

The background features a stylized illustration of a hand holding a basket of fish. The hand is rendered in a light blue-grey color, with fingers slightly curled as if holding something. The basket is filled with several fish, depicted in shades of light blue and grey, with simple scales and fins. The basket itself has a woven pattern, also in light blue and grey. The entire illustration is set against a white background, which is itself on a larger gold-colored page.

#iGIVECATHOLIC

Parishes, Schools, & Nonprofits:
2019 Giving Day
Participation Information

December 3, 2019



GIVING DAY PARTICIPATION INFORMATION

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For more information about **#iGiveCatholic**,
contact Juliet Greco at 404-497-9440 or jgreco@cfnga.org

You are Invited to Participate in

#iGIVECATHOLIC



To raise awareness and support for the charitable, educational, and spiritual ministries in the Archdiocese of Atlanta, we are rallying the Catholic community by participating in the third-annual **#iGiveCatholic** Giving Day. We will celebrate this day of Catholic giving on Tuesday, December 3, 2019, also known as **#GivingTuesday**, a global day devoted to giving.

Why are online giving days important for our parishes, schools, ministries, and other not-for-profits in the Archdiocese of Atlanta? Research shows us that:

- Giving days are attractive to a broad range of parishioners, alumni, and supporters—from individuals in their 20s through their 70s *and beyond*.
- Online giving campaigns are a great way to attract new and younger supporters, ensuring long-term sustainability. In a national study, first-time donors made up 42% of giving day donors.
- Compared to traditional campaigns, staff time required to launch online campaigns decreases by 50% to 80%.

We believe in the generosity of Catholics in our archdiocese. Working with our partner arch/dioceses, our goal is to unite the Catholic community in support of the organizations that shape our souls: Our parishes, schools, ministries, and not-for-profit organizations.

Enclosed in this packet is more information about the **#iGiveCatholic Giving Day**. We are excited to begin (or continue!) this journey with you.

QUESTIONS?

Contact Juliet Greco at 404.497.9440 or jgreco@cfnga.org

10 Reasons to Participate in #iGiveCatholic on Tuesday, December 3, 2019

- #1 It's Easy.** We provide the logos, email templates, and other tools you need to create a marketing campaign for your parishioners, alumni, and donors.
- #2 It's Cheap.** Did you know that it only costs 7 cents to acquire a new supporter online?
- #3 It's Fun.** Rally support by spreading the Good News about your school, parish, ministry, or not-for-profit organization to the community.
- #4** Build relationships with **young parishioners, alumni, and donors** you would normally not be able to access who like to give online.
- #5 Everyone will be talking about it** on Twitter, on Facebook, on Instagram, and face-to-face.
- #6 You can leverage matching donations to incentivize giving.** And that means more resources for your organization and the good work that you do.
- #7 Don't get left behind.** Bring your ministry into the digital age—you'll have lots of news for your newsletters and social media pages.
- #8 Make history** and celebrate philanthropy by participating in the third-annual Catholic online giving day in our archdiocese.
- #9 Make an impact** on the lives of those you support and those who support you.
- #10 It's Easy.** This is worth repeating. Send a few emails and ask your supporters to do the same. Be creative. Did we mention it's easy?!

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About the #iGiveCatholic Giving Day

“And the king will say to them in reply, ‘Amen, I say to you, whatever you did for one of these least brothers of mine, you did for me.’” Matthew 25:40

Celebrated annually on the Tuesday following Thanksgiving, Black Friday, and Cyber Monday, **#iGiveCatholic** is an online giving day that kicks off the charitable season and brings the Catholic community together to give thanks and give back. As the first-ever online giving day created to celebrate our unique Catholic heritage, **#iGiveCatholic** inspires faithful stewards to "Give Catholic" on #GivingTuesday, a global day of giving.

Declared “the most successful Catholic crowdfunding event to date” by the National Catholic Register, the goal of the **#iGiveCatholic** Giving Day is to rally our Catholic community in support of our parishes, schools, ministries, and not-for-profit organizations. Secure, tax-deductible donations to eligible Catholic organizations located in participating arch/dioceses will be accepted at iGiveCatholic.org during a 24-hour period on #GivingTuesday, December 3.

In 2018, the fourth year of the nationwide campaign raised more than \$5.6 million for 2,500+ participating parishes, schools, and nonprofits representing 29 arch/dioceses across the country. At the close of the 24-hour giving period, the number of online contributions totaled more than 28,000 gifts from 48 states and 6 countries, including Afghanistan, Belgium, Canada, Hong Kong, Mexico, and Puerto Rico.

Last year in the Archdiocese of Atlanta, we far surpassed our expectations!

Raised: Over \$650,000
2900+ Donors
115 Ministries Benefitted

Let's unite to share our gifts lovingly in justice with others, and return them with increase to the Lord!

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General Frequently Asked Questions (FAQs)

What is #iGiveCatholic?

#iGiveCatholic is an online giving event that provides our Catholic parishes, schools, ministries, and not-for-profits the opportunity to connect with their current donors and establish relationships with new donors.

It is also an opportunity for Catholics to affirm our faith as disciples of Jesus Christ by sharing our gifts out of love for God and 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 giving back.

Who can participate in the #iGiveCatholic Giving Day?

Parishes, schools, ministries, and not-for-profit organizations affiliated with the Archdiocese of Atlanta are eligible to participate in the **#iGiveCatholic** Giving Day. Please consult Juliet Greco at the Catholic Foundation for more information.

When is #iGiveCatholic?

This year, **#iGiveCatholic** takes place on Tuesday, December 3, from 12:00 AM to 11:59 PM CST.

How does it work?

#iGiveCatholic is an online platform with searchable profiles of participating parishes, schools, ministries, and not-for-profit organizations affiliated with participating arch/dioceses. All donations will be processed through iGiveCatholic.org. Anyone can donate to his or her favorite ministry on Tuesday, December 3, from midnight until 11:59 PM CST. Participating organizations and donors can track event progress via leaderboards.

Why is the Catholic Foundation hosting 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 now we have #GivingTuesday, a global day dedicated to giving back.

On Tuesday, December 3, individuals and organizations around the world will come together for one common purpose: To celebrate generosity, live generously, and to give.

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For Catholics, generosity and giving have a profound meaning. As we reflect with grateful hearts on all our gifts, we are inspired to give back to God from our deep sense of gratitude. Compelled to action by our grateful compassion, we unite on this #iGiveCatholic giving day, sharing what we have to feed the hungry, clothe the naked, give shelter to the homeless, and preserve our Catholic heritage for future generations.

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/>

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Parish/School/Ministry/ Not-For-Profit FAQs

What organizations are eligible for #iGiveCatholic?

All 501(c)3 parishes, schools, ministries, and not-for-profit organizations affiliated with the Archdiocese of Atlanta are eligible to participate in the #iGiveCatholic Giving Day. Please consult Juliet Greco at the Catholic Foundation for more information.

What does it cost a parish/school/ministry/not-for-profit to participate in #iGiveCatholic?

It costs nothing. #iGiveCatholic is a gift to our community from the Catholic Foundation of North Georgia.

How do I register my organization to participate?

Online registration opens on **August 19**. Eligible organizations must activate their account online by logging onto iGiveCatholic.org via the email confirmation sent from GiveGab on **August 19**.

In this email, you will find a prompt that will allow you to access your #iGiveCatholic “Admin Dashboard” on GiveGab to begin customizing your #iGiveCatholic profile. *Be sure to select the prompt in your email to properly activate your account!*

Online registration will close **October 31**. If an organization does not wish to participate in the giving day, please contact Juliet Greco ASAP or by that date.

Questions? How-to articles on registering and completing your profile are located on the Resources page and throughout GiveGab's support center. We also recommend utilizing the blue chat bubble in the bottom right-hand corner of the iGiveCatholic.org website.

How will organizations train?

Two live training webinars will be offered in the fall. Additionally, a series of recorded training webinars will be maintained on the iGiveCatholic.org website. We strongly advise that you participate in or view these webinars as they will help guide you in a successful giving day. Additional training will be offered by the Catholic Foundation of North Georgia. Please go to www.cfnga.org/events/ to register.

QUESTIONS?

Contact Juliet Greco at 404.497.9440 or jgreco@cfnga.org

When will my organization receive its donations?

This year, all participating organizations will be required to receive their donations automatically. Organizations will indicate a bank account number in their online registration profile, and will receive all donations via ACH distribution within 5 business days of the giving day.

Does my organization need to send letters to donors for their tax deduction?

No. Donors immediately receive an email from #iGiveCatholic confirming their gift. Note that all donations must be 100% tax deductible (no additional benefits.) However, this tax deduction form is not a "thank you." By registering to participate in #iGiveCatholic, organizations agree to acknowledge donations 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 donor information **during the giving day** via a donations table that can be accessed in your "Admin Dashboard" and downloaded to a CSV file. To log in to your Admin 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 more detailed step-by-step directions, click to read the [support article here](#).

How can I stay up to date on what's happening?

The Catholic Foundation will be publishing a regular newsletter for #iGiveCatholic participants with information specific to our archdiocese. Please email Maureen Cully at mcully@cfnga.org if you would like to receive the newsletter.

Please follow our social media sites:

Facebook: <https://www.facebook.com/CatholicFndNGA/>

Twitter: <https://twitter.com/CatholicFndNGA>

Instagram: <https://www.instagram.com/cfnga/>

LinkedIn: <https://www.linkedin.com/company/the-catholic-foundation-of-north-georgia>

In addition, 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/>

QUESTIONS?

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I have questions—who can answer them?

#iGiveCatholic has partnered with the giving day platform, GiveGab. On the iGiveCatholic.org website, use the blue chat bubble on the bottom right hand corner of any page to ask questions. You can also email questions@igivecatholic.org.

QUESTIONS?

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#iGIVECATHOLIC

2019 Training Session Information

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

Live Webinars, hosted by GiveGab:

Registration is required. Visit iGiveCatholic.org and click the “Resources” tab. Then, click the “Sign Up” button under the training session(s)! Pre-recorded training webinars are also available in the “Resources” section.

August 27	2-3 PM CST	<i>Topic: Getting ready for #iGiveCatholic</i>	<i>Webinar</i>
November 5	2-3 PM CST	<i>Topic: Final steps for a successful giving day</i>	<i>Webinar</i>

In-Person Trainings, hosted by the Catholic Foundation of North Georgia:

Additionally, the Catholic Foundation of North Georgia will offer several opportunities for an in-person training for new or returning participants that is specific to our archdiocese. **Registration is required at www.cfnga.org/events/.** More training sessions may be added as needed.

September 10	10:30-11:30 a.m.	Location: Foundation offices	New participants only
September 18	10:30-11:30 a.m.	Location: Chancery Hall A&B	New participants only

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