize that for us was a big factor. The rest was easy because of the support provided by #iGiveCatholic and GiveGab (platform provider). I would be thrilled to share our game plan with another diocese thinking about participating this year, and I’m sure others would, too.”

**How does it work?**

If your arch/diocese or foundation chooses to participate, donors contribute on #GivingTuesday, November 30, 2021, by going to the individual profile page of their favorite arch/diocesan parish, school or ministry within the #iGiveCatholic website (GiveGab platform) at [iGiveCatholic.org](https://www.igivecatholic.org/) and making an online gift via credit card or ACH. Donors can also give off-line gifts, which are donations of cash or checks given directly to the organization. Participating organizations and donors can track progress throughout the event via leaderboards and totals on their profile pages, and those organization totals roll up into the overall diocesan landing page total. Organizations also have a dashboard where they can customize their profile page, enter offline gifts so they reflect in the totals, download donation and donor reports, and more. All online donations are processed through [iGiveCatholic.org](http://iGiveCatholic.org).

**When will this happen?**

The event officially runs from midnight until 11:59 PM on November 30, 2021, with an option to give in advance beginning Monday, November 15 and running through November 29. Online donations are made at [iGiveCatholic.org](http://iGiveCatholic.org) during these dates. Offline gifts are accepted by the organization directly during the entire Giving Day period as well. 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 New (2021)**

 **2020 Diocese Diocese**

**Non-Mission Diocese $4,000 $4,500**

**Mission Diocese ($1,000 discount) $3,000 $3,500**

**Catholic Extension grant ($1,500) ($1,500)**

**Final Mission Diocese Cost $1,500 $2,000**

Each grant recipient will also receive $2,000 from Catholic Extension to use to promote the effort within the diocese. Some dioceses use the funds to print posters, or prayer cards. The most popular use of the promotion money is as funding for prizes to organizations that reach certain Giving Day levels (as determined by the diocese) in order to incentivize the parishes, schools and ministries to participate and encourage donors as they try to win prizes for their favorite organization!

**What deliverables can partners expect?**

#iGiveCatholic partner arch/dioceses/foundations 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 the Giving Day, 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 and other diocesan/foundation staff on the process and Giving Day. 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 is available containing additional resources and materials created and shared by #iGiveCatholic and other arch/dioceses/foundations.
* Peace of mind in that #iGiveCatholic is a registered fundraiser in every state so you and your organizations don’t have to be!
* Social media marketing is provided nationwide by #iGiveCatholic leading up to and throughout the Giving Day to help promote the event and organizations. In addition, #iGiveCatholic also sends a pre-event press release to all major Catholic publications.
* All technical support regarding the donation platform and profile pages is handled by GiveGab’s (#iGiveCatholic’s platform partner) Customer Success Team, Mondays through Fridays, 9:00 am through 5:00 pm Eastern, with extended hours during #iGiveCatholic on #GivingTuesday November 30, 2021.

**What overall results can arch/dioceses and foundations expect?**

By participating in the #iGiveCatholic Giving Day, arch/dioceses and foundations that follow the proven steps to success, attend training and communicate the effort can expect the following:

* **Benefits to an arch/diocese or foundation as a result of participating in #iGiveCatholic, as reported in our 2020 survey of arch/diocesan/foundation partners:**
	+ Increased trust from participating parishes, schools and ministries
	+ Capacity building for organizations challenged by fundraising
	+ Opportunity to celebrate Catholicity in our arch/diocese
	+ Increased the awareness of their office’s services to parishes, schools and ministries.
	+ Opportunity to promote the generosity of Catholic donors
* **Promote sustainability**.
	+ #iGiveCatholic has experienced a **30%** or greater increase in contributions every year since its inception in 2015. In 2020, the increase was **71%**!
	+ #GivingTuesday has received double-digit growth in online donations since 2012.
* **Raise unrestricted dollars**.
	+ Nearly HALF of all gifts donated to religious organizations or causes on #GivingTuesday 2018 were raised by **#iGiveCatholic**. [(Giving USA 2019 Annual Report)](https://gg-day-of-giving.s3.amazonaws.com/igc-global2019/CMS%2BPAges/GivingUSA%2B2019%2BAnnual%2BReport%2B-%2BiGiveCatholic.pdf)
	+ The average **#iGiveCatholic** **online** gift in 2020 was **$140**. The average **offline** gift of all recorded in 2020 was **$431.80**.
* **Increase prospects for future engagement.**
	+ **17%** of donors had never previously given to the organization they supported during #iGiveCatholic 2020.
	+ **60%** of donors reported 2020 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.
* **#iGiveCatholic donors are generous to other Catholic causes. 61%** of the over 3,000 donors who responded to the 2020 survey reported as a result of their giving through **#iGiveCatholic**, they gave the same amount or more to other Catholic causes. 6% reported they gave less, and 33% didn’t know.

**Expected Contributions of Each Party:**

1. **Participating Diocese**

Financial – The diocese will pay the fees to #iGiveCatholic as indicated based upon the status of the participating diocese. (Catholic Extension will provide funding to diocese after it is confirmed that the diocese has enrolled in #iGiveCatholic.)

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 to Catholic Extension at the conclusion of the program.

1. **Catholic Extension:**

Financial – Catholic Extension will provide a $3,500 grant to each selected diocese to be used as follows: $1,500 to help offset the fees for participating in the #iGiveCatholic program and an additional $2,000 to be used by the diocese for promotional materials or as prize money.

1. **#iGiveCatholic:**

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

**Timeline**

**March 1, 2021** Applications open for mission dioceses for 2021 program

**April 28, 2021** Applications due to Catholic Extension

**May 12, 2021** Decisions communicated to applicant dioceses

**May 28, 2021** Last day for dioceses to commit to #iGiveCatholic for 2021

**June – November** Diocese follows program outlined by #iGiveCatholic

**November 30, 2021** #iGiveCatholic on #GivingTuesday 2021

**January 21, 2022** Report due to Catholic Extension outlining the results of the program