Marketing Best Practices

#iGIVECATHOLIC

November 30, 2021
Introduction – Amy Ponson

- Who is Amy Ponson?
- Why is she here from Diocese of Houma-Thibodaux
Online Giving Days are incredible successful. They build momentum, community and it makes it EASY for a donor to give directly to their favorite organization.

It's NOT HARD! DONORS LOVE IT!

Every parish should use this platform. Start somewhere

Stats: https://giving-days.herokuapp.com/?dog_name=igc-houma2020

- 2016 - $24,000
- 2017 - $175,000
- 2018 - $300,000
- 2019 – $450,000
- 2020 - $900,000
- 2021 – IDA GO AWAY!
What is Diocese Role and Parish/School Role

- Diocese is able to offer you the platform and an opportunity to participate in a national Catholic Giving Day
- Diocese is here to support, train, motivate and guide you
- Possibly provide you with Matched or Challenge Funds

**PARISH/SCHOOL/MINISTRY:** [https://giving-days.herokuapp.com/organizations/st-bernadette-catholic-school-2020-panda-demic-drainage](https://giving-days.herokuapp.com/organizations/st-bernadette-catholic-school-2020-panda-demic-drainage)

- Market your project
- Engage your people
- Tell your story
- Ask for gifts
Before you get started, what do you need?

- Positivity
- Enthusiasm
- A PROJECT
- A Goal
- A volunteer group to help you. Principal/Priest can’t do this alone
- Find someone with creativity and let them run with it, you can’t break it
Resources Available

- [www.igivecatholic.org](http://www.igivecatholic.org) – CLICK RESOURCES
- Calendar for each Ministry
- Email templates
- How to's
- Canva.com
- Bitly.com
- QR Builder - [LINK](#)
- What resources do you currently use
  - Texting, eNews, Social Media, Pulpit/Bulletin,
Quick Tips to TELL YOUR STORY

- Focus on a specific project/illustrate your mission
  - "#iGiveCatholic because..."
  - Project Focus: New Roof, Replace Air conditioner, Upgrade security cameras, New building, ipads

- Make your story easy to understand
  - Why are you undertaking this project and how will #iGiveCatholic gifts make an impact?
  - Example: Help us raise $10,000 to replace our outdated security cameras so we can keep our kids safe on campus

- Create clear calls to action so donors know how they can impact your mission
  - Optional: Add donation levels so their giving is tangible and associate pictures with levels

- Highlight the “joy of giving” to your parish, school, or nonprofit ministry
  - Celebrate your donors!

- Make your donor the hero of the story!
  - “Because of YOUR generosity, we are able to...”
Impactful Profile

- Branded Logo
  - Without your logo it will just be the generic IGC basket
- Custom Cover Photo
  - Use a compelling picture not just a building. Use people associated with your project
- Specific Giving Levels
  - Gift of $50 is in honor of Fr. XX Birthday; Gift of $150 helps us purchase a new window
- Unique Story
- Specific Goals: Not just your unrestricted fund, BE SPECIFIC $6,000 for new sound system in church
- Clear Call to Action – In Pew Envelopes,
  - Day of Open House – stop in for donuts with Principal/Pastor
Sample pages

- VCH - https://giving-days.herokuapp.com/organizations/vandebilt-catholic-high-school
- https://giving-days.herokuapp.com/organizations/catholic-community-center
- https://giving-days.herokuapp.com/organizations/st-francis-de-sales-cathedral-school
Be consistent with your message and branding
- Brand emails
- Brand newsletter
- Brand website and social media
- Brand text messaging

Know your project and your needs for project
- Tell your donors what its for and how much you need
- Show if we can have 100 people give $25 we could raise $2,500. Or if every students family gave $25 we would raise $XXXX

Have all staff understand program
- Remind at all staff meetings
Know your Audience and Best Way to Communicate

- Past Donors to #iGiveCatholic and Loyal Donors to your Ministry
  - Pull these reports from your platform

- Understand your market:
  - Older Donors may prefer: Snail Mail, Bulletin Insert, Call from priest/principal
    - In pew envelopes
  - Younger Donors may prefer: Social Media, Email, Texting
    - Online gifts
    - Will need reminders

- Engage Volunteers to be your Advocates and Ambassadors
Email and Mail Campaign

- Use FREE Email Tools – Constant Contact and Mail Chimp are great
- Add email signature and ask your staff and council to do the same – see how to’s
- Send SAVE THE DATE
- Send personal letter signed by pastor or principal or two signatures
Parishes:

- Pulpit Announcements
- Text messaging – if you use it
- Bulletin Inserts – QR CODE
- Add iGiveCatholic Web Banner to your website
- Announce at council meets and staff meetings
- HOST MASS in CELEBRATION/APPRECIATION
- VIDEO
- Fliers
- Voicemail
- Streaming masses – ASK ONLINE and put the link in that mass comments
Schools:

- ROBO CALLS and TEXT MESSAGING
- Car Line Fun
- Utilize your Marketing and Development Committee to do Peer to Peer Fundraising
- Change Voicemail or On Hold Messaging
- Fliers to Students
- Ask your parish to do Pulpit Announcements
- Add iGiveCatholic Web Banner to your website
- Announce at council meets and staff meetings – PTA/Club’s
  - Challenges between groups of classes
- VIDEO
Go old school!

- Fliers in windshields
- In pew materials and use a QR Code for easy access in the pew
- Put the QR code on any and all material
- Council to text and ask
- Example St. Lawrence in Kraemer
  - Donors are watching.
Social Media Loves Videos
- Make them SHORT AND SWEET
- Use Priests, Principals, Parishioners, Students
- Insert Video in your email messaging and at end of video make the ASK

CANVA.COM
- St. Francis - https://www.youtube.com/watch?v=Xo98i38Bb5w
- https://www.youtube.com/watch?v=1zk9eMTey2A – St. Hilary
- https://www.youtube.com/watch?v=NFj0ZWHRV_8
- https://www.facebook.com/sacredheartco/videos/401514237558162
- https://www.facebook.com/602461883109581/videos/472296920062791
Board/Council Engagement

- Announce at each board/council meeting
- Ask members to help with matched and challenge funds as a group
- They should be your SOCIAL MEDIA CHAMPIONS
- They can write and sign personal letters
- Ask them to help you day of to make thank you calls
Organizations with matching funds raise 4.5x more on average than those without

1:1 Match
- Each time an eligible donation is made, a corresponding offline gift of the same amount will be contributed to your totals
- Matches are based on the amount given by each donor, and you can set specific guidelines around your match to make it more impactful

Matching “Challenge”
- A gift amount that’s unlocked once a certain threshold is reached
- A challenge can be tailored to your goals by selecting either a donor or dollar-based limit
Pool Resources
- Pool resources - nonprofit ministries can ask Board Members to pool gifts into a “Board Match”

Look to your Existing Relationships
- Ask a local business that you or your beneficiaries frequent, and be sure to communicate the value and advertising they will benefit from
- Share their generosity social media and ask them to re-share posts that they’re tagged in

Are you anticipating pre-existing gifts to come in on or before #iGiveCatholic?
- Ask these donors if they’d allow you to use it as a match on your page to encourage gifts!
Be Creative with your Matches

- Car Pool Line Matched Challenge - $250 match
- Happy Hour Match - $1000 match for gifts made between 5 – 6pm
- Colonel Catholic Challenge – students took the challenge and you challenge ..... Person
- Pastors personal fund challenge – Fr. Joseph Tregre provided $2000 of his own money and asked his people to match his gift to replace the roof
- You can put a cap on your matches if you want to which helps engage MORE community
  - Eg. $50,000 match last year to schools but the donor only matched up to $1000 per gift, which incentivized more people to give.
Peer to Peer Fundraising

- A tiered system of fundraising that allows ambassadors to fundraise on your behalf, P2P fundraising organically builds on existing relationships.

- P2P Fundraisers create and share simple profile pages to their networks. The gifts collected on their pages will contribute to your totals!

- Fundraisers share their connections to your mission with their personal networks, expanding your organization’s reach to new audiences.
Best Practices

- BE SPECIFIC with your projects
  - Help our parish/school raise $50,000 to replace our two broken air conditioning units
- Clearly define goal
  - Help us raise $10,000 for new Security Cameras to keep our kids safe
- Use Testimonials and Pictures to speak to donors hearts
  - Student: The new Google Chrome Books in our classroom helps me learn using hands on materials
- Show Impact
  - Your gift of $150 will help us purchase new iPads
  - Last year our community together helped us replace our parish roof
- THANK Donors and follow up with success stories
  - Host a mass in thanksgiving of accomplishing your project and invite your donors
KEY TAKE AWAYS

- CLEAR and CONSISTENT messaging is key
- Engage your Board/Councils/Volunteers
- MATCHED FUNDS ARE ESSENTIAL
- Tell your story Creatively
- Use a Multi Teared marketing approach
  - Social Media
  - Emails
  - Letters and Newsletters
  - Bulletin and Pulpit etc.
  - Texting