Digital Fundraising Strategies That Work

Nic Prenger, CEO
Prenger Solutions Group
Generational shift

Millenials
- Born: 1984-2000
- Age: 18-34
- Total Annual Giving: $58 Billion
- Average Annual Giving Per Person: $785

GenX
- Born: 1964-1983
- Age: 35-54
- Total Annual Giving: $85 Billion
- Average Annual Giving Per Person: $1,265

Baby Boomers
- Born: 1944-1963
- Age: 55-74
- Total Annual Giving: $107 Billion
- Average Annual Giving Per Person: $1,540

Greatest Generation
- Born: 1943 or earlier
- Age: 75+
- Total Annual Giving: $57 Billion
- Average Annual Giving Per Person: $2,270
Gen Xers are coming into philanthropy

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GenXers and Millennials give to *more* causes
Organizational support by age group

National trends
51% of people who respond to direct mail make their gift online

In the past year, mobile giving has increased 205%
57% of all Internet traffic is now through mobile devices

59% of donors over 66 have given online
82% of Baby Boomers have a social media account

Clean up your database
Fix your processes
Move from mail to email
Use video to tell stories
Engage on social media
Build great landing pages
Fix your donation forms
A/B test everything
Increase conversions

DONATE NOW

Not just this
All of this
Strategy #1
Consolidate your databases
Strategy #2

Use your data!
Dear Nic,

Thank you again for your gift of $200 to last year’s annual appeal!

A lot has changed at Kuemper since you graduated in 1999....

Would you consider a gift of $250 to help us continue to expand our campus ministry program?

www.donate.Kuemper.org
The ideal solicitation message

1

data field

To: Nic@prengersolutions.com
From: Kuemper High School
Dear Mr. and Mrs. Holly and Nic Prenger,

Kuemper is a great place.

Would you consider a gift to help us on this year’s appeal?

No personalized ask

Please mail a check to our office at:

123 Main Street

No link to donate online

Strategy #3

Make email acquisition a top priority
How many parishioner emails do you have on file?

- Fewer than 30% of emails: $589
- Between 30% - 70% of emails: $597
- Greater than 70% of emails: $716

21% more!

Appeal donors with/without emails on file:

Email on file:
- 20s: $495
- 30s: $496
- 40s: $499
- 50s: $599
- 60s: $635
- 70s: $642
- 80s: $637
- 90s: $365

No Email on file:
- 20s: $187
- 30s: $244
- 40s: $229
- 50s: $279
- 60s: $289
- 70s: $246
- 80s: $204
- 90s: $178
- 100s: $139
Email addresses let you send donors to personalized donation pages

Give.school.org
Appeal.school.org
Donate.school.org

Donations buttons based on the donor’s capacity
Emails are what allow you to target your potential donors on Facebook

Best email acquisition ideas
Online quizzes & contests

• Promote for 1-2 weeks
• Announce & tag winners on social media
yourname@email.com

➡️ To receive your diploma (new grads)
➡️ To sign up to volunteer
➡️ To register for conference times
➡️ To get photo from grandparent’s day
➡️ To purchase mulligans at golf outing
➡️ To bid on auction items at gala event

Digital activity passes
Fundraising Hack

Send a fundraising reminder email 10 minutes before student pick-up
**Fundraising Hack**

Put the spotlight on your alumni

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**Strategy #4**

Put the spotlight on your alumni
Featured alumni strategy

- Shareable videos
- 1-2 alumni per month
- Build goodwill
- Build followers
- Build great content
- Capture emails
- Expand your database

Strategy #5

Gala events are going digital
Jane, I’m at the Kuemper Ball and we’re doing a digital blitz. Donate $10 before midnight and they’ll put your name up on the screen! You can give at www.kuemper.org/blitz
Strategy #6

Fix your donation pages
Opportunities to Give

God has blessed each of us abundantly. As we have received much from Him, so we serve the importance of giving something back to Him. We express our gratitude to Our Lord by supporting our parish and the mission of bringing Christ to the homes and hearts of each of our parishes.

Amazon Smile

Christ the King is now participating in AmazonSmile! AmazonSmile is a simple and automatic way for you to support your favorite charitable organization every time you shop, at no cost to you. When you shop at smile.amazon.com, you'll find the exact same low prices, tax deduction and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to Christ the King. Check out the banner below for more information.

Weekly offerings and special collections

Special Monthly Collections
- Seminary: January
- Home and Foreign Missions: February
- Black and Indian Missions: February
- Catholic Relief Services (American Bishops' Overseas): March
- Catholic Communication Campaign: May
- Parish Finance: June

Educational Trust

The Christ the King Educational Trust was formed in 1979 under the direction of the late Monsignor Robert J. Goss to ensure the availability of a Catholic education to all children of the parish. Many parishes worked closely with Msgr. Goss to raise the initial money for the Trust. This Trust has been managed by a Board of Trustees since its inception, and now has assets close to $5 million. All of the assets in the Trust are invested.

The money in the Trust comes from many sources. First, the assets are invested and any interest earned is returned to the Trust. Additional growth comes from donations, gifts from estates and fundraisers, such as PARCE.

Since its inception, the Trust has provided the money necessary for tuition assistance and for many special projects. These improvements have been and will continue to be important to the long-term viability of the school and parish. If the funds were not available within the Trust, the money would be sought through the parish budget, higher tuition, special assessments or further fundraising.

The long-term goal is to grow the Trust to $10 million in order to pay one-third of the operating budget of the school through interest earned. This should allow the financial future of Christ the King school and enable the parish to use more of its budget on other parish needs.

Please consider supporting the Trust through a donation either personally or through your business.

Annual Fund

About the Annual Fund

Catholic schools are a great legacy of the Church in this country, and Christ the King is no exception. The founding members of the parish and the Servite Sisters began a tradition of excellence when the school opened in 1950. The legacy was further strengthened by dedicated parish leaders who sacrificed to establish the Educational Trust Fund in 1979.

As with most independent schools, Christ the King cannot cover the entire cost of educating each child. Christ the King relies on an annual appeal from the Educational Trust and support from the parish to cover the difference.

By supporting the Fund you are sending a message that you believe in the Christ the King School mission. Your generous donation will ensure the future of our parish foundations and continue.
Educational Trust Scholarships

CTK Educational Trust Scholarships

The Christ the King Educational Trust administers endowed scholarship funds at Christ the King School. Many parishes have been very generous and have chosen to demonstrate their faith commitment by establishing scholarships at our school or by contributing to a current scholarship fund. Please consider establishing your own scholarship for your specific purpose or adding to an existing one. The current scholarships are listed below.

Elementary Tuition Scholarships:

Kurt Fischer Memorial Scholarship - established in 1985, awarded to a 6th grader enrolled at CTK for the 7th grade.

Kathy Muladner Scholarship - established in 1985, awarded to 6-7 graders who use their God given talents to the best of their ability and are committed to the Catholic faith.

Joy Browne Family Scholarship - established in 1987, awarded to students who demonstrate most improved performance academically.

Dr. Edward Walsh Memorial Alter Server Scholarship - established in 1988, honors a 6th or 7th alter server that has shown responsibility and a good Christian attitude.

Dorine Burke Memorial Scholarship - established in 1990, financial need and desire to receive a Catholic education at Christ the King.

Mary Giaglione Witt Memorial Scholarship - established in 1991, parents of recipients must be registered and actively involved in Christ the King parish.

Fr. Carl J. H. Peter Memorial Scholarship - established in 1991, awarded annually to a most improved individual whose performance is outstanding and there is a financial need. and a continued demonstration of excellence. Academic efforts will be considered.

David Blackwell Scholarship - established in 1992, recipient must demonstrate an interest and involvement in public speaking, debate and other extracurricular related activities. Participation in school and community speech contests as well as school debates will have great importance.

Secondary Tuition Scholarships:

Dale and Suzanne Rockenbach Scholarship - established in 1993, financial need based.

Helen E. Madsen Scholarship - established in 1996, financial need based.

Coady and Barbara D. Earnestson Scholarship - established in 1996, awarded to a 7th grader with the highest state score for the entire year.

Olive B. Martin Family Memorial Scholarship - established in 1997, awarded to a 9th grader with an interest in history and in need of financial aid.

Joseph Forman Family Scholarship - established in 2000, financial need based.

Michael Kurff Alter Service Scholarship - established in 1997, awarded to a 7th grader who has done devotion, commitment and reverence in alter serving.

Terry Heerness Memorial Scholarship - established in 2013, awarded to a student who exemplifies a positive attitude, enthusiasm and Christian values.

CTK Ladies Guild Scholarship - established in 2013, awarded to two students who use their God given talent in a positive way, display strong Christian character and demonstrate respect and active involvement in parish activities.

George and Susan Mark Memorial Scholarship - established in 2011, awarded to students who demonstrate a positive attitude and who put forth significant effort in school. Their parents must be involved members of the parish. Strong consideration for students who have battled health issues themselves or have supported a family member who has battled a health issue.

Jill and Terry Polmonek Reading Scholarship - established in 2011, awarded to one girl and one boy who have put forth strong effort to reach their maximum potential in the area of reading.

Father Tom Fangman Alumni Scholarship - established in 2011, lottery award given to children or grandchildren of CTK alumni.

Father Steven Stillman Service Award - established in 2011, awarded to two 7th graders who have exhibited an outstanding commitment of service to God, the parish and the school.
Redsold Atkinson Memorial Scholarship - established in 1975, awarded to an 8th grader who will be attending one of the Catholic secondary schools in Omaha.

Charles Averett Memorial Scholarship - established in 1981, awarded to an 8th grader who will attend Archbishop Prep.

Murray Family Scholarship - established in 1992, awarded to an 8th grade girl who will attend a Catholic secondary school in Omaha.

David Brouwer Memorial Scholarship - established in 1993, awarded to an 8th grader who will attend Archbishop Prep.

Lucille K. Keat Memorial Scholarship - established in 1989, awarded to an 8th grade girl who will attend either Mercy or Marian High School.

Jennie Misk Memorial Scholarship - established in 1996, awarded to students who demonstrate an interest and ability in science and math and plan to enroll in a Catholic secondary school.

St. Sebastian-Orsola Scholarship - established in 1992, awarded to 8th grader who has shown improvement in athletic and academic ability and plans to enroll in a Catholic secondary school.

Lloyd Skinner Memorial Scholarship - established in 1994, awarded to an 8th grade boy who demonstrates a keen regard for his faith, understands the needs of others, makes use of his talents and plans to attend Archbishop Prep.

Dr. James K. and Joan Drakolimni Family Scholarship - awarded to a student who gives strong effort with an interest in involvement in music, band, sports, and plans to attend either Archbishop Prep or Archbishop O'Gorman.

Joseph Prenzo Sports Club Scholarship - established in 1990, awarded to an 8th grader who will attend a Catholic secondary school and who has consistently demonstrated leadership, scholastic achievement and the highest morals in the community.

Parent's Club Scholarship - established in 1994, awarded to an 8th grader who will be attending one of the Catholic secondary schools in Omaha.

Timothy J. Burke Memorial Scholarship - established in 1999, awarded to an 8th grader who will be attending one of the Catholic secondary schools in Omaha.

Beverly A. and Francis A. Gabris Memorial Scholarship - established in 1998, awarded to an 8th grader who has been Catholic, diligent and committed and plans to enroll in a Catholic secondary school.

Joanie A. Bacon Memorial Scholarship - established in 1998, awarded to an 8th grader who will attend one of the Catholic secondary schools in Omaha.

The Bear Foundation Scholarship - established in 2007, awarded to an 8th grader who will demonstrate a love for studying Spanish as a foreign language and will enroll in one of the Catholic secondary schools in Omaha.

Monseigneur Robert J. Gass Scholarship - established in 1993, awarded to students who will be attending one of the Catholic secondary schools in Omaha.

Monseigneur Robert F. Hopp Founders Scholarship - established in 2000, awarded to students who will be attending one of the Catholic secondary schools in Omaha.

Estate Bequests

The Diocese of the King Legacy Society encourages and, in a special way, recognizes people that make provisions in their estate plans for Christ the King Parish and School. By making a planned gift now, you will enhance Christ the King Church for the future.

A planned gift is any charitable contribution (received or deferred) that considers the donor's personal, financial, and estate planning circumstances. The most common types are listed below:

- Bequests - Make a gift through a will or specified dollar amount, percentage of the estate value or a gift of specific property.
- Qualified Retirement Plans - A qualified retirement plan such as IRA, 401(k), or 403(b) naming Christ the King as the Plan Beneficiary.
- Income Producing Gifts - Gifts that pay you an annuity or charitable remainder trusts.
- Life Insurance - Done by naming CTK as the beneficiary of the policy.
- Remainder Life Estates - Transfer ownership of property (such as personal residence or farm) to CTK while retaining the right to use the property during lifetime.
- Restricted Endowment - A specific gift for establishing an endowed scholarship administered by CTK.

Please properly consider putting Christ the King Church in your will or trust plan. You may provide for Christ the King by making a will, modifying your present will by adding a codicil or by including the Church in your revocable Trust.

CTK Parish Endowment

The Christ the King Parish endowment was established in 1995 for the purpose of having an endowed fund for the operating needs of the parish. Please consider supporting the parish endowment through a personal or business donation.
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Memorials
Memorials are a means of expressing condolences to surviving family members. Surviving family members and friends designates Christ the King for memorials as a way of connecting loved ones to the important spiritual role Christ the King had in their lives. Specific memorials need to be discussed with the pastor.

Please consider remembering Christ the King by designating it in your memorials.

Archbishop’s Annual Appeal
Annually the Archbishop asks parishes in the Archdiocese to support an appeal to address the needs of education, ministries and clergy.

For the 2016-17 Annual Appeal, Christ the King’s goal is $117,256.00.

As of September 29, 2016, for the 2015-16 Annual Appeal, we have received pledges from 245 parishioners totaling $130,431.00 or 110% of the goal. We are most grateful for the generosity of our parish community.

Archdiocese of Omaha
Office 365

Login
Make a Donation
Test Your Gift Now
Events
My Email Preferences

Archdiocese of Dubuque
Giving Opportunities
Click on a heading below to make a gift to the appropriate fund or organization. You will be directed to either a donor form or an organization web site. Thank you for your generosity.

Archdiocese of Dubuque Education Fund
Over the past 40 years, Archbishop Daniel Duane recognized the financial hardship being experienced by some parents in providing a Catholic Education for their children. To help alleviate this problem the Archbishop’s Education Fund was initiated in 1974. This fund has provided over $5.8 million in assistance to Catholic Schools and Religious Education Programs throughout the Archdiocese.

Archbishop of Dubuque Seminarian Education Fund
The Archbishop of Dubuque Seminarian Education Fund was created to provide a financial resource to support those men who are discerning the priesthood and receiving their education to become priests within the archdiocese of Dubuque. Making a contribution to the Seminarian Fund will make a permanent difference for the Catholic Church in the archdiocese of Dubuque.

Archdiocese of Dubuque (Unrestricted Gift)
Give an unrestricted gift and support the Archdiocese in communicating the love of Christ to people in Northeastern and Southeastern Iowa through leadership, worship, education and pastoral care.

Catholic Charities
Catholic Charities of the Archdiocese of Dubuque works to reduce poverty, strengthen families and empower communities through a wide variety of programs including: housing, affordable housing properties, Mental Health counseling, Crisis Pregnancy and Post-abortion counseling, Post-abortion Search services, Refugee Resettlement and Immigration services, Disaster services and outreach programs for ex-offenders through Jail & Prison Ministry and for single parents through Father and Family Partnership. Catholic Charities serves the 30 county area of northeast Iowa, that makes up the Archdiocese of Dubuque and strives to provide help and create hope for those in need. Catholic Charities services are personal and confidential, and are provided to anyone in need regardless of faith, background or ability to pay for services. To learn more visit www.CatholicCharitiesDubuque.org.

National Collection for Religious Retirement
The National Religious Retirement Office was established in 1986 and is sponsored by the Conference of Major Superiors of Men, Council of Major Superiors of Women, Religious, Leadership Conference of Woman Religious, and United States Conference of Catholic Bishops.

In addition to coordinating an annual appeal, the NRRO distributes funds to help religious institutes meet current and future retirement needs. The NRRO also facilitates comprehensive retirement planning by offering assessment tools, educational programming, services, and resource materials that help religious institutes evaluate and prepare for long-term needs.

Parishes
The work of the parish is at the heart of where you practice being a steward of the gifts God has granted you.
Participate in NCEA Day of Giving

Strategy #7

participate in ncea day of giving
## January 2020

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[https://www.ncea.org/csw/manygifts](https://www.ncea.org/csw/manygifts)
Questions?
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Questions & Answers
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