

2022 Giving Tuesday Post Analysis

The Catholic Foundation of Central Florida in our continuous efforts to increase the fund-raising capabilities of all Giving Tuesday participating organizations within the Orlando Diocese, partnered with iGiveCatholic for the 2022 Giving Tuesday campaign to enhance all participating organizations capabilities and online exposure.

iGiveCatholic 2022

Total Raised: 103,473

Total Donations: 448

Total Donors: 432

Total Organizations: 76

Organizational Donations Break Down:

Parishes Total Donations:

Total Donations Received	Fees Covered by Donor
\$3,225	\$158.76

Schools Total Donations:

Total Donations Received	Fees Covered by Donor
\$52,763.08	\$2,219.24

Ministries Total Donations:

Total Donations Received	Fees Covered by Donor
\$25,865	\$699.15

Parish/School: (OLOL Parish Collected for their school)

Total Donations Received	Fees Covered by Donor
\$21,045.08	\$677.70

Reasons from organizations that didn't participate:

1. Staffing shortage (not enough staff to take on other projects)
2. Campaigns currently running around the same time frame.
3. Organization leader didn't want to overwhelm parishioners with additional collections.

4. Requirements of additional task to participate (Zoom Trainings, Page Creation, completing questionnaire, Multiple deadlines to remember)
5. Apprehension on technical knowledge to build page.
6. Too Busy
7. Needing to add the bank information to their account.
8. Multi-faceted enrollment process
9. Complicated

Feedback Apprehensive donors:

1. Transactional cost of donation in the IGC platform
2. Had donor contacted me and discussed donation transaction fees. (Donor decided to send check) Fees 5.8% plus .30 cents.

Quotes said by participating entities about their experience with new platform:

1. Like the customization
2. Like the option to implement P2P fundraising
3. Complicated
4. Like automation of received donations
5. Verify difficult UI & UX (not intuitive)
6. Like the ability to get donor reports after campaign
7. Platform fees questioning
8. Numerous deadlines and trainings
9. Multi Step registration process (Didn't like)

Basic analytics:

Online:

\$52,395 online donations.	337 Online donors	353 Online donations
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Offline:

\$51,078 offline donations.	111 Offline donors	111 Offline donations
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Fees:

78.5% of fees were covered by donors.

Total New Donors:

119

Average donation: (based on match gift of 20k offline)

\$148.43 average donation online	\$323.71 average donation offline
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Payment methods

13 mobile donations for total donations of \$445	9 ACH donations for total donations of \$5,950
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Average donation: (based on match gift of 20k offline)

\$148.43 average donation online	\$323.71 average donation offline
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Average raised per organization was \$1,077.

Averaged raised with Fundraisers (p2p) \$5,462.50.

Top referrals:

1. Mobile Facebook with **468** visitors
2. Facebook.com **425** visitors
3. L.Facebook (spam verifying tool) **256** visitors.
4. Givegab.com **256** visitors
5. L.instagram (spam verifying tool) **231** visitors.

Top Channels

1. 59.8% direct visits
2. 17.1% social networks
3. 14% referral
4. 8.3% organic

Pro:

1. Realtime donation tracker
2. Personalized Web page
3. Great amount of collected donor information at a glance.
4. Ability to automate selection of grant winners with specific inputs.
5. Sponsor specific section.
6. Realtime Leaderboard
7. P2P platform availability
8. Financial dashboard
9. Automated Gift Matching
10. Automatic tax receipt sent.
11. Vast campaign resources

Cons:

1. Cost to participate \$4,500.
2. Donation transaction cost
3. Latency of customer support from GiveGab to get response. (Now that Julie is retiring)
4. Complexity of the dashboard
5. Numerous glitches
6. Lack of flexibility with platform
7. Massive increase in dedicated time to build, manage, and support the pages (end user)
8. Compared to 2021 GT campaign, it added numerous levels of time commitment and complexity
9. Poor UI & UX
10. Poor labeling of Menus
11. Per Susan H. we had to still send a tax receipt for donations.
12. Additional work for Data & finance teams
13. Compared to 2021 GT campaign, missed donation total by \$16,000. Even with more organizations participating.
14. Requirement of additional resources to provide support for tech support and problems associated with platform.
15. Problems with URL's
16. Need to manage 2 different systems CFOCF.org & IGC page 2 accept donations.
17. 20 dollars minimum donation requirement

Campaign efforts summary:

As part of our post campaign review to improve our campaign efforts for 2023 we added this feedback. Throughout the entire campaign I was quite surprised of how receptive most of the schools participating would take the ideas and feedback that I would provide them and not only implemented but also taking it to the next level. For example, I offered to all participants to create a personalized QRCode if thought they could be implemented into their campaign. Many requested that I created the QRCode and I provided some ideas how they could use them. One of my suggestions for all schools, was to make a large print of the QRCode and posted next to the student drop off area so parents or student can scan it while they waited to be dropped off or picked up. One of the participating organizations too it a step further and had their school mascot hold the sign and go around the drop offline to increase participation and engagement with all students and parents. They saw a substantial increase in donations one such strategy was implemented. The day after Giving Tuesday, I was contacted by another school to troubleshoot a problem they were having with the platform and while we waited for the problem to be resolve, I shared the story above. They thought it was a great idea and decided to implement the concept too even though giving Tuesday had already passed. I am happy to say that their efforts were successful, and the organization shared that they will be strategizing to include it in their 2023 campaign. They were willing to try new things but take them a step further.

Recommendations:

The iGiveCatholic platform offers great exposure global exposure to reach donors and a turnkey platform to conduct our Giving Tuesday yearly campaigns. The platform offers many great features and additional resources to aid participating organizations improve the quality and possible success of their

campaigns. Additionally, due to the additional features offered by the platform it also increases the time commitment, technical knowhow, and complexity of creating and managing the campaigns for the end users. Furthermore, it creates additional and redundant work for our internal teams who are extremely busy with current workload. After a thorough analysis of the features and performance of the 2022 IGC campaign I have concluded that due to the \$4,500 platform cost, additional complexity, time requirement, additional donation fees, glitches, customer service latency, not meeting donation increase expectations, and retirement of Julie ex-president of IGC (she expedited tech issues); the Catholic Foundation should revert to hosting our own Giving Tuesday campaign. The suggested approach will solve a great number of disadvantages associated with the IGC platform, while offering an opportunity to improve on the success of our 2021 Giving Tuesday campaign by implementing knowledge gained from previous campaigns.

1. Updated CFOCF Giving Tuesday pages for 2023 campaign.
2. Implement all knowledge gained from previous campaigns.
3. Explore available options if we decide to offer P2P.
4. Explore with Data team if they can create an automated calculation for received donations.
5. We can use the platform fees that will be saved to improve our campaign or perhaps to provide additional tools, resources (banners, signs, etc.), or grants for participants. Improving participation within organizations.
6. Add check box for anyone interested in being contacted about leaving a gift in my Will.