



Getting Started with #iGiveCatholic



Thank you for participating in the Archdiocese of St. Louis' first #iGiveCatholic initiative set for November 30, 2021. Below is information to help your organization get ready for the day!

When is #iGiveCatholic?

#iGiveCatholic takes place on #GivingTuesday, November 30, from 12:00 AM to 11:59 PM. And, back by popular demand from donors and organizations, there is 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 15 through 11:59 PM on Monday, November 29.

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 40 participating arch/dioceses/foundations nationwide. All online donations are processed through [iGiveCatholic.org](https://www.givegab.com/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 ministries. 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 30.

Who is GiveGab?

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.

Which organizations can participate in #iGiveCatholic?

All 501(c)3 parishes, schools, and Catholic-serving ministries in the Archdiocese of St. Louis are invited to participate in the #iGiveCatholic Giving Day.

Questions?

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

The set-up fee for your organization has been paid by the Annual Catholic Appeal and is a gift from Archbishop Rozanski to you and the community. There are transaction fees associated with all online gifts, as is common, to cover credit card fees, technical support and marketing materials. Over 66% of donors opted to pay this fee, meaning for every \$100, an organization received a donation, that organization received \$97.84.



Our organization wants to participate, what do we do now?

That is very exciting; we look forward to this collaborative initiative with your organization. To get started we ask that you assemble a team that will help drive this initiative forward for your organization. This team can be as many people as you would like and will be responsible for submission of the application to participate, initial set up of the profile page, and communication and media strategies. Once the team is established, we ask that you review the timeline.

We have established our team, where do we access training?

#iGiveCatholic has a website that has many on-demand training webinars that your team can review at any time. These training courses include:

- #iGiveCatholic – What’s It All About
- Creating an Impactful Profile for #iGiveCatholic
- Marketing for Parishes
- Marketing for Schools
- Marketing for Nonprofit Ministries
- Engaging Your Ambassadors
- Matching Best Practices

If you have questions about #iGiveCatholic not found in these trainings, contact a member of the Archdiocese of St. Louis’ #iGiveCatholic team. Contact information is at the bottom of the page.

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We are working on our marketing plan, any tips for how we communicate this to our donors?

Yes! #iGiveCatholic has a great tip sheet that you can find [here](#) – it is a timeline for all social media marketing. It starts with planning six weeks out and goes all the way to post #iGiveCatholic Giving Day. This document contains everything you will need to create a robust marketing and communication strategy to ensure that #iGiveCatholic Giving Day is successful.

We know we have to submit an application to participate, how and when do we do this?

You can begin submitting your applications on the #iGiveCatholic website beginning on August 16. The last day to submit your application is on November 3, 2021. Do not wait too long, you will want plenty of time to formulate your marketing and communications strategy, set up your profile page, and of course notify your donors!

What information do I need to complete the form?

Information regarding what your organization will need to complete your application will be sent via email in early August. [Click here to join our email list.](#)

What happens after my application form is submitted?

Once your organization has submitted their online application form, a member of the Archdiocese of St. Louis' #iGiveCatholic team will review it. Once approved, you will receive an email. Should your application require additional review, a member of our team will be in touch with questions. Approval process should take 3-4 business days.

Our application has been approved, now what?

Great! Now it is time to build your profile page. This profile page can be as simple or as robust as you like. Things to consider adding to your profile page include:

- Brief mission statement or case statement
- Suggested Giving Levels
- Photos
- Videos

Need some ideas on what other organizations have done? Check out the Leaderboard and click on any of the organizations that are participating in #iGiveCatholic this year.

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I am having issues with setting up our profile page?

No worries, you can contact #iGiveCatholic's technical support team via chat 24/7 by clicking on the blue smile icon at the bottom right of the #iGiveCatholic webpage.



When will my organization receive our donations?

If you enter a viable bank account number in your online registration profile, your organization's donations are disbursed via ACH within 5 business days of the donation date.

For those organizations that do not have an external bank account that can receive funds via ACH, your funds will be accepted by the Archdiocese of St. Louis on your behalf and transferred by the Finance Office within 1-2 business days of receipt from #iGiveCatholic.

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. 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 donor information during the giving day period and indefinitely after the day via the donations table that is in your Giving Day dashboard. This information is accessible via a downloadable CSV file, which Give Gab will email to you. 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 is happening?

News and updates are accessible regularly on #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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Where can we find additional resources, training, and answers to the most frequently asked questions?

All of this information is easily accessible on the [#iGiveCatholic website](#) by clicking in the upper right-hand Menu drop down.

I have technical 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. You can also email questions@igivecatholic.org.



I have non-technical questions—who can answer them?

Feel free to contact any of the Archdiocese of St. Louis' #iGiveCatholic team via phone or email. Our contact information is at the bottom of the page.

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