

# #iGIVECATHOLIC

THE U.S. CATHOLIC CHURCH'S GIVING DAY

## FOR MINISTRIES

### #GivingTuesday - November 30, 2021



#### HOW WE HAVE GROWN

GIVING DAY YEAR	ARCH/DIOCESE/ FOUNDATIONS	MILLIONS RAISED
2015	1	\$1.35
2016	6	\$1.8
2017	17	\$3.6
2018	29	\$5.6
2019	39	\$7.4
2020	40	\$12.7



#### WHY #iGIVECATHOLIC

- Builds relationships and communities
- Visibility to donors in the Gift Basket
- In-depth training and tech-support
- Social media and marketing templates for ease of your promotions
- Easy-to-follow Marketing Timeline
- Set-up fee already paid
- Tax receipts provided for online gifts
- Access to donor info
- Key features that drive a giving day
- Solid, trusted leadership and guidance from a bishop-led, Catholic 501(c)(3)



#### BY THE NUMBERS

**\$16,948**

The average amount raised in 2020 by organizations using peer-to-peer fundraising

**\$99.15**

The amount kept in 2020 for every \$100 raised online by participating organizations

**\$8,290**

The average raised per ministry in 2020

So many ministries have been impacted as a result of #iGiveCatholic.

How could #iGiveCatholic impact your ministry?



**Catholic Charities  
Odessa, TX**

Raised over \$54,000

Catholic Charities used peer-to-peer fundraising as a means to meet the increased demand for their food assistance program during the pandemic. According to Executive Director Sara Aguilar, "Funds we received through #iGiveCatholic will go a long way toward ensuring that Catholic Charities can continue to meet this basic need for so many in our community."



**African Sisters Education Collaborative  
Scranton, PA**

Raised over \$2,000

According to Sr. Nancy Kamau, Director of Development, #iGiveCatholic "gave [us] time to engage with diverse groups and donors." She continues, "The platform is very interactive and the #iGiveCatholic staff are very helpful. It's another way to get the word out about our mission. You never know what will inspire people. Through #iGiveCatholic, ASEC was able to connect with a potential donor who inquired about our planned giving options after seeing our profile."



**McNeese State University Catholic Student Center  
Lake Charles, LA**

Raised over \$25,000

Allie Livingston, Development Director, shares, "#iGiveCatholic is so easy to use, especially for tracking donations. At one point, a donor asked how far we were from our goal. It was easy to check through #iGiveCatholic, and then the donor then made up the difference." She encourages other ministries to participate and continues, "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."



In Lake Charles, LA, students from McNeese State University Catholic Student Center - a.k.a the "Cowboy Catholics" - hosted a virtual webathon as part of their campaign. They surpassed their goal of \$20,000 which will fund retreats, mission trips, and campus outreach.

Register to participate in #iGiveCatholic between August 16 and November 3!