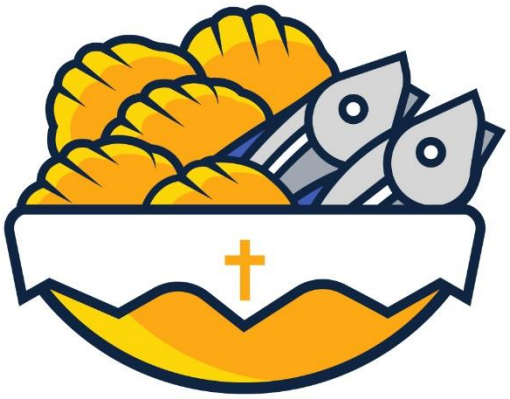
#iGIVECATHOLIC

DIOCESE of LAFAYETTE
LOUISIANA

Parishes, Schools and Nonprofits:
2022 Giving Day
Participation Information



November 29, 2022

GIVING DAY PARTICIPATION INFORMATION

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For more information about **#iGiveCatholic**,
contact Jill LeBlanc at jleblanc@diolaf.org or
Margaret Trahan at mtrahan@diolaf.org

DIOCESE of LAFAYETTE
LOUISIANA

You are Invited to Participate in

#iGIVECATHOLIC

To celebrate and support the charitable, educational, and spiritual ministries of the Diocese of Lafayette, we are rallying the Catholic community by participating in the eighth-annual **#iGiveCatholic** Giving Day. We will celebrate this day of Catholic giving on Tuesday, November 29, 2022, also known as #GivingTuesday, a global day devoted to generosity and kindness.

Why are giving days important for our parishes, schools, and ministries of the Diocese of Lafayette? 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 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. [To generate excitement, we will once more offer prizes to our participating organizations. Stay tuned for more information on our prizes!]

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?
Margaret Trahan
at mtrahan@diolaf.org

#iGIVECATHOLIC
#GIVINGTUESDAY

10 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 **Everyone will be talking about the day,** creating a social media frenzy on Twitter, Facebook, Instagram, and in person!

#6 **You might win a prize from the diocese.** And that means more resources for your organization and the good work that you do **OR** you can find matching donations yourself to encourage giving to your organization.

#7 **Promotes Online Giving.** Last year 63% of participating parishes, schools and ministries said the #iGiveCatholic Giving Day promoted online giving to their organization.

#8 **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.

#9 **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.

#10 **It's Easy.** This is worth repeating. Send a few emails, and ask your key volunteers to do the same. Be creative. Did we mention it's easy?!

QUESTIONS?
Margaret Trahan
at mtrahan@diolaf.org

About the #iGiveCatholic Giving Day

Celebrated annually on the Tuesday following Thanksgiving, Black Friday, and Cyber Monday, **#iGiveCatholic** is a Giving Day that kicks off the charitable season and brings the Catholic community together to give thanks and give back. As the U.S. Catholic Church's Giving Day was created to celebrate our unique Catholic heritage, **#iGiveCatholic** inspires faithful stewards to "Give Catholic" on #GivingTuesday, a global day of generosity.

The goal of **#iGiveCatholic** is to rally our Catholic community in support of our parishes, schools, and ministries. Secure, tax-deductible donations to eligible Catholic organizations located in participating arch/dioceses are given at iGiveCatholic.org during a 24-hour period on #GivingTuesday, November 29, and during the Advanced Giving Day phase beginning at 12:00 AM on Monday, November 14 through 11:59 PM on Monday, November 28. Offline gifts of cash and checks are encouraged and given directly to the organization of the donor's choice during this same period.

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.

Here are two articles from 2021 if you want to read more about **#iGiveCatholic**:

Power of Generosity -- OSV News Nov. 19, 2021

Sacred Heart raising money to revamp Danville's iconic Madonna light display -- Danville Register & Bee Nov. 17, 2021

On #GivingTuesday, let's unite our community to share our gifts lovingly in justice with others and return them with an increase to the Lord!

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.

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. 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.

When is #iGiveCatholic?

#iGiveCatholic takes place on #GivingTuesday, November 29, from 12:00 AM to 11:59 PM. There is also 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.

Why host a day of Catholic giving on #GivingTuesday?

We have a day for giving thanks. We have two for purchasing gifts for loved ones—Black Friday and Cyber Monday. And for the tenth year, we have #GivingTuesday, a global day dedicated to generosity. 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.

How does #iGiveCatholic work?

#iGiveCatholic works with the Giving Day platform from GiveGab 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.

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.

Parish/School/Ministry FAQs

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. Please contact the person listed at the bottom of this page for more information.

What does it cost a parish/school/ministry to participate in #iGiveCatholic?

The set-up cost for your organization has been paid by the Diocese of Lafayette. **#iGiveCatholic** is a gift to you and the community. There are costs to doing business online as is common with expenses for in-person events. 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 enroll by following instructions in an email sent to your organization from our office on **August 15**. *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 to begin customizing your **#iGiveCatholic** profile. Your application will be reviewed within a few working days.

Online registration will close **November 2**. Note to church parishes only: we encourage your full active participation; however if you prefer not to be an active participant, your donors will still be able to give to you through a very basic page pre-set with your parish information from the Office of Stewardship & Development.

"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 (be sure to include your email address), or email your question to questions@igivecatholic.org.

Parish/School/Ministry FAQs

How will organizations train?

Two live training webinars will be provided, both at 3:00 pm Eastern/2:00 pm Central… one on **August 23**, and one on **November 9**. You must register for these webinars on the Trainings page of the 2022 #iGiveCatholic site. Additionally, a series of recorded webinars will be maintained on the iGiveCatholic.org Trainings page. We strongly advise that you and your volunteers participate in or view these webinars as they will guide you to a successful giving day. **Additional training will be offered locally on August 18.** Please contact your point person listed below for more information.

When will my organization receive our donations?

The diocese will disburse your donations via check at a ceremony scheduled for December 15th at 10 a.m.; if unable to attend, your check will be mailed out right before Christmas.

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 need to receive their receipt from your organization. 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 all donor information (unless they have elected to remain anonymous) **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**: https://www.facebook.com/iGiveCatholic
- **Twitter**: https://twitter.com/iGiveCatholic
- **Instagram**: https://www.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. Be sure to include your email address! 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.

#iGIVECATHOLIC 2022 Giving Day Big Picture Timeline

Dates	Participating Organizations	
June	***ASSEMBLE** your #iGiveCatholic **TEAM** – staff/volunteers/organization supporters for peer-to-peer promotion.	
July - August	*Brainstorm **PROJECT/NEED** for which you will raise funds; *Determine **COMMUNICATION** strategy (Structured 12 week timeline available)	**Begin talking to key individuals and local businesses to solicit matching gifts!**
August	***TRAINING WEBINARS** – *(pre-recorded offerings available under #iGiveCatholic Trainings page)*	
15-Aug	***REGISTRATION for participating organizations begins!**	**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.**
23-Aug	WEBINAR – 3 pm EST – "Getting Ready for #iGiveCatholic 2022" Register HERE	
September-October	***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 EST – "Final Steps to Success for #iGiveCatholic 2022" Register HERE	
14-Nov	**Advanced Giving Day Phase!**	***28-Nov***
29-Nov	**#iGiveCatholic on #GivingTuesday!**	***29-Nov***
6-Dec	**Must enter into GiveGab dashboard all offline gifts of cash and checks by 11:59 PM today!**	***6-Dec***
Questions? Contact Jill LeBlanc @ jleblanc@diolaf.org		

2022 Training Session Information

Please mark your calendars to attend an **#iGiveCatholic** training!

Live Webinars, hosted by GiveGab:

Registration is required. Visit iGiveCatholic.org, and under Menu, click the "**Trainings**" page. Then, click the "**Registration**" button under the training session(s)!

Tuesday, August 23	3-4 PM Eastern 2-3 PM Central	*Topic*: Getting ready for #iGiveCatholic	*Webinar*
Wednesday, November 9	3-4 PM Eastern 2-3 PM Central	*Topic*: Final steps for a successful #iGiveCatholic	*Webinar*

Pre-recorded training webinars are available in the "Trainings" page of the iGiveCatholic.org website.

Newcomer Orientation, hosted by the Diocese of Lafayette

Additionally, the Office of Stewardship & Development will host an in-person training on **Thursday, August 18, 2022 at 9:00 a.m.** at the Chancery office for new admins or new participants. **Registration is required.** For more information and to sign up, please email mtrahan@diolaf.org

DIOCESE of LAFAYETTE

LOUISIANA

#iGIVECATHOLIC