

#iGIVECATHOLIC



**THE CATHOLIC
FOUNDATION**
OF GREATER
PHILADELPHIA



Archdiocese
of
Philadelphia

Parishes, Schools and Nonprofits: **2021 Giving Day** **Participation Information**



November 30, 2021

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GIVING DAY PARTICIPATION INFORMATION

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For more information about **#iGiveCatholic**,
contact Mary Jo Rohrer, Relationship Manager at:
445-544-8558 or igivecatholic@thecfgp.org.

You are Invited to Participate in

#iGIVECATHOLIC



Archdiocese
of
Philadelphia



THE CATHOLIC
FOUNDATION
OF GREATER
PHILADELPHIA

To celebrate and support the charitable, educational, and spiritual ministries of the Archdiocese of Philadelphia, The Catholic Foundation of Greater Philadelphia is rallying the Catholic community by participating in the national, sixth-annual **#iGiveCatholic** Giving Day. We will celebrate this day of Catholic giving on Tuesday, November 30, 2021, also known as #GivingTuesday, a global day devoted to generosity and kindness.

Why are giving days important for our parishes, schools, and ministries of the Archdiocese of Philadelphia? Research shows that:

- Giving days are attractive to a broad range of parishioners, alumni, and supporters—from individuals in their 20s through their 70s *and beyond*.
- Giving days are a great way to attract new and younger supporters, as well as further engage current donors, ensuring long-term sustainability. In a 2020 donor survey, first-time donors to #iGiveCatholic made up 60% of giving day donors. In addition, 17% were new donors to the organization they supported!
- Compared to traditional campaigns, staff/volunteer time required to launch a giving day is 50% to 80% less.

We believe in the generosity of Catholics in our Archdiocese, and the events in the last 18 months, have indeed shown us the importance of engaging all of our supporters online. Working with 38 partner arch/dioceses and foundations across the country, the goal of **#iGiveCatholic** is to unite the Catholic community in support of our parishes, schools, and ministries.

Enclosed in this packet is more information about **#iGiveCatholic**, the U.S. Church's Giving Day. We are excited to begin this journey, and thanks to our generous sponsors, we will once again offer prizes to our participating organizations to help generate excitement and raise even more money. We sincerely hope you'll join us by enrolling your organization to participate!

QUESTIONS?

Contact Mary Jo Rohrer, Relationship Manager
The Catholic Foundation of Greater Philadelphia
445-544-8558 | igivecatholic@thecfcp.org

10 Reasons to Participate

Tuesday, November 30, 2021

- #1 **It's Easy.** We provide the logos, email templates, and other tools you need to create a communications campaign for your parishioners, parents, alumni, and donors.
- #2 **It's Quick.** 56% of 2020 participating organizations said 3 months was enough time to plan and execute a successful Giving Day.
- #3 **It's Fun.** Rally support by spreading the good news about the impact and mission of your school, parish, or ministry, to the community.
- #4 **Build Relationships** with supporters of all ages and those you would not usually have access to and want to give online. In 2020, 58% of participating organizations said #iGiveCatholic allowed them to further engage their supporters
- #5 **Everyone will be talking about the day,** creating a social media frenzy on Twitter, Facebook, Instagram, and in person!
- #6 **You might win a prize.** And that means more resources for your organization and the good work that you do.
- #7 **Promotes Online Giving.** Last year 63% of participating parishes, schools and ministries said the #iGiveCatholic Giving Day promoted online giving to their organization.
- #8 **Boost Your Digital Outreach.** You'll have lots of Giving Day news and stories to share in your e-newsletters and social media posts. And, 63% of 2020 donors said they heard about the Giving Day through an email or newsletter from the organization they supported.
- #9 **Everyone Can Give.** Donors can give "offline" gifts (cash or checks) directly to you! Be sure to record their gift in your Giving Day dashboard, and if you include their email address, they receive the automatic tax receipt.
- #10 **It's Easy.** This is worth repeating. Send a few emails and ask your key volunteers to do the same. Be creative. Did we mention it's easy?!

QUESTIONS?

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at 445-544-8558 | igivecatholic@thecfgp.org.

About the #iGiveCatholic Giving Day

Celebrated annually on the Tuesday following Thanksgiving, Black Friday, and Cyber Monday, **#iGiveCatholic** is a Giving Day that kicks off the charitable season and brings the Catholic community together to give thanks and give back. As the U.S. Catholic Church's Giving Day created to celebrate our unique Catholic heritage, **#iGiveCatholic** inspires faithful stewards to "Give Catholic" on #GivingTuesday, a global day of generosity.

The goal of **#iGiveCatholic** is to rally our Catholic community in support of our parishes, schools, and ministries. Secure, tax-deductible donations to eligible Catholic organizations located in participating arch/dioceses are given at iGiveCatholic.org during a 24-hour period on #GivingTuesday, November 30, and during the Advanced Giving Day phase beginning at 12:00 AM on Monday, November 15 through 11:59 PM on Monday, November 29. Offline gifts of cash and checks are encouraged and given directly to the organization of the donor's choice during this same period.

In 2020, the sixth year of the campaign raised almost \$13 million! At a rate of 24.7 gifts per minute, 48,273 donors in all 50 states gave \$12,703,973 to benefit 2,600 Catholic parishes, schools and nonprofit ministries through #iGiveCatholic. Donations also came from people in 12 other countries in support of these U.S. Catholic organizations.

Here are two national articles from 2020 if you want to read more about **#iGiveCatholic**:

[Catholic Standard \(CNS Story\) – December 12, 2020](#)

[Crux – December 11, 2020](#)

On #GivingTuesday, let's unite our community to share our gifts lovingly in justice with others, and return them with increase to the Lord!

Questions?

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Parish/School/Ministry FAQs

What is #iGiveCatholic?

#iGiveCatholic is a Giving Day that provides Catholic parishes, schools, and ministries in participating arch/dioceses across the country the opportunity to connect with current donors and establish relationships with new supporters.

It is also an opportunity for Catholics to affirm our faith as disciples of Jesus Christ by sharing our gifts out of gratitude and love for one another. The goal of **#iGiveCatholic** is to inspire the Catholic community to come together as faithful stewards and to "Give Catholic" on #GivingTuesday, a global day dedicated to generosity and kindness.

When is #iGiveCatholic?

#iGiveCatholic takes place on #GivingTuesday, November 30, from 12:00 AM to 11:59 PM. And, back by popular demand from donors and organizations, there is an *Advanced Giving Day* phase (acts like a silent phase of a capital campaign) for online and offline "pre-Giving Day" gifts running from 12:00 AM on Monday, November 15 through 11:59 PM on Monday, November 29.

Why host a day of Catholic giving on #GivingTuesday?

We have a day for giving thanks. We have two for purchasing gifts for loved ones—Black Friday and Cyber Monday. And for the tenth year, we have #GivingTuesday, a global day dedicated to generosity. On Tuesday, November 30, individuals and organizations around the world will come together for one common purpose: To celebrate kindness, live generously, and to give back.

How does #iGiveCatholic work?

#iGiveCatholic works with the Giving Day platform from GiveGab with searchable profiles of participating parishes, schools, and ministries affiliated with the 40 participating arch/dioceses/foundations nationwide or through the National Ministries Section of the site. All online donations will be processed through iGiveCatholic.org. Anyone can donate to his or her favorite ministry during the Giving Day or Advanced Giving Day phase either online through the platform, or offline by gift of cash or check given directly to the chosen ministry(ies). Participating organizations can track event progress in their Giving Day dashboard throughout the campaign and donors can track an organization's progress via leaderboards scrolling with each donation on #GivingTuesday, November 30.

QUESTIONS?

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The Catholic Foundation of Greater Philadelphia
445-544-8558 or igivecatholic@thecfgp.org.

Who is GiveGab?

GiveGab is the Giving Day platform provider for the #iGiveCatholic Giving Day. They also provide the technical support and assistance for you and your donors before, during and after the Giving Day.

What organizations are eligible to participate in #iGiveCatholic?

All 501(c)3 parishes, schools, and Catholic-serving ministries affiliated with a participating arch/diocese or foundation are eligible to participate in the #iGiveCatholic Giving Day. Please contact the person listed at the bottom of this page for more information.

What does it cost a parish/school/ministry to participate in #iGiveCatholic?

The set-up fee for your organization has been paid by The Catholic Foundation of Greater Philadelphia. #iGiveCatholic is a gift to you and the community. There is a transaction fee of 5.8% plus \$0.30 associated with all online gifts, as is common, to cover credit card fees, technical support, and marketing materials. However, more than 66% of donors opted to pay this fee last year, meaning for every \$100 an organization was donated, they received \$97.84.

How do I register my organization to participate?

Online application for participation opens on **August 16**. Eligible organizations in participating arch/dioceses must enroll by following instructions in an email sent to your organization from our office on **August 16**. The Archdiocese of Philadelphia and The Catholic Foundation of Greater Philadelphia's landing page is:

Philadelphia.igivecatholic.org. ***Please note: this link will not be live until August 16***

Be sure to follow all directions, and click the "Apply Now" button on the home page of that site on August 16!

Once you answer the registration questions and click to apply for participation, you can enter your "Admin Dashboard" on GiveGab to begin customizing your #iGiveCatholic profile. Your application will be reviewed within a few working days.

Online registration will close November 3. If your organization does not wish to participate in the giving day, please let Mary Jo Rohrer (445-544-8558 or igivecatholic@thecfcp.org) know ASAP or by that date.

"How-to" articles on registering and completing your profile are located on the Resources page and throughout GiveGab's support center. We also recommend asking questions through the blue chat bubble in the bottom right-hand corner of the iGiveCatholic.org website, or emailing your question to questions@igivecatholic.org.

QUESTIONS?

Contact Mary Jo Rohrer, Relationship Manager
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445-544-8558 or igivecatholic@thecfcp.org.

How will organizations train?

Two live training webinars will be provided, both at 3:00 pm Eastern/2:00 pm Central... one on **August 24**, and one on **November 3**. Additionally, a series of recorded webinars will be maintained on the iGiveCatholic.org website. Finally, The Catholic Foundation of Greater Philadelphia has additional training videos available at TheCFGP.org/igivecatholic. We strongly advise that you and your volunteers participate in or view these webinars as they will guide you to a successful giving day. Please contact your point person listed below for more information.

When will my organization receive our online donations?

Your organization is being fiscally sponsored by The Catholic Foundation of Greater Philadelphia, meaning they have agreed to accept online donations on your behalf.

You will be sent your donations via check within 60 days of the giving day.

Does my organization need to send tax letters to donors for their gift?

Online donors immediately receive a tax receipt via email from **#iGiveCatholic** confirming their gift. *Offline donors will receive the email receipt if you enter their gift of cash or check into the Giving Day dashboard and include their email address.* Note that all donations must be 100% tax deductible (no additional benefits.) However, this tax receipt is not a "thank you," and your donors want to hear from you! By registering to participate in **#iGiveCatholic**, organizations agree to thank donors within seven working days. Participants may contact donors through any medium they like, including thank you letters, phone calls, or social media "shout outs."

Will my organization receive donor information for acknowledgements?

Yes. You will have access to donor information **during the giving day period and indefinitely after the day** via a donations table that can be found under the Donations tab in your Giving Day dashboard, and then downloaded to a CSV file. To log in to your dashboard, go to iGiveCatholic.org and click "Menu" in the top right hand corner of the page. A drop down will appear—click "Log In" to enter your email and password. For a step-by-step guide to post giving day success, click to read a [support article here](#).

How can I stay up to date on what's happening?

News and updates will be posted regularly to **#iGiveCatholic's** social media sites:

- **Facebook:** <https://www.facebook.com/iGiveCatholic>
- **Twitter:** <https://twitter.com/iGiveCatholic>
- **Instagram:** <https://www.instagram.com/igivecatholic/>

You can also follow along on The Catholic Foundation of Greater Philadelphia's social media sites:

QUESTIONS?

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www.igivecatholic.org

- **Facebook:** <https://www.facebook.com/TheCFGP/>
- **Twitter:** https://twitter.com/The_CFGP
- **LinkedIn:** <https://www.linkedin.com/company/thecfgp/>

As well as the Archdiocese of Philadelphia's social media sites:

- **Facebook:** <https://www.facebook.com/ArchPhila>
- **Twitter:** <https://twitter.com/ArchPhilly>
- **Instagram:** <https://www.instagram.com/archphilly>

I have questions—who can answer them?

For technical issues, send your question through the blue chat bubble on the bottom right hand corner of any page of the iGiveCatholic.org website to ask questions. You can also email questions@igivecatholic.org. Or, if your question is more local, logistical, or programmatic, you can ask your local contact listed below.

QUESTIONS?

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Dates	Participating Organizations	
Suggest June-August	<ul style="list-style-type: none"> * Read all materials from arch/dioceses/foundation or #iGiveCatholic. * Assign primary contact person, or form a committee (two to six people depending on size of organization) for the campaign. * Be sure to involve key volunteers in the effort. Think about those who love your organization, those who "get things done," and those who are connected with lots of other people on social media! *PRO TIP: Do you have donors, council or board members who would be good ambassadors (peer-to-peer fundraisers) to create and promote their own fundraising page for your organization? 	Begin talking to key individuals and local businesses to solicit matching gifts!
Suggest July-August	<ul style="list-style-type: none"> * Determine the project/need for the 2021 #iGiveCatholic donations...what will you use the funds for? Be sure to include this purpose in all your communications. * Set communications, social media strategies using the #iGiveCatholic timeline (under Resources) *PRO TIP: Create video for profile page 	
August	<ul style="list-style-type: none"> * Attend any in-person or virtual trainings offered by arch/diocese/foundation * Watch pre-recorded #iGiveCatholic trainings 	
16-Aug	* Organization registration/application for participation begins. Watch for an email from your diocesan/foundation or #iGiveCatholic contact person to start the process.	Promote the giving day project using your regular and some new communication methods! Include the direct web address of your profile page in your communications.
24-Aug	Participate in Getting Ready for #iGiveCatholic 2021 webinar for organization participants 3 pm ET - Register HERE	
September	<ul style="list-style-type: none"> * Enter banking information in GiveGab (platform) dashboard for verification, IF your arch/diocese or foundation is not your fiscal agent (accepting donations on your behalf). * Draft communications and schedule social media posts about giving day *PRO TIP: Update donor/parent/parishioner database with email addresses 	
September-October	<ul style="list-style-type: none"> * Update profile page with logo, photos, story, video, donation levels, etc. * Begin communications to donors to save the date, and give project details with URL to your page. * Create strategy to thank donors by 12/7; schedule Gratitude posts *PRO TIP: If you've participated before, segment previous Giving Day donors sending them special communications 	
3-Nov	<ul style="list-style-type: none"> * Organization registration for participation closes. Remember <u>chat bubble tech support is ONLY available M-F, 9 am to 5 pm ET! Please plan ahead.</u> * Continue communications to donors using multiple methods (email, social media, postcard, etc.) * Plan progress "updates" to donors every month or so after the Giving Day to keep them engaged 	
3-Nov	Also on November 3, Participate in Final Steps for Success for #iGiveCatholic 2021 webinar for organization participants at 3 pm ET...This is a Wednesday - Register HERE	
15-Nov	Advanced Giving Day Phase!	29-Nov
30-Nov	#iGiveCatholic on #GivingTuesday!	30-Nov
1-Dec	Must enter into GiveGab dashboard all offline gifts of cash and checks by 11:59 PM today!	1-Dec
7-Dec	Send or post your Thank You message to #iGiveCatholic donors!	7-Dec
PRO TIP: Consider posting to social media your #iGiveCatholic project(s) and progress updates throughout the year to keep donors engaged in what they helped you achieve. Tag these posts with #iGiveCatholic so we see them and may share them!		
Questions? Contact Mary Jo Rohrer at 445-544-8558 or igivecatholic@thecfcp.org		



2021 Training Session Information

Please mark your calendars to attend an **#iGiveCatholic** training!

Live Webinars, hosted by GiveGab:

Registration is required. Visit iGiveCatholic.org and click the “Resources” tab. Then, click the “Sign Up” button under the training session(s)!

Tuesday, August 24	3-4 PM Eastern 2-3 PM Central	<i>Topic: Getting ready for #iGiveCatholic</i>	<i>Webinar</i>
Wednesday, November 3	3-4 PM Eastern 2-3 PM Central	<i>Topic: Final steps for a successful giving day</i>	<i>Webinar</i>

**Pre-recorded training webinars are available in the
“Resources” section of the iGiveCatholic.org website.**

Trainings, created by The Catholic Foundation of Greater Philadelphia

Additionally, The Catholic Foundation of Greater Philadelphia has recorded training videos on the topics of registering, customizing your giving page, marketing, and more. To access the recordings, please visit www.TheCFGP.org/igivecatholic or you can view them directly on our YouTube channel by clicking [here](#).

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