

Supporting Catholic Education on

#GIVINGTUESDAY

Benefits and Getting Started



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



October 13, 2022

Madelyn Weed, CFRE, CAP® - Vice President of Donor Services
Jose Sola – Director of Digital Philanthropy

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

\$52,160
24 Schools

\$167
Average Gift

\$100
Most Common Gift

\$5,000
Largest Gift

#WeAreCalled

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CATHOLIC
GIVING
TUESDAY



November 30, 2021



Why Should I Participate?

“Last year we received some surprise donations through The Catholic Foundation’s Giving Tuesday. It got me wondering how much we could have received if we had actively participated!”

Why not? From your Peers

“Our people are giving on Giving Tuesday. If we are not inviting them to support us, they are going to give to those who do. It is important to be part of the conversation on #iGiveCatholic.”



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



Benefits of #iGiveCatholic



#iGIVECATHOLIC

- It's **Free** to your school –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!



Register to participate!

1. Click the “[Apply Now](#)” button on the [#iGiveCatholic](#) website to begin:



centralflorida.igivecatholic.org



Register to participate!



#iGIVECATHOLIC

2. Since your organization is new to #iGiveCatholic, you will need to add it to the platform, and you begin that process by first typing in the name of your ministry and clicking “Search”.

If your ministry does not appear, click “Add My Ministry” as shown below.



No ministries match your search criteria.

Don't see your ministry listed?

You can create a ministry by clicking the button below.


ADD MY MINISTRY



Register to participate!

3. Complete the organization information - it will also ask for your name, email and a password.
(Logo can be added later.)

Register Your Organization for
#iGiveCatholic
Powered by GiveGab



Organization Name

Street Address Line 1


Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo 

[Select Image](#)

[Remove](#)

Recommended dimensions 300x300
Max file size 5MB

Click 'Continue' to complete your registration for
#iGiveCatholic

[Continue](#)

GiveGab



Register to participate!

4. Answer the application survey questions. Once you have completed these, click “Register” at the bottom of the second screen.



Register Your Organization for

#iGiveCatholic

Powered by GiveGab

Welcome to Registration for #iGiveCatholic 2021! Please complete the registration application form below, and use the blue chat bubble if you have any questions. The Terms of Service for #iGiveCatholic are [here](#).

1. What category best describes your organization? *

Please select one choice

(Please select one option below)

2. I agree to the Terms of Service (See link above.) *

Please select all that apply

Yes, I agree

3. What is your phone number? (This is in case your arch/diocesan/foundation point person has questions.)

4. Including this year, how many years has your organization participated in #iGiveCatholic?

Please select one choice

(Please select one option below)

5. What is your organization hoping to gain by taking part in the #iGiveCatholic Giving Day?

Please select all that apply

- Raise money
- Raise awareness of our organization
- Increase our capacity to raise money online
- Increase our capacity to use social media
- Acquire new donors
- Acquire new social media followers

6. Which of these best practices might your organization use to boost your success for the #iGiveCatholic Giving Day?

Please select all that apply

- Secure funds for matching gifts
- Ask key individuals/groups such as board members, parishioners or classrooms to serve as peer-to-peer fundraisers
- Promote the Giving Day six (6) or more times using various methods to our supporters
- Include our organization profile page URL in all our communications

Register



Register to participate!



#iGIVECATHOLIC

5. Upon clicking Register, you will be directed to your Admin Dashboard, and your status will appear as “Pending” until our office reviews and approves the organization applications (ensures that only diocesan entities register under our sponsorship.)

For those registering with us today – Jose will approve your organizations now!



Donation Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state [here](#).

119 Days to Launch

Participation Approval Status

Pending



CONGRATS! You're Registered!



#iGIVECATHOLIC

What's Next?

- **Create Your Custom Page**
- **Invite Your Community to Participate**
- **Thank Your Donors**



#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*

NOTE: If you lift up a specific need, be sure to state how funds in excess of the goal will be used: "Donations received in excess of the project goal will go to our tuition assistance program."

#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!



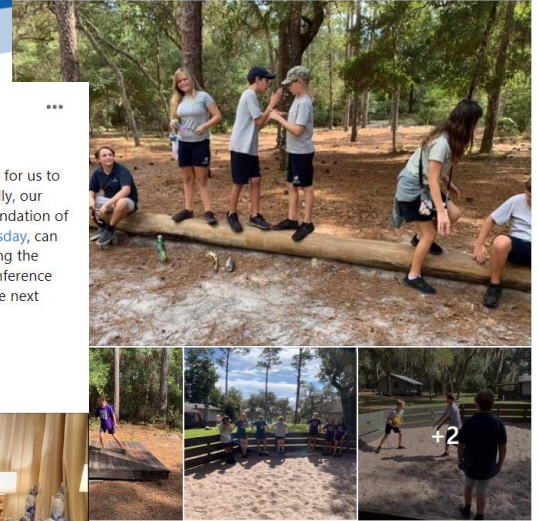
How to Stand Out

- Be creative in your video/photo/image.
- Invite your community to participate
- 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!



28 likes 1 Share



Social Media
f @ in ▶ 🐦

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



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

www.CatholicGivingTuesday.org

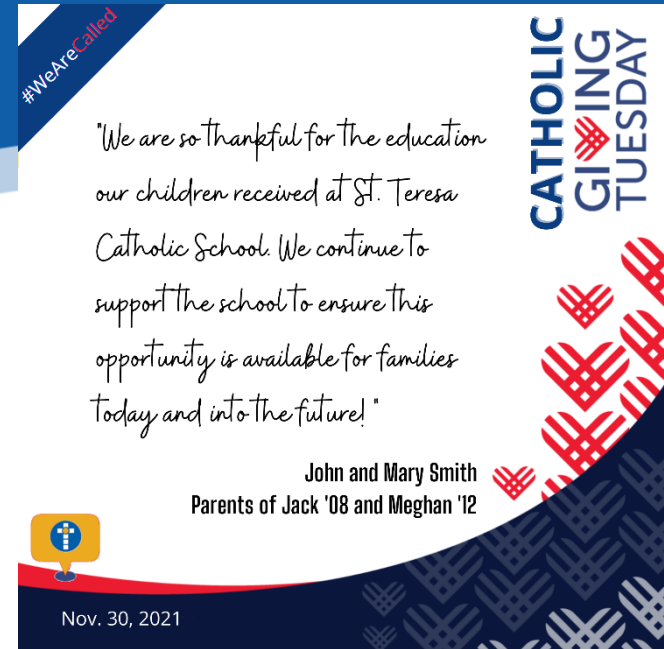
#CatholicGivingTuesday | Nov. 30, 2021

You and 22 others 4 Comments 1 Share

Invite Your Community

Share the opportunity for charitable works!

- **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.
- **Encourage Storytelling** by inviting families, staff and alumni to share why they are thankful for your school.



#WeAreCalled

"I have been blessed to teach 2nd grade at Annunciation Catholic Academy for ten years. It is hard to believe that some of my first students are now in high school! I pray that the seeds of faith that are planted in our classrooms build strong roots that provide strength for all students as they become future leaders in our community. Thank you to all the donors who provide support for our school this Giving Tuesday!"



Thank Your Donors

- **Send an email** to your families/alumni supporters.
- **Send a letter** – this could be on letterhead or a quick handwritten note card.
- **Give a call** – a quick phone call thanking your donors will go a LONG way. You will stand out from others and that will be remembered!
- **Share a thank you note on your website and social media** including a photo or short video.





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.





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.



What is next?

- **Register! Closes November 2nd!**
- Webinar “Final Steps to Success for #iGiveCatholic 2022”
Nov. 9th at 3:00pm
- Customize your web page by Nov. 14th – Advanced Giving Begins
- #iGiveCatholic – Nov. 29th
- Last Day to enter offline gifts to be counted toward goals/grants – Dec. 6th
- The Catholic Foundation Grants Announced – Dec. 12th



Training Opportunities



#iGIVECATHOLIC

#iGiveCatholic Training Series

For organizations in search of the #iGiveCatholic essentials, look no further! Our Training Videos will highlight some of the most important steps every organization should take to prepare for a successful #iGiveCatholic campaign!

You can check out marketing tips and suggestions for creating an impactful profile page by viewing archived webinars on the [Training page](#).

www.igivecatholic.org/info/trainings



#iGiveCatholic - What's It All About?

WATCH RECORDING

DOWNLOAD SLIDES



Creating An Impactful Profile for #iGiveCatholic

WATCH RECORDING

DOWNLOAD SLIDES



Marketing for Parishes



Marketing for Schools



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 today to participate and to be eligible for The Catholic Foundation's Grants.



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



centralflorida.igivecatholic.org

Our Team is here to help!



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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

