

#iGIVECATHOLIC

THE U.S. CATHOLIC CHURCH'S GIVING DAY

FOR SCHOOLS

#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

\$7,618

The average raised per school in 2020

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

How could #iGiveCatholic impact your school?



Our Lady School Fort Wayne, IN

Raised over \$106,000

Being one of the newest schools in the Diocese of Fort Wayne-South Bend did not stop Our Lady School. Principal Beatrice Royal notes, "When you can articulate what you need, do not be afraid to ask for it and turn the outcome over to God. We followed this method and our results were amazing." With an enrollment of ninety-nine students, this first-time participant raised funds for much-needed technology upgrades with the help of a generous matching gift.



Archbishop Ryan High School Philadelphia, PA

Raised \$29,000

When reflecting on #iGiveCatholic, Mary Anne Benner, Director of Institutional Advancement, comments, "It was a great community campaign." She continues, "Many of our parents are police officers, firefighters, etc. Our #iGiveCatholic donations were directed to tuition assistance – right before Christmas, in the middle of a pandemic. The impact was significant."



St. Francis de Sales Cathedral High School Houma, LA

Raised over \$18,000

In talking about her experience with #iGiveCatholic, Advancement Director Debbie Womack shares, "Don't be fearful of the process. I'm not very tech savvy, and I was very nervous five years ago when we first undertook #iGiveCatholic. But I found that if you tackle it one bite at a time, it's not difficult to do." She encourages schools to clearly outline their goals and projects, "Donors like to know what your goal is and where the funds are going. Be transparent." This strategy paid off for her school. She notes, "In addition to alumni and parents of current students, there were several people who gave to our project whose names I had not heard before."



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.

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