



#iGiveCatholic Lessons Learned Lunch

CATHOLIC FOUNDATION OF NORTH GEORGIA

JANUARY 15, 2019



Agenda

- Welcome and Prayer
- 2018 #iGiveCatholic Results
- Success Stories– 2018 Participating Organizations
- Creative Ideas
- Next Steps – Planned Giving and Donor Connections





2018 Results

#iGIVECATHOLIC

Goal: \$300,000 raised in The Archdiocese of Atlanta

Results: Raised over \$650,000 through over 2900 donors

115 Ministries Benefitted

Active Participants:

29 parishes

31 non-profits/ministries

24 schools





Overall Statistics

- 19% were **first time donors** (down from 37% in 2017) - still a significant and effective way to acquire new, often younger donors
- Average gift: \$211 (up from \$130 in 2017). 53 organizations had an average gift of over \$100.
- Schools raised 52% of the total gifts. Archdiocesan schools accounted for 46% of the total gifts.
- Parishes accounted for 56% of the total donors.
- Most donors:
 - **Parishes:** St. Lawrence (366), St. Monica (163), Immaculate Heart of Mary (139)
 - **Schools:** Queen of Angels (256), Blessed Trinity (253), St. Pius X Catholic High School (217)
 - **Non-Profits:** The Society of St. Vincent de Paul (35), Catholic Charities Atlanta (33), Ignatius House (27)

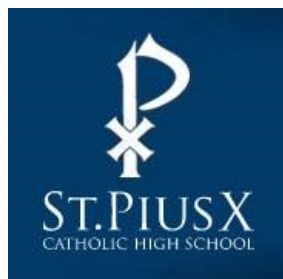


Archdiocesan Highlights

 ST. LAWRENCE
CATHOLIC CHURCH

Top Parish: St. Lawrence Catholic Church in Lawrenceville

- Most raised with \$54,000 and highest number of donors (366)



Top School in Most Raised: St. Pius X Catholic High School in Atlanta

- Most raised with \$112,116 with 217 donors

Top School in Most Donors: Queen of Angels Catholic School in Roswell (256 donors)



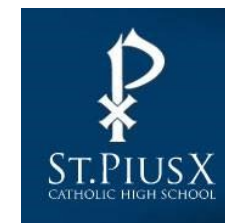
Top Non-Profit/Ministry: The Society of St. Vincent de Paul

- Raised \$13,495 with only 35 gifts (average gift of \$385).



Nationwide Highlights

- St. Pius X Catholic High School in Atlanta was the top school nationwide
- **Most Donors:** 4 out of the top 10 nationwide were from our archdiocese: St. Lawrence, Queen of Angels, Blessed Trinity and St. Pius X Catholic High School
- **Most Raised:** 5 out of the top 20 nationwide were from our archdiocese: St. Pius X Catholic High School, Queen of Angels Catholic School, Blessed Trinity Catholic High School, St. Lawrence Catholic Church and St. Jude the Apostle Catholic Church





Why Were Funds Raised?



Immaculate Heart of Mary –
Solar panels for new rectory



Aquinas Center of Theology at Emory
– St. Catherine of Siena lecture series



Covenant House – Food and counseling for
homeless youth



St. Catherine of Siena – Fun Night Disabilities
Ministry



St. Monica – Resealing and paving the parking lot



Holy Redeemer – Learning lab

Success Stories



Queen of Angels Catholic School

Goal: \$10,000 to \$30,000

- 100% Parent Participation in Annual Fund – 99.5% Participation
 - **\$68,627** with Matched Gifts
 - 256 Donors

What Worked Well: Challenge Donors

- Target Families who have not participated
 - Matching contribution including Pledge Payments
 - Increase current gifts
- Parent Participation Goal 100%
 - Student Involvement – Parent Participation Incentives
 - Chick-Fil-Lunch – Pod Competition





Queen of Angels Catholic School

Key Success Factors:

All School Efforts Focused on Success of #GiveCatholic

Communication Plan

- 3 Student Video
- Specifically made by students to support #iGiveCatholic Campaign

Special Social Media Efforts

Incentives – Gifts Matched and Students Benefited

Do Differently:

Start Earlier and incorporate in Annual Fund Planning





St. Lawrence Catholic Church

Goal: Our hope was to raise \$40,004-just one more dollar than last year. We actually raised **\$54,000** from 366 donors (most nationwide).

What Worked Well: Using all the tools we have available: website, bulletin, pre-Mass slides, Facebook updates, messaging through Parish app.

Key Success Factors: “\$1.00 more than last year” really worked wonders. We had no matching donor, so this was all individual donations.

Do Differently: Next year our goal is \$54,001.



Saint Jude the Apostle Catholic Church

Goal: To raise funds for new audio/visual equipment for our Ministry Hall. Our goal was **\$35,000**.

- \$14,645 from parishioners/friends
- \$14,645 matching from Men's Club
- \$21,155 additional from Men's Club/one major donor
- Total raised: **\$50,445**

What Worked Well: Matching funds “competition” from our Men's Club.

Key Success Factors: Raised funds for a specific project; used photos of desired equipment; promotion from pulpit; video on Constant Contact.

Do Differently: More use of social media; begin promotions earlier.





IHM Catholic Church

Goal: In the spirit of Laudato Si, fund solar panels for new Rectory now under construction. Our Goal was \$20K Final Total was **\$38,695.00**

What Worked Well: Website was very easy to navigate and tutorials were easy to use. Created a Team of talented people.

Key Success Factors: Social media and pastor video were big contributors to success of campaign. Energetic support of Pastor thru pulpit announcements and letters.

Do Differently: Next year will be easier as we understand process fully. Our goal will be to start earlier with organizing media and our own posting timeline so we can better map out a coherent campaign.



St. Anthony of Padua Catholic Church

Goal: Initially, with little guidance, we chose \$2,500 because it would be a stretch, but do-able. As promotion continued, I got cold feet, dropped it to \$1,500. But 40 folks gave, gave, and gave. Reached more than goal, **\$2,700**.

What Worked Well: I asked two women from the parish for help who work in media and know social media. I shared the iGiveCatholic posting calendar, pointed them to parish resources to make graphics and they took it from there.

Key Success Factors: St. Anthony is a small parish. We chose repairs to the religious education building and another key building. Nothing pie in the sky, but practical needs.

Do Differently: Plan ahead with more videos with parish staff and others. Do more on social media.



St. Pius X Catholic High School

Goal: \$50,000 to support the Annual Fund

Key Success Factors:

1. **Challenge Gift** – Donors are motivated by the prospect of “doubling” their dollars. Three donors contributed \$20K, and we advertised this aspect heavily.

Lesson learned – Present as a challenge gift (once \$20K is raised, \$20K will be awarded by the donor(s) vs. a one-for-one match (where every donation is deducted from the \$20K until the money is gone).

2. **Publicity** – Begin one month ahead. Include in every publication, online news, website, facebook etc. Send an email with a “save the date,” then day before, then day of. Follow-up email day after with results. Send a postcard so folks have a visual reminder as well. Schedule all FB posts ahead of time. And use all of the time you have – schedule early and late posts – people will see them and give!

Lesson learned – Send the postcard about 1 ½ weeks out.





St. Pius X Catholic High School

Key Success Factors:

3. Provide Updates – Scheduled three updates as part of our online/FB strategy.

Lesson learned – Be flexible with FB update posts. Keep an eye on your results and post BEFORE you reach your goal – “we’re close, we need you!” even if you didn’t have a post scheduled for that time.

4. If You Meet Your Goal, Increase It! - Met our \$50K goal by ~1 p.m. Updated goal to \$75K, then quickly realized that was not enough. Updated the goal again at ~3 p.m. to \$100K. **It is OKAY to meet your initial goal and then increase it.** Don’t be shy, people want to help you! You can always say “thanks for helping fund the doors. Now we need the windows!”

Lesson learned – Have a plan in place for going over goal. Once you reach your goal, post the increased goal and explain why. People stop giving if they think you have all that you need.



Creative Ideas



Sharing the Love for Your Mission

Principals



Alumni



Students



Teachers

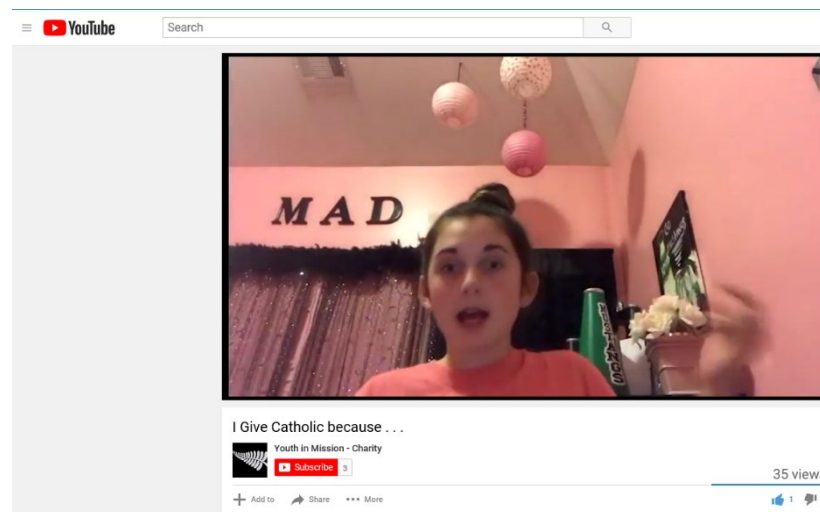




Engaging Constituents



Monsignor Donovan Catholic High School – Duct Tape Challenge



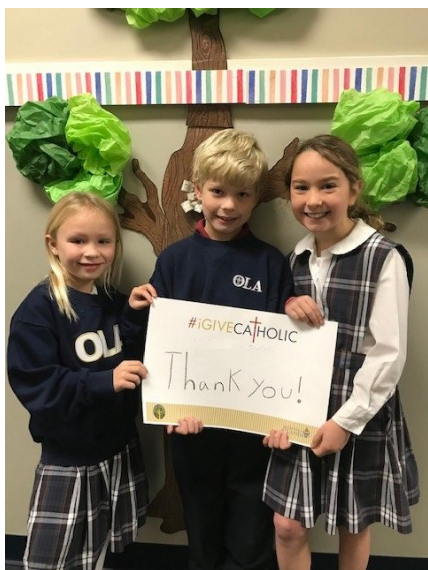
Youth in Mission – Impact videos



Catholic Charities – Utilizing Ambassadors



Using Social Media to Thank Donors





Promising Opportunities

- Giving Days
 - Attract loyal donors and younger donors
 - Promote online giving
- Growth of Giving Days and Crowdfunding
 - \$880 million in 2010; \$16 billion in 2014
- Many ministries are already participating in community giving days and #GivingTuesday
- Opportunity to connect giving to a greater spiritual motivation



Catholic Foundation at a Glance

Ensuring that the Catholic community and its ministries have the financial resources to serve and make a difference in the lives of current and future generations

- 294 Total Funds
- 19 Charitable Gift Annuities
- 16 Donor Advised Funds
- 259 Endowments
- \$1.89MM in total grants distributed
- \$14MM+ in total grants distributed since 1997

- Last year, 111 funds are eligible to provide distributions, up from 74 in 2017

- Distributions range from about \$500 to about \$45,000 for parish-related funds, \$1,000 to about \$20,000 for school related funds



Planned Giving Tips

- Identify staff member or volunteer to lead your organization's efforts
- Identify loyal donors likely to give a planned gift
- Create awareness in printed material
 - Bulletin
 - Newsletter
 - Annual Report
 - Letterhead and business cards
- Create awareness in electronic media
 - Website
 - Link to the Catholic Foundation Gift Legacy page
 - Magic Link for your online endowment funds
 - E-newsletter and publications
 - Address line on emails
- End of Life Events – Seminar to educate constituents on arrangements for planning for death
- Establish a Planned Giving Society – for Donors who have informed you of their estate plans



#iGiveCatholic Sponsors

The graphic is a rectangular poster with a gold and white patterned border. At the top, it says "#iGIVECATHOLIC ON #GIVINGTUESDAY" in white and gold text. To the right is an illustration of a golden basket filled with bread and fish, held by two white hands. Below this is the text "THANK YOU TO OUR SPONSORS".

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