



The Catholic Foundation
of Central Florida
Inspire Giving. Fund God's Work.

#GIVINGTUESDAY

November 29, 2022

Kickoff Zoom



August 18, 2022

Madelyn Weed, CFRE, CAP® - Vice President of Donor Services

St. Katharine Drexel, Patron Saint of Philanthropy



Heavenly Father,
You are the giver of life and
Everything we have is a gift from you.
You have shown us your infinite generosity
by giving us Your son, Jesus Christ.

You inspired St. Katharine Drexel
To dedicate her life and selflessly share
Her treasures with those in need.

May her example help us to be faithful stewards
Of your abundant gifts.

Teach us to be cheerful and grateful givers,
So we can bring our Church spread throughout
the world to its fullness of charity

We ask this through Jesus Christ our Lord. Amen.



What is Giving Tuesday?

#GivingTuesday is an annual day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving and the widely recognized Black Friday, Small Business Saturday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many donors focus on their holiday and end-of-year giving.

WHAT IS #iGIVECATHOLIC?

#iGiveCatholic is a giving day event held on Giving Tuesday for the faithful from participating dioceses across the nation (and the *world!*) to unite and donate – both online and offline – to their favorite participating Catholic parishes, schools, and ministries. #iGiveCatholic presents an opportunity for Catholics to donate and support the organizations they are most passionate about on #GivingTuesday, and for our parishes, schools, and ministries to raise funds for capital improvements, their annual fund, or another project of their choosing.





The Catholic Foundation
of Central Florida

**Last year was
a great success
for our Parishes,
Schools & Ministries!**

#WeAreCalled

YOU ANSWERED THE
CALL AND RAISED

OVER
\$119,000

TO SUPPORT
80 ENTITIES!

THANK YOU!!

CATHOLIC
GIVING
TUESDAY



November 30, 2021





The Catholic Foundation
of Central Florida

2021 Grant Award Winners

Early Bird Grant

WINNER: **Lourdes Academy**

Quick Start Grant

WINNER: **Catholic Charities of Central Florida**

Final Rally Grant

WINNER: **Holy Redeemer Catholic School**

Inspire Giving Grants

Top 3 organizations in terms of the most unique donors

First Place: **Lourdes Academy**

Second Place: **Bishop Grady Villas/Magnify**

Third Place: **Catholic Charities of Central Florida**





The Catholic Foundation
of Central Florida

2021 Grant Award Winners

Champion Grant

WINNER: Bishop Grady Villas/Magnify

They created a comprehensive plan which included setting a goal to purchase a new vehicle to transport program participants; securing a matching gift; enlisting peer-to-peer fundraisers; and sharing personal impact stories of individuals who have benefitted from their services.

Honorable Mentions:

Our Lady of Lourdes/Lourdes Academy, Daytona Beach - Fr. Phil secured a matching gift, shared grant opportunities, promoted to parish and school families with pulpit and bulletin announcements.

St. Mary Magdalen Catholic Church - A half-page bulletin ad included information, QR Codes, a pastor message and grant opportunities; Fr. Charlie wrote an e-letter which was sent to parishioners, and he spoke at all Masses (English & Spanish) and included graphics on the pre-Mass A/V scroll.

Holy Redeemer Catholic School - Created a video with teachers/alumni encouraging others to support the school. This video was emailed to alumni, faculty/staff, and past donors.





Announcing the 2022 Grants!



#iGIVECATHOLIC

\$3,250!

Early Bird Grants

- **\$250** to the organization with the **most unique donors** in the two weeks leading up to #CatholicGivingTuesday (November 14th - 28th).
- **\$250** to the organization with the **most dollars raised** in the two weeks leading up to #CatholicGivingTuesday (November 14th - 28th).

Quick Start Grant

- **\$250** to the organization with the **most unique donors** between 7:00AM-9:00AM on November 29th.

Final Rally (or Homestretch) Grant

- **\$250** to the organization with the **most unique donors** between 8:00PM-11:59PM on November 29th.

Inspire Giving Grants

- **Top 3 organizations** in terms of the most unique donors to their #CatholicGivingTuesday campaign.

\$1,000 : First Place

\$500 : Second Place

\$250 : Third Place

#CatholicGivingTuesday Champion Grant

- **\$500** to the organization who most successfully and creatively engages their constituents for #CatholicGivingTuesday.

Register at www.cfof.org/catholicgivingtuesdaygrants to be eligible for these grants



How to Stand Out

- **Be creative** in your video/photo/image.
- **Send an email** to your families/alumni, **include the link on your website** and **share posts on social media**.
- **Consider “Champions”** to be your voice for this effort (could be your pastor, mascot, parishioner, alumnus, student, etc.)
- **Promote peer-to-peer fundraising** by asking constituents to share via email or social media why they support you and invite their friends to give.
- **Increase visibility** by following **The Catholic Foundation’s social media** and **tagging us** in your **#GivingTuesday** posts.

Sacred Heart Catholic School
November 29, 2021 · 🌐

Our 6 and 7 grade Eagles went on a field trip to Camp Winona - they experienced first hand God's creation and their part of the world. #sacredheartschool #leadershiptraining

Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday, and Cyber Monday, this day encourages and celebrates acts of generosity. We are celebrating #CatholicGivingTuesday! On November 30th, we invite you to join with us in raising awareness and supporting the incredible educational ministry of our school at www.ctoct.org/gtschools/



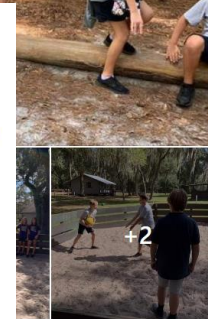
Our Lady of Lourdes Catholic Church
November 23, 2021 · 🌐

We have exciting news

Our parish is participating in #CatholicGivingTuesday on November 30th – this is a day for us to join together and support the work of our Catholic Church in Central Florida. Additionally, our parish is eligible for 8 #CatholicGivingTuesday Grants offered through The Catholic Foundation of Central Florida! Your donation of any size in the days leading up to #CatholicGivingTuesday, can help us win two “Early Bird Grants” and counts toward \$1,000. This year we are reopening the youth group here at OLL and we started this process at the National Catholic Youth Conference (NCYC) in Indianapolis last week. Now we have many plans to continue working with the next generation of Catholics, but we need your help, so please consider joining the #CatholicGivingTuesday!

Donations can be made at www.CatholicGivingTuesday.org.

Thank you for your participation!



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St Mary Catholic Church
November 30, 2021 · 🌐

As Catholics, we are called to be witnesses to our faith in the way we live our lives. We are called to see every person through the eyes of God and to love them because God loves them (and us) first. We are all called to contribute to the needs of our brothers and sisters. If ever there was a time to unite as Catholics to lift up the ministries in our Diocese which provide for the spiritual and corporal needs of our community, that time is now. We ask you to prayerfully cons... See more



CATHOLIC GIVING TUESDAY

Now more than ever
we are called to
make a difference.

www.CatholicGivingTuesday.org

#CatholicGivingTuesday | Nov. 30, 2021

You and 22 others

4 Comments 1 Share

New Platform!



#iGIVECATHOLIC

APPLY TO PARTICIPATE BEGINNING AUGUST 15

Join us and Participate in #iGiveCatholic on
#GivingTuesday 2022!

November 29, 2022

#iGiveCatholic begins in

103 : 15 : 27 : 17

days hours mins secs



2021 #iGiveCatholic Results

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 ministries

through



#iGIVECATHOLIC

Donations also came from people in 16 other countries



Features of #iGiveCatholic



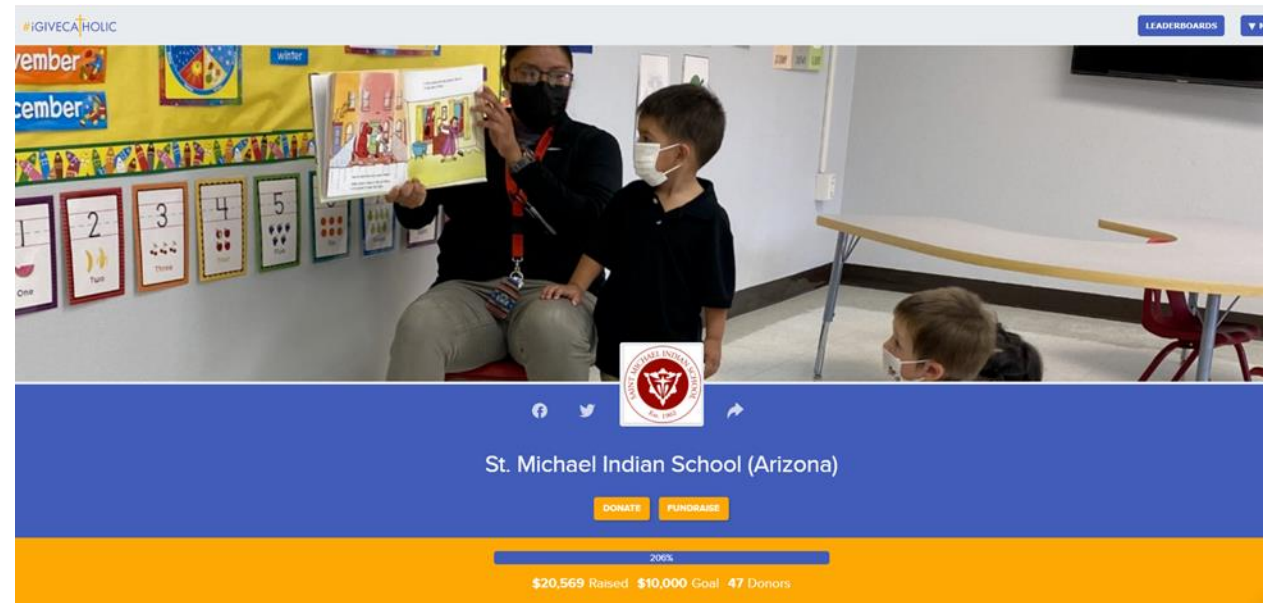
#iGIVECATHOLIC

- **Free** – Sponsored by The Catholic Foundation
- Customized web page
- Add a goal, matching gifts and peer-to-peer giving
- Quick and easy to use for donors
- Provide automated tax receipts to donors
- Receive donations directly to your bank account
- Access a dashboard to see donation details in real time!



#iGiveCatholic Custom Page Examples

Create a basic page in minutes!



#iGIVECATHOLIC

LEADERBOARDS

St. Michael Indian School (Arizona)

DONATE FUNDRAISE

200%

\$20,569 Raised \$10,000 Goal 47 Donors

\$25

\$50

\$100

\$250

\$500

CHOOSE YOUR OWN AMOUNT

Our Story

Recent Donors

Our Story

St. Michael Indian School (SMIS) educates 342 students this academic year through in-person, hybrid, and virtual learning. Over 96% of high school graduates continue their studies in post-secondary programs with colleges locally, in-state, and nationally. Just over half of the students enrolled at St. Michael receive funding from the Arizona Tax Credit tuition support organizations with roughly 87% of all students on financial aid.

SMIS opened in 1902 and in 2022 will begin celebrating 120 years of continuous operation. The school was founded by Saint Katharine Drexel. 95% of staff are Native American and 100% of staff are from the local community with 52% of alumni faculty. St. Michael is a member of the National Catholic Educational Association (NCEA) and is accredited through the AdvancED Accreditation Commission and Western Catholic Education Association (WCEA). SMIS is the only Catholic high school in the Diocese of Gallup and the only Catholic education option in the Navajo Nation.

The mission of the school is to provide students from local Native American communities with a quality education that is rooted in Catholic values, is sensitive to Native heritage, teaches leadership skills, and enables students to contribute to a culturally diverse world. This is instilled in students in all grade levels with Navajo Language and Culture one of the school's 2021 focus goals.

SMIS competes in 1A Arizona athletics and most recently had two girls basketball team members sign to compete at the collegiate level this fall, while SMIS also celebrated their first softball signing for a pitcher of the team.



#iGiveCatholic Custom Page Examples

*Share a specific project in
need of support*

#iGIVECATHOLIC LEADERBOARDS MENU

Sacred Heart Church

DONATE FUNDRAISE

26%

\$14,425 Raised \$5,500 Goal 100 Donors

\$25 \$50 \$100 \$250 \$500

CHOOSE YOUR OWN AMOUNT

Our Story

Recent Donors

Our Story

The Gospel of Matthew 7:7 reads, Ask and it will be given to you, seek and you will find; knock and the door will be opened to you.

The community of Sacred Heart Church in Memphis is a multi-cultural community that is committed to growing together into the fullness of the Body of Christ, through active participation in the liturgy and faithful discipleship.

Our diverse community and all who come to celebrate and worship with us enjoy the music of our Multi-Cultural communities. Our upper choir loft floor is in serious need of help. Work is being done to repair the damage that occurred due to a fire in the Spring, but the choir loft is not included on that repair list. Would you please kindly consider a donation to carpet this floor and give it a new, fresh and clean look.

With humble and grateful hearts, we want to thank you for your generosity in donations and your prayers for our community. God bless you!



#iGiveCatholic Custom Page Examples

#iGIVECATHOLIC LEADERBOARDS MENU

Best of Rome 2021

Who has shaped your life?

St. Mary's Catholic School (Rome)

DONATE

17%

\$17,676 Raised \$10,000 Goal 70 Donors

*Inspire donors to interact with
Your webpage!*



\$20

PE is a favorite class for all ages!



\$50

Excellence in education begins with the basics.



\$100

Ms. Maddox is our 2021-2022 Archbishop Honoree of the Year!



\$250

Literacy is the foundation for a lifetime of learning.



\$500

The student-teacher connection is part of what Saint Mary's so special!



\$1,000

Our Catholic Identity is at the core of all we do!

CHOOSE YOUR OWN AMOUNT



Include a Video
Tell a story
Share matching gift opportunities



Who has shaped your life? Today, during this 2021 #iGiveCatholic event, we invite you to make a gift to Saint Mary's in honor or memory of someone who has shaped your life.

For me, the course of my life was changed by **Mrs. Carolyn Anderson**, long-time 5th grade teacher at Saint Mary's Catholic School during the 1970's, and my dear "aunt-in-law." Many years ago, as my husband Charles and I were trying to decide where to send our boys to school, we were so influenced by our Aunt Carolyn... whenever the subject of Saint Mary's came up, her entire expression changed as she shared from her heart her deep love for this school and its impact on children's lives. **In large part because of Aunt Carolyn, we chose Saint Mary's for our family... and the rest is history!** The life of each person in our family has been positively shaped by the more than thirty-five years that we have been associated with this dear school. From a strong academic foundation, to values grounded in faith, to lifelong friends, **we all point to Saint Mary's as that fork in the road that changed our lives forever.** Thank you, dear Aunt Carolyn, for lighting our pathway to this special school.

We have five generous *matching donors* who are each willing to give Saint Mary's \$1000 if we can raise \$5000 by 11:59 PM on November 30, Giving Tuesday. Each one of these donors has a special person that they will be making their gift in honor of, a person who has shaped their lives in a powerful way. Won't you join us today in making a year-end, tax deductible gift? A gift that will help to shape the lives of children and their families at Saint Mary's? Thank you ahead of time for your love and generosity to the school we love!



What is next?

Dates	Participating Organizations	
July	The Catholic Foundation team begins work on the #iGiveCatholic campaign for entities in the Diocese of Orlando.	Begin talking to key individuals and local businesses to solicit matching gifts!
August	<ul style="list-style-type: none"> *ASSEMBLE your #iGiveCatholic TEAM – staff/volunteers/organization supporters for peer-to-peer promotion. *Brainstorm PROJECT/NEED for which you will raise funds; *Determine COMMUNICATION strategy (Structured 12-week timeline available) 	
15-Aug	REGISTRATION for participating organizations begins! www.cfocf.org/catholicgivingtuesdaygrants	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.
18-Aug	WEBINAR – 2 pm – #iGiveCatholic 2022 Registration Details & Grant Announcements Register HERE	
23-Aug	WEBINAR – 3 pm – “Getting Ready for #iGiveCatholic 2022” Register HERE	
September-October	<ul style="list-style-type: none"> *TRAINING WEBINARS – (pre-recorded offerings available on #iGiveCatholic Trainings page) *BANKING INFORMATION -- Enter and verify *COMMUNICATIONS -- Draft emails and social media posts *DATABASE -- Review and update *LANDING PAGE -- Create with logo/photos/stories/videos/donation levels *SAVE THE DATE -- create marketing materials 	
2-Nov	REGISTRATION CLOSES	
9-Nov	WEBINAR – 3 pm – “Final Steps to Success for #iGiveCatholic 2022” Register HERE	
14-Nov	Advanced Giving Day Phase!	
29-Nov	#iGiveCatholic on #GivingTuesday!	28-Nov
6-Dec	Lasts day to enter offline gifts into GiveGab dashboard by 11:59 PM today!	29-Nov
6-Dec		6-Dec
Questions? Contact Jose R. Sola, Director of Digital Philanthropy at (407) 246-4802 or jsola@cfocf.org		



Register today

We hope that you will consider joining with us and the other parishes, schools and ministries in the Diocese of Orlando and participate in **#iGiveCatholic 2022** to be a part of the Giving Tuesday conversation as donors look to support their favorite charities!

Register to be eligible for The Catholic Foundation's Grants and for instructions on how to set up your **#iGiveCatholic** page

www.cfocf.org/catholicgivingtuesdaygrants



**The Catholic Foundation
of Central Florida**

Inspire Giving. Fund God's Work.

Our Team is here to help!



Madelyn Weed, CFRE, CAP®

Vice President of Donor Services
407-246-7188 | mweed@cfocf.org



Jose R. Sola, MSBI

Director of Digital Philanthropy
407-246-4802 | jsola@cfocf.org



Diana Loayza Garcia

Assistant Director of Philanthropy
407-246-4842 | dloayza@cfocf.org



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Questions?

Two are better than one,
because they have a good reward for their toil.

Ecclesiastes 4:9



THANK
YOU

cfocf.org

