The Great Digital Transformation
Nic Prenger

Generational shift
### Gen Xers are coming into philanthropy

<table>
<thead>
<tr>
<th>Year</th>
<th>Age</th>
<th>Population Size</th>
<th>Average Giving</th>
<th>Total Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>18-24</td>
<td>38 Million</td>
<td>$93</td>
<td>$15 Billion</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>37 Million</td>
<td>$642</td>
<td>$24 Billion</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>35 Million</td>
<td>$1,026</td>
<td>$36 Billion</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>39 Million</td>
<td>$1,100</td>
<td>$45 Billion</td>
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<tr>
<td></td>
<td>55-64</td>
<td>37 Million</td>
<td>$1,200</td>
<td>$44 Billion</td>
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<tr>
<td></td>
<td>65-74</td>
<td>32 Million</td>
<td>$1,620</td>
<td>$53 Billion</td>
</tr>
<tr>
<td></td>
<td>75+</td>
<td>28 Million</td>
<td>$2,084</td>
<td>$58 Billion</td>
</tr>
<tr>
<td>2018</td>
<td>18-24</td>
<td>38 Million</td>
<td>$720</td>
<td>$27 Billion</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>37 Million</td>
<td>$850</td>
<td>$31 Billion</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>35 Million</td>
<td>$1,275</td>
<td>$47 Billion</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>38 Million</td>
<td>$1,255</td>
<td>$43 Billion</td>
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<tr>
<td></td>
<td>55-64</td>
<td>38 Million</td>
<td>$1,300</td>
<td>$49 Billion</td>
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<tr>
<td></td>
<td>65-74</td>
<td>33 Million</td>
<td>$1,780</td>
<td>$58 Billion</td>
</tr>
<tr>
<td></td>
<td>75+</td>
<td>25 Million</td>
<td>$2,270</td>
<td>$57 Billion</td>
</tr>
</tbody>
</table>
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

Not just this
All of this

Strategy #1
Consolidate your databases
Strategy #2

Use your data!

The ideal solicitation message

To: Nic@prengersolutions.com
From: Kuemper High School

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

To: Nic@prengersolutions.com
From: Kuemper High School

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

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Less than 8 data fields

The ideal solicitation message

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

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Less than 1 data field
Strategy #3
Make email acquisition a top priority

How many parishioner emails do you have on file?

<table>
<thead>
<tr>
<th>Percentage of Emails</th>
<th>Avg Household Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 30% of emails</td>
<td>$589</td>
</tr>
<tr>
<td>Between 30 - 70% of emails</td>
<td>$597</td>
</tr>
<tr>
<td>Greater than 70% of emails</td>
<td>$716</td>
</tr>
</tbody>
</table>

21% more!
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

SIGN HERE PLEASE!

➡️ 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

PayPal
Venmo

Send a fundraising reminder email 10 minutes before student pick-up.
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
Educational Trust

The Christ the King Educational Trust was formed in 1975, under the direction of the late Monsignor Robert J. Cieslak, to ensure the availability of a Catholic education in all children of the parish. Many parishioners contributed their time and money to raise the initial funds for the Trust. The Trust has been managed by a Board of Trustees since its inception, and now has assets close to $200,000. All of the assets are held in trust. The earnings from the Trust are returned to the parish.

The earnings from the Trust are used for many purposes, including financial assistance and for the general good of the parish. The annual fund raiser, “Close the Gap”, is a major source of funds for the Trust.

Annual Fund

About the Annual Fund

Annual fund raisers and other church related events are open to help you (as a parishioner) support the Catholic education offered at Christ the King. Many parishioners have already generously donated, and it is still a matter of great importance to the parish to continue to support the Catholic education at Christ the King. Please consider supporting the school through your donation. Your generous donation will ensure the vision of a Catholic education at Christ the King for many years to come.

Educational Trust Scholarships

CTK Educational Trust Scholarships

The Christ the King Educational Trust administers all endowed scholarship funds at Christ the King School. Many candidates have been very generous and have chosen to donate the value of their trust to the school. The funds are used to support students who demonstrate strong academic ability and are committed to attending Christ the King School.

Eligibility Requirements:

1. Candidates must be full-time students at Christ the King School.
2. Candidates must complete an application for the scholarship.
3. Candidates must meet the academic criteria set by the school.

Scholarship Programs:

1. Martin M. Seguin Scholarship - established in 1986, awarded to a student who demonstrates outstanding academic achievement.
2. Edward J. Massey Scholarship - established in 1987, awarded to a student who demonstrates strong academic ability.
3. St. Teresa Scholarship - established in 1988, awarded to a student who demonstrates strong academic ability.
4. St. Patrick Scholarship - established in 1989, awarded to a student who demonstrates strong academic ability.
5. St. John Vianney Scholarship - established in 1990, awarded to a student who demonstrates strong academic ability.
6. St. Mary Scholarship - established in 1991, awarded to a student who demonstrates strong academic ability.
7. St. Joseph Scholarship - established in 1992, awarded to a student who demonstrates strong academic ability.
8. St. Anne Scholarship - established in 1993, awarded to a student who demonstrates strong academic ability.
9. St. Francis Xavier Scholarship - established in 1994, awarded to a student who demonstrates strong academic ability.
10. St. Peter Scholarship - established in 1995, awarded to a student who demonstrates strong academic ability.
11. St. James Scholarship - established in 1996, awarded to a student who demonstrates strong academic ability.
14. St. Mary Scholarship - established in 1999, awarded to a student who demonstrates strong academic ability.
15. St. John Vianney Scholarship - established in 2000, awarded to a student who demonstrates strong academic ability.
17. St. Anne Scholarship - established in 2002, awarded to a student who demonstrates strong academic ability.
18. St. Francis Xavier Scholarship - established in 2003, awarded to a student who demonstrates strong academic ability.
19. St. Peter Scholarship - established in 2004, awarded to a student who demonstrates strong academic ability.
20. St. James Scholarship - established in 2005, awarded to a student who demonstrates strong academic ability.
22. St. Mary Scholarship - established in 2007, awarded to a student who demonstrates strong academic ability.
24. St. Joseph Scholarship - established in 2009, awarded to a student who demonstrates strong academic ability.
Sue and Supreme Bonifas Memorial Scholarship — established in 1990, financial need based.

Helene C. Mallon Scholarship — established in 1955, financial need based.

Colonial and Mrs. Edwin C. Sonnichsen Scholarship — established in 1946, awarded to an 8th grader with the highest math scores for the entire year.

Olive B. Martin-Fuqua Memorial Scholarship — established in 1947, awarded to an 8th grader with an interest in history and a need of financial aid.


Michael O. Knerr Service Scholarship — established in 1977, awarded to a 7th grader who has demonstrated commitment and reverence in altar serving.

Tracy Koons Memorial Scholarship — established in 2010, awarded to a student who exemplifies a positive attitude, enthusiasm and Christian values.

CTY Lubbock Gold Scholarship — established in 2014, awarded to 12 students who are outstanding in their areas, display strong Christian character, and demonstrate respect and active involvement in parish activities.

Georgia and Susan Muehler 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 is given to students who have battled health issues themselves or have supported a family member who has battled a health issue.

Jill and Terry Karsen Reading Scholarship — established in 2011, awarded to an 8th grade student who has put forth strong effort to reach their maximum potential in the area of reading.

Father Tom Pangrasso Memorial Scholarship — established in 1955, lottery award given to children or grandchildren of CTY alumni.

Father Steven Stoffregen 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.

Fraternal Order of Christian Brothers

Robert A. Klement Memorial Scholarship — established in 1976, awarded to an 8th grade student who will attend one of the Catholic secondary schools in Omaha.

Charles Arcus Andra Memorial Scholarship — established in 1981, awarded to an 8th grade student who will attend DeSmet Prep.

Murphy Family Scholarship — established in 1990, awarded to an 8th grade student who will attend a Catholic secondary school in Omaha.

David Bewser Memorial Scholarship — established in 1968, awarded to an 8th grade student who will attend DeSmet Prep.

Lucille Knott Memorial Scholarship — established in 1949, awarded to a 7th grade student who will attend either Mercy or McKen High School.

James Mues Memorial Scholarship — established in 1948, awarded to students who demonstrate an interest and ability in science and math and plan to enroll in a Catholic secondary school.

St. Sebastian Boy’s Scholarship — established in 1932, awarded to an 8th grade boy who has shown improvement in athletic and scholastic ability and plans to enroll in a Catholic secondary school.

Linda Skinner Memorial Scholarship — established in 1940, awarded to an 8th grade boy who demonstrates a keen regard for his faith, undertakes the needs of others, makes use of his talents and plans to attend DeSmet Prep.

Dr. James K. and Juan Carlos Family Scholarship — awarded to a student who shows strong effort with an interest and commitment in music, art and science, and plans to attend either DeSmet Prep or Omaha Academy.

Joseph Peveto Catholic Scholarship — established in 1985, awarded to an 8th grade boy who will attend a Catholic secondary school who has demonstrated leadership, spirit and success as a member of CTY athletics teams.

Parents Club Scholarship — established in 1964, awarded to an 8th grade boy who will be attending one of the Catholic secondary schools in Omaha.

Timothy J. Dorio Memorial Scholarship — established in 1940, awarded to an 8th grade boy who will be attending one of the Catholic secondary schools in Omaha.
Estate Bequests

The Christ the King Legacy Society recognizes and, in a special way, recognizes persons that make provision in their estate plans for Christ the King Parish and School. By making a planned gift now, you will ensure Christ the King Church in the future.

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

- **Bequests.** Make a gift through a will: a specified dollar amount, percentage of the estate value or a gift of specific property.
- **Qualified Rollover Gifts.** Qualified retirement plans such as IRAs, 401K’s or Keogh’s naming Christ the King as the beneficiary.
- **Property.** Transfer of stock or a property (such as personal residence or farm) to CTK while reserving the right to use the property during your lifetime.
- **Reserved Life Estates.** Transfer ownership of property (such as personal residence or farm) to CTK while reserving the right to use the property during your lifetime. The reserved life estate is reduced in value and ownership is transferred by 50%.

Please promptly consider putting Christ the King church in your will or estate 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 1993 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.

Memorials

Memorials are a source of expressing condolences to serving parish members, such as former members and members designated. Leave memory or 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 memorial(s).

Archbishop’s Annual Appeal

Annually the archdiocese sends packets to the diocese to support as an appeal to address the needs of educators, seminarians and clergy.

For the 2014-15 Annual Appeal, Christ the King’s goal is $127,000.00.

As of September 30, 2014, for the 2014-15 Annual Appeal, we have received pledges from 150 parishioners totaling $90,000 (61% of goal). We are most grateful for the generosity of our parish community.
charity: water

100% of your money brings clean water to people in need.

Private donors cover our operating costs, so you can give knowing your whole gift will help bring clean water.
Questions & Answers

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