

#iGIVECATHOLIC

THE U.S. CATHOLIC CHURCH'S GIVING DAY

FOR PARISHES

#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 provided by our platform host and #iGiveCatholic
- 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

\$4,770

The average raised per parish in 2020

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

How could #iGiveCatholic impact your parish?



**Kidane-Mehret
Ethiopian
Catholic Church
Washington, D.C**
Raised over \$40,000

According to Joseph Gillmer, Executive Director of Development for the Archdiocese of Washington, "One of our most notable success stories comes from the Kidane-Mehret Ethiopian Catholic community after garnering only \$1,000 in 2019, in hopes of building a church. Most of their gifts were small dollar donations. It's amazing what can be achieved when you're not ashamed to ask people to support a cause that you –and they –believe in."



**Our Lady of
Tahoe
Catholic Church
Zephyr Cove, NV**
Raised \$12,000

"Go for it! Immerse yourself in #iGiveCatholic. If you don't have a fundraising background, there might be a learning curve, but the tools provided and the skills you develop will help you in a lot of different ways. Don't be afraid to jump in." This encouragement comes from Susan Marchner, Office Manager at Our Lady of Tahoe Catholic Church. Susan continues, "Engaging with #iGiveCatholic helped me become a better writer for fundraising. It's not only a great source of income, but it's also valuable in other areas of parish life – and your own professional development."



Students from St. Jean Vianney Catholic Church and School in the Diocese of Baton Rouge remind their community members about #GivingTuesday. Their use of signs tied into their campaign's objective - replacing the original wooden sign the parish and school have had since 1975. They ended up doubling their goal of \$20,000.



**St. Anne
Catholic Church
Escanaba, MI**
Raised \$8,000

"Our parish is in a comfortable, optimistic place thanks to #iGiveCatholic," reflects Fr. Ben Hasse, pastor of both St. Anne and St. Albert the Great. "There are ways for parishes to participate successfully in #iGiveCatholic...Set a concrete, achievable goal – raise money for a purpose you can point to as a success story. Use #iGiveCatholic as a way to spur parishioner engagement and remind people why the parish is important to them." He added, "Some of the tools have formed my view of what we're trying to do with parishioners. I'm a priest whose fundraising mentors aren't of the hard sell model. I tend to be overly cautious when it comes to talking about money. #iGiveCatholic is a reminder that communicating about this is important and can bear fruit."

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