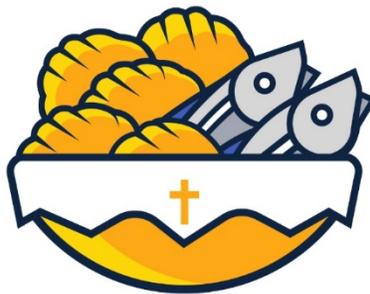# #iGIVECATHOLIC

#GIVINGTUESDAY

Archdiocese of Philadelphia
Parishes, Schools and Nonprofits:
2020 Giving Day
Participation Information

December 1, 2020

#iGIVECATHOLIC

You're invited to participate in #iGiveCatholic 2020! To celebrate and support the charitable, educational, and spiritual ministries of the Archdiocese of Philadelphia, we are rallying the Catholic community by participating in the sixth-annual #iGiveCatholic Giving Day. We will celebrate this day of Catholic giving on Tuesday, December 1, 2020, 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 2019 donor survey, first-time donors to #iGiveCatholic made up 55% of giving day donors. In addition, 15% 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 2020 has certainly showed us the importance of engaging online all of our supporters. Working with the 38 other #iGiveCatholic partner arch/dioceses and foundations across the country, our goal is to unite the Catholic community in support of our parishes, schools, and ministries. To generate excitement, we will offer prizes to our participating organizations.

Enclosed in this packet is more information about the #iGiveCatholic Giving Day. We are excited to begin this journey, and we sincerely hope you'll join us by enrolling your organization to participate!

QUESTIONS? Contact: 2

O: 215-587-5650 | F: 267-838-9574
igivecatholic@thecfgp.org

10 Reasons to Participate
Tuesday, December 1, 2020

#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.** 66% of 2019 participating organizations said they felt they had 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 young adult parishioners, alumni, and donors you would not usually have access to and who want to give online.

#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 70% of those participating said #iGiveCatholic promoted online gifts 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, 56% of 2019 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.

#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? Contact: 3

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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, December 1, and during the Advanced Giving Day phase beginning at 12:00 AM on Monday, November 16 through 11:59 PM on Monday, November 30. Offline gifts of cash and checks are encouraged and given directly to the organization of the donor's choice during this same period.

In 2019, the fifth year of the campaign raised more than $7.4 million for 3,500+ participating parishes, schools, and nonprofits representing 39 arch/dioceses and foundations across the country. At the close of the giving period, the number of online contributions totaled more than 30,000 gifts from all 50 states and 10 countries, including Afghanistan, Algeria, Belgium, Canada, Hong Kong, Mexico, New Zealand, the Philippines, Puerto Rico, Taiwan, and the United Arab Emirates.

Here are two national articles from 2019 if you want to read more about #iGiveCatholic:

National Catholic Register – Peter Jesserer Smith, November 7, 2019

OSVNews.com – November 15, 2019

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

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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, December 1, 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 16 through 11:59 PM on Monday, November 30.

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 ninth year, we have #GivingTuesday, a global day dedicated to generosity. On Tuesday, December 1, individuals and organizations around the world will come together for one common purpose: To celebrate kindness, live generously, and to give back. Hosting #iGiveCatholic on the same day inspires others not just to give, but to "Give Catholic" on this global day of giving.

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 39 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, December 1.

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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?

Nothing! The set-up fee for your organization has been paid by The Catholic Foundation of Greater Philadelphia (CFGP). #iGiveCatholic is a gift to you and the community.

How do I register my organization to participate?

Eligible organizations in participating arch/dioceses must enroll by following instructions in an email invitation sent to your organization from The Catholic Foundation of Greater Philadelphia. You can also register by visiting Philadelphia.igivecatholic.org directly. *Be sure to click the "Apply Now" button on the home page of that site!*

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.

ALL SCHOOLS PLEASE NOTE: Be sure to sign up on the page listed above. Please **do not** sign up through the National Catholic Education Association (NCEA) or your gifts will not be counted towards the Archdiocese of Philadelphia's total.

Online registration will close **October 30th**. *If your organization does not wish to participate in the giving day, please let The Catholic Foundation of Greater Philadelphia 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.

How will organizations train?

A live training webinar will be provided, at 3:00 pm Eastern on **November 4**. Additionally, a series of recorded webinars will be maintained on the iGiveCatholic.org website. We strongly advise that you and your volunteers

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participate in or view these webinars as they will guide you to a successful giving day. One additional training session will be offered by The Catholic Foundation of Greater Philadelphia. Please contact CFGP for more information.

When will my organization receive the donations?

The Catholic Foundation of Greater Philadelphia will disburse your donations via check before the end of the year.

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. 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."

Please note: 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. If the donor's email is not included when entering an offline gift, the recipient organization will be responsible for providing a tax receipt for the gift.

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/

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 The Catholic Foundation of Greater Philadelphia by emailing igivecatholic@thecfgp.org, or calling them at the number listed at the bottom of this page.

QUESTIONS? Contact:

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2020 Organization Timeline

The Catholic Foundation of Greater Philadelphia

Archdiocese of Philadelphia

Dates	Participating Organizations	
October	*Enter banking information in GiveGab (platform) dashboard for verification, if your arch/diocese or foundation is not your fiscal agent. *Draft communications and schedule social media posts about giving day *PRO TIP: Update donor/parent/parishioner database with email addresses*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 12/8; schedule Gratitude posts **PRO TIP:** If you've participated in any #GivingTuesday initiatives before, segment previous Giving Day donors by sending them special communications. *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! *Determine the project/need for the 2020 #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 (listed on the #iGiveCatholic resources webpage). *Watch pre-recorded #iGiveCatholic trainings *Watch The Catholic Foundation of Greater Philadelphia's training on 10/15 at 2 PM ET. Link to watch is located on the last page of your participants packet.	
30-Oct	***Organization registration for participation closes. Tech support is NOT available on weekends! Please plan ahead.** ***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**	
4-Nov	Participate in Final Steps for Success for #iGiveCatholic 2020 webinar for organization participants 2 pm CT…This is a Wednesday - Register HERE	
16-Nov	Advanced Giving Day Phase!	30-Nov
1-Dec	#iGiveCatholic on #GivingTuesday!	1-Dec
2-Dec	Must enter into GiveGab dashboard all offline gifts of cash and checks by 11:59 PM today!	2-Dec
8-Dec	Send or post your Thank You message to #iGiveCatholic donors! PRO TIP: Consider posting #iGiveCatholic project and progress updates throughout the year to keep your donors engaged in what they helped you achieve.	8-Dec

Questions? Contact The Catholic Foundation of Greater Philadelphia at igivecatholic@thecfgp.org.

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2020 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)!

Wednesday, November 4	3-4 PM Eastern 2-3 PM Central	*Topic*: Final steps for a successful giving day	*Webinar*

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

Trainings, hosted by The Catholic Foundation of Greater Philadelphia:

Additionally, The Catholic Foundation of Greater Philadelphia will offer one opportunity for virtual training on #iGiveCatholic. To join this training session, please click here.

Thursday, October 15th	2 -3 PM	*Topic*: #iGiveCatholic: Introduction and Best Practices for a Successful Day of Giving	*Microsoft Teams Live*

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