Welcome to our first #iGiveCatholic Kick–off!
We are so glad you are here!
AGENDA

Welcome
#iGiveCatholic Prayer
Introductions
Julie Kenny-#iGiveCatholic National Program Director
Our Lady Of Guadalupe-Jovita Rubalcava
TCU Catholic-Gabe Gutierrez & Michelle Miller
Closing Comments
Closing Prayer
#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
Our TEAM and your Support

Clint Weber  
President and CEO

Cindy Gordon  
Executive Vice President Finance and Accounting

Renée Underwood  
CFRE Chief Development Officer

Wendy Collins  
Director of Stewardship and Parish Relations

Kristy Webb  
Director of Catholic School Development

Dianna Rhoads  
Gift Processing Supervisor

Neil Revlett  
Advancement Associate

Deb Pettie  
Office Manager
Julie Kenny National program Director for #IGiveCatholic.

Thank you for being here today!
Success with #iGiveCatholic
The Advancement Foundation for the Diocese of Fort Worth
May 20, 2021

Julie Kenny
National Program Director
Thank You!
2020 Sponsors and Associates

National Sponsor
OSV

Impact Sponsor
CCS Fundraising

Affiliate Sponsor
CAPTRUST

In Association With
Catholic Extension

In Association with
NCEA
Villanova University

#iGIVECATHOLIC
Agenda

• History
• Participant Overview and Results
• Best Practices
• Peer-to-Peer Fundraising
• Matching Gifts
• Q & A
New Orleans Catholics Raise $1 Million in 24 Hours

Big (Catholic) Money in the Big Easy: A record-making $1.3 million was donated through the archdiocese’s #iGiveCatholic campaign for Giving Tuesday, making it the most successful Catholic crowdfunding event to date.

BY PETER JESSERER SMITH 12/04/2015 Comments 1

NEW ORLEANS — Catholics in the Archdiocese of New Orleans came to crowdfund for their ministries; they saw they had only 24 hours for Giving Tuesday; and they conquered where others failed, raising a cool record-making $1.3 million.

"I just sat in amazement," said Angie Thomas, executive director of the Woman's New Life Center. The pro-life women's medical center was part of the archdiocese's groundbreaking #iGiveCatholic crowdfunding campaign for its parishes, schools and nonprofits on Giving Tuesday, starting on midnight Dec 1. By the stroke of midnight on Dec. 2, the Woman's New Life Center had raised the most money from donations — out of all the participating Catholic ministries listed on the campaign's iGiveCatholic.org site — in the 24-hour period: $417,010.
#iGiveCatholic Growth

- 2020: 40 + NCEA
- 2019: 39
- 2018: 29
- 2017: 17
- 2016: 6
- 2015: 1

Millions Raised
2020 National Participation by Organization Type

- Ministries
- Parishes
- Schools
Amount Raised by Organization Type

- Ministries
- Parishes
- Schools
2020 Fort Worth Participation by Organization Type

- Ministries
- Parishes
- Schools
Total Gifts by Fort Worth Organizations

- Ministries
- Parishes
- Schools
Why Should My Organization Participate?

- **Fundraising**: Opportunity to raise unrestricted revenue
- **Friend Raising**: Connect with new/younger donors and strengthen relationships with current donors
- **Awareness Building**: Raise awareness of your mission and organization
- **Capacity Building**: Develop skills in online fundraising, using social media, and building or adding to your donor base
Best Practices

- Start Early
- Include Volunteers
- Communicate, communicate, communicate
- Solicit matching gifts
- Employ Peer-to-Peer Fundraising
Start Early

• Begin planning early
• Select a project, theme, etc.
• Set goals
• Create a small committee
• Lay out your plan and details

“To be successful you have to do more than throw up a link. Create a plan, use the right messaging. #iGiveCatholic gives you the right tools and makes it easy.”
Include Volunteers

• In 2020, 54% of the organizations who responded to our survey said they did not include volunteers.

• “Day of” events for 2021, volunteers can help you plan and execute

• Help spread the word, increasing excitement and awareness

“I encourage everyone to take advantage of #iGiveCatholic as both a fundraiser and an opportunity for fellowship. Make it an experience for people. There’s no reason not to do it.”
Communicate x 3

• Use all communication channels
• Use the Marketing Toolkit provided under Menu/Resources for ideas and samples
• Promote a **minimum** of six times in different ways, more = better
• Personal engagement/relationships are necessary
• Tell people how you’ll use their gift
• Thank everyone involved!!
Your Giving Day URL

https://fortworth.givecatholic.org/organizations/catholic-school-tul
Matching Gifts

• 105 matches available for 68 organizations in #iGiveCatholic 2020
• $1.2 million available
• Average amount raised by organizations with match/challenge = $36,877
• Average amount raised by organizations without match/challenge $3,044

8.2x More!
What Is a “Match”? 

• A matching or challenge gift is a pledged donation used to motivate other donors. 

• And to meet specific goals of an organization.
Matching vs Challenge Gift

- **Matching gift $:$** (usually 1:1 or .5 cents to $1)
  - For each $ of a gift another $ is given by match
  - Actual match ratio is set by the organization and donor
  - Lasts until the match gift is used
  - Tailored to make it impactful for the organization
  - Agreed to by donor

- **Challenge gift**
  - A gift that comes when the full $ amount is met
  - Tailored to meet goals by selecting a specific donor demographic or $ based limit
  - Agreed to by donor
Why Matching Gifts?

- People like to give when they know their gift will be doubled
- Can drive donor behavior by using a match as a challenge
- Who are sources of matching/challenge gifts?
Peer-to-Peer Fundraising (P2P)

- 103 Organizations used P2P in 2020
- Total raised $195,000+
- Almost 1,000 donors
- Average amount raised by organizations using P2P was $11,500
- Average raised by organizations not using P2P was $3,400

5x More!
and become a Peer-to-Peer Fundraiser!

It’s as easy as 1-2-3!

1. **Become a Champion**
   - Raise funds on behalf of [insert org name]. Visit [iGiveCatholic.org](https://iGiveCatholic.org) to ensure your organization appears in your profile page.
   - Click the “Fundraise” button on our profile page to get started.

2. **Tell Your Story**
   - Why did you choose to help us raise money? Customize your fundraising page with images, text, and video, plus set a goal.

3. **Spread the Word**
   - Share your fundraising page with your personal network via email and social media to promote your cause and good work!

*We couldn’t do this without you! For more information, please contact [insert org rep’s name] at [email address] or [phone number].*
Thank you for visiting our #iGiveCatholic Giving Day page. The goal of this day is to rally our Catholic community in support of our school and the good that it does in the community. Your gift to us transforms our ministry and builds the body of Christ. The resources this gift will provide will help our students thrive. We thank you for finding us and being willing to join us as you "Give Catholic" on #GivingTuesday! Please click on the video to see some of the items that will be purchased with the funds given to the school.

Contact
St. John Vianney School
501 N. Water Ave
Gallatin, Tennessee 37060

Lara Schuler
lara.schuler@diocesofnashville.com
Phone: 615-230-7048
http://www.saintjohnvianney.org

Fundraising Champions

4th and 5th Grade Classroom
$175.00

6th and 7th Grade Classroom
$650.00

PreK Classroom
$50.00

Kindergarten Classroom
$2,275.00
S.O.S. - Support Our Seminarians

The Diocese of Lafayette is blessed with 30 young men now studying for the priesthood. For a Diocese with 275,331 Catholics, this is a truly remarkable number of seminarians and we are thankful for the gift of faith that so permeates our regional culture. You help to make it possible as you pray for vocations for the Diocese of Lafayette that our young men will hear and heed the call to the priesthood and remain steadfast in their preparation.

Generous donors play a part as well by lifting the financial burden of educational costs so those called can actually prepare for a life of ministry. The average cost per student per year for books and tuition is $36,000. Typically, our seminarians are in school for 3 years.

With a significant investment in seminarian education, Catholics within the Diocese of Lafayette offer a clear commitment to the future of their Catholic communities and the Church in our beloved Acadiana. You can help to ensure God’s blessing for generations to come by supporting our current and future Seminarians with prayers, encouragement and your financial donations.

Fundraisers
- Hadan Coleman: $2,500.00
- Luke Kirk: $1,550.00
- Eric Hernandez: $1,480.00
- James Hamilton: $1,410.00
- Evan Hebert: $1,210.00

See More Fundraisers
My name is Luke Kirk, and I am in my fifth year being formed into a priest of Jesus Christ for the Diocese of Lafayette, Louisiana. I’ve experienced this tug on my heart toward the priesthood since first grade, and God has continued to lead me, step by step, ever since. I’m blessed to be studying with 29 great seminarian brothers. Sadly, the financial burden is a huge obstacle for many young people discerning God’s call today. In the Diocese of Lafayette, I’ve been blessed to have that burden removed. I am free to discern God’s call thanks to the generosity of folks like yourself. I invite you to share your blessings with others, take pride in your Catholic faith, and help me pay it forward for the next generation of seminarians by contributing to the Lafayette Office of Vocations iGiveCatholic campaign.
Questions?

¡Gracias!
Gràcies!
Thank you!
DANKE!
Merci!

你很

Julie Kenny
National Program Director
Julie@igivecatholic.org
Thank You Julie, for sharing your time, gifts and experience with us today!

We are grateful and Blessed!
Ideas for Success!
Our Lady of Guadalupe Catholic Parish

Jovita Rubalcava and Fr. Pedro Romero Gutierrez

• Total Raised: $13,278
• Most Donors: 140
• One project
• Donor Levels
• Pulpit Announcements
• Video from Pastor
• Told their story
Fr. Pedro Video

Matching Gift from Advancement Foundation-$6631.12  Total= $19909.12
TCU Catholic Campus Ministry

Gabe Gutierrez - Director of Campus Ministry
Michelle Miller - Administrative Assistant

- Total Raised: $8200
- Student Volunteers
Shared their Mission—Showcased their Catholic Faith

Our Mission

TCU Catholic is a home for all students to find rest and a family to walk with on their journey to becoming who God created them to be. Guided by the Holy Spirit and rooted in the Sacraments, we strive to spread the love and Good News of Jesus Christ to the TCU community.

Matching Gift from Advancement Foundation—$3940.14 Total=$12,140.14 They reached their goal!
Thank you for sharing your stories of success and celebration of your Catholic Faith!
#iGiveCatholic Folders-What’s inside?
Highlights & Impact of participating in #iGC

• No Cost to you (we have you covered!)
• Outstanding Support from the #iGiveCatholic Network
• Training and Technical Support
• Social Media Graphics
• Templates for emails and letters
• Examples of videos & testimonials
• Goal setting
• Weekly emails with inspiration and reminders

• Share the story of your Parish, School or Ministry
• A celebration of our Catholic Faith
• Showcase the great things happening in our Parishes, Schools and Ministries.
• A significant impact in helping fulfill our mission to serve the spiritual and physical needs of our brothers and sisters through the donations raised.
• Fantastic relationship builder
• Spotlight “Stewardship” in action in our Diocese
Questions?
Thank you Fr. Pedro and Our Lady of Guadalupe for sharing your Parish with us today!
Future Events:

May 27 - Stewardship Webinar 2-3 p.m. (fourth Thursday of every month)

September 25 - Stewardship Diocesan Day of Renewal

November 30 - #iGiveCatholic Giving Day!
Thank you for joining us today!

Thank you for all you do in your many roles using your gifts from God to grow His Kingdom!

Please reach out to us for assistance and support.
Closing Prayer