

You're Invited! #iGIVECATHOLIC

#GIVINGTUESDAY

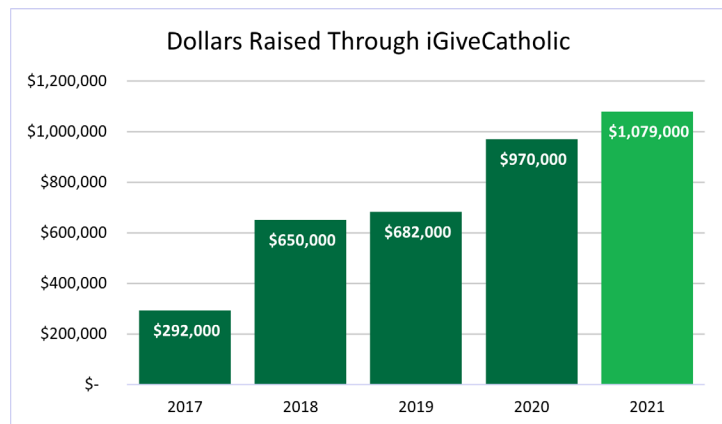
To celebrate and support the charitable, educational, and spiritual ministries of the Archdiocese of Atlanta, we are rallying the Catholic community by participating in the seventh annual #iGiveCatholic Giving Day. We will celebrate this day of Catholic giving on Tuesday, November 29, 2022, also known as Giving Tuesday, a global day devoted to generosity and kindness following Thanksgiving, Black Friday, and Cyber Monday.

Why are giving days important for our parishes, schools, and ministries? 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 2021 donor survey, 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 75% less.

We believe in the generosity of Catholics in our [arch/diocese], and the events in the last two years have indeed shown us the importance of engaging online all of our supporters. Working with the 40 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. We hope that 2022 will be our most successful #iGiveCatholic campaign yet!

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



QUESTIONS?

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9 Reasons to Participate

Tuesday, November 29, 2022

- #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.** 41% of 2021 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 **Double Your Donations.** You can use matching donations to encourage giving to your organization.
- #6 **Promote Online Giving.** Last year 63% of participating parishes, schools and ministries said the #iGiveCatholic Giving Day promoted online giving to their organization.
- #7 **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, 51% of 2021 donors said they heard about the Giving Day through an email or e-newsletter from the organization they supported.
- #8 **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.
- #9 **It's worth repeating that it's easy.** Send a few emails, and ask your key volunteers to do the same. Be creative and have fun!

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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.

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.

In 2021, the seventh year of the campaign raised \$16.5 million! At a rate of 29 gifts per minute, 44,149 donors in all 50 states gave \$16,536,705 to benefit 1,624 Catholic parishes, schools, and nonprofit ministries through #iGiveCatholic. Donations also came from people in 16 other countries in support of these U.S. Catholic organizations.

When is #iGiveCatholic?

#iGiveCatholic takes place on Giving Tuesday, the Tuesday after Thanksgiving. This year, that's November 29. 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 14 through 11:59 PM on Monday, November 28. The day of runs from 12:00 AM to 11:59 PM. Offline gifts of cash and checks are encouraged and given directly to the organization of the donor's choice during this same period.

Why host a day of Catholic giving on #GivingTuesday?

On Tuesday, November 29, individuals and organizations around the world will come together for one common purpose: to celebrate kindness, live generously, and to give back. 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.

How does #iGiveCatholic work?

#iGiveCatholic works with the Giving Day platform from GiveGab/Bonterra with searchable profiles of participating parishes, schools, and ministries affiliated with the 41 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 29.

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Who is GiveGab/Bonterra?

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. Their name will be changing to Bonterra in the fall of 2022.

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.

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 North Georgia. #iGiveCatholic is a gift to you and our Catholic community. All online gifts are subject to a 5.8% + \$.30 transaction fee to cover credit card processing, technical support, and marketing materials. Over 72% of donors opted to pay these fees in 2021, meaning for every \$100 an organization was donated, they received \$98.50. Offline gifts incur no transaction fee and should be entered into the dashboard so donors can see their gift impacting your total.

How do I register my organization to participate?

Online application for participation opens on **August 15**. Eligible organizations in participating arch/dioceses must apply to participate on atlanta.igivecatholic.org once registration opens. *Be sure to follow all directions, and 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/Bonterra to begin customizing your #iGiveCatholic profile. Your application will be reviewed within a few working days.

Online registration will close **November 2**. *No late requests can be accommodated, so don't miss the deadline!*

"How-to" articles on registering and completing your profile are located on the Resources page and throughout GiveGab/Bonterra'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?

Two national live training webinars will be provided by iGiveCatholic, both at 3:00 PM Eastern. The first is **August 23** and the second is **November 9**. Additionally, a series of recorded webinars will be maintained on the iGiveCatholic.org website. We strongly advise that you and your volunteers participate in or view these webinars as they will guide you to

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a successful giving day. Additional training will be offered locally. See the last page for more details.

When will my organization receive our donations?

As part of the registration process, you must enter a viable bank account number in your online registration profile. This allows your organization's donations to be disbursed via ACH within 5 business days of the donation date.

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:** facebook.com/iGiveCatholic
- **Twitter:** twitter.com/iGiveCatholic
- **Instagram:** 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 your local contact listed below.

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2021 Training Session Information

Please mark your calendars to attend an #iGiveCatholic training!

GiveGab/Bonterra Live Webinars

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

Tuesday, August 23, 3-4 PM

Topic: Getting ready for #iGiveCatholic

Wednesday, November 9, 3-4 PM

Topic: Final steps for a successful giving day

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

Training Webinar, hosted by the Catholic Foundation:

Registration is required. For more information and to sign up, visit: cfnga.org/events.

Wednesday, September 21, 10-11 AM

Topic: Preparing for #iGiveCatholic

Join the Catholic Foundation to learn about how to run a successful #iGiveCatholic campaign and what’s new this year. This is a great overview for first time participants or review for returning participants.

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