



#iGIVECATHOLIC  
#GIVINGTUESDAY

## 2021 OVERVIEW

### WHAT IS #IGIVECATHOLIC?

Held on the international day of philanthropy we know as #GivingTuesday, #iGiveCatholic is the U.S. Catholic Church's designated day of giving. It kicks off the charitable season and brings the community together to give thanks and give back in support of the Catholic ministries that shape our faith - our parishes, schools, and nonprofit ministries. #iGiveCatholic is the only nationally-recognized giving day that's dedicated entirely to Catholic causes. This initiative was brought to the Archdiocese of Philadelphia in 2020 through the Archdiocese's partnership with The Catholic Foundation of Greater Philadelphia (CFGP).

The #iGiveCatholic national organization works with Catholic Dioceses and Archdioceses across the country to provide them with the technology, marketing and training support needed to create a highly successful giving day. The role of CFGP is to act as a host for the organizations that wish to participate. CFGP covers the expenses to create a website for the Archdiocese, so all you need to do is register your school, promote the day to your constituents, and raise money.

### REGISTRATION

Registration for the 2021 #iGiveCatholic initiative opens on **August 16, 2021**. You will be provided with the link to register as the date gets closer. The last day to register your parish, school or organization is **November 3, 2021**.

### AFTER REGISTRATION - NEXT STEPS

After registering, your parish, school or organization will gain access to its own donation page that can be customized to look like your branding. This is the webpage that you will share with your constituents on the Giving Day in order to raise funds for your organization.

This webpage also comes complete with a dashboard that will give you updates on who has donated to your organization, their gift amount, your total amount raised to date, etc. All of this data is yours to keep.

## SETTING UP FOR SUCCESS

As a registered participant, you will be provided with a comprehensive guide on how to promote #iGiveCatholic to your constituents. This guide contains everything you need to successfully market the Giving Day, including what to put on your donation page, sample letters and emails you can send out to your constituents, sample social media posts, ideas to engage alumni, parishioners or supporters, and suggested thank you language. There is also a detailed timeline to help you navigate what needs to be done and when. Additionally, there will be several webinars and recorded trainings available to you, provided by the #iGiveCatholic national organization as well as by CFGP.

## IMPORTANT DATES TO REMEMBER

- **August 16th:** Registration begins
- **November 3rd:** Registration ends
- **November 15:** Advanced Giving Phase begins
  - Advanced giving gives your higher-end donors the opportunity to make their gift to you by check, stock transfer or cash. You can enter these gifts on your donation page dashboard as soon as you receive them so they are counted in your total amount raised. You are provided with all the instructions you need to account for these gifts. **Please note: Your donation page cannot actively receive online gifts during the Advanced Giving Phase, so online gifts can only be made on the Giving Day, November 30th.**
- **November 30:** Day of Giving
  - Your donation page will be live from 12:00 AM to 11:59 PM on the Giving Day. There are real-time totals available on your page so you can monitor your progress and see who is donating, how other organizations are doing, etc. On this day, the majority of your gifts will be made online, but you can still accept and enter checks or cash gifts through your donation page dashboard.
  - At 11:59:59, your donation page will become inactive. However, because so many gifts come in by check, you can still enter those gifts the following day to make sure everything is accounted for.
  - Once the day is over, and all gifts are in, you will have access to everyone who made a gift to your organization, their contact information, and their gift amount so you can send a thank you in a timely manner. You can also download this report - the data is yours.

## INCENTIVES

To add to the excitement of this initiative, CFGP also has a prize structure in place, giving participating organizations an additional opportunity to raise funds for their missions. These prizes are made possible through the generous support of #iGiveCatholic sponsors that are secured in advance each year. Participating organizations can win money across many different categories: first to register, most funds raised, most new donors, etc. We also have random prize drawings throughout the Giving Day, adding another opportunity for your organization to win.

## AFTER THE GIVING DAY

Approximately two weeks after the initiative ends, CFGP will receive a check from #iGiveCatholic for the total amount of online gifts made for all of our participating organizations. We will then send your organization a check for whatever amount you raised and any prize money you may have won.

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## CONTACT INFORMATION FOR #IGIVECATHOLIC 2021



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We also encourage you to sign up for CFGP's e-newsletters to stay up-to-date on Foundation activities and #iGiveCatholic 2021. To sign up, visit [www.TheCFGP.org](http://www.TheCFGP.org) and click "SUBSCRIBE" at the bottom of our homepage.