**Millennials**

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

**Gen X**

- 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

**Silent Generation**

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

<table>
<thead>
<tr>
<th></th>
<th>Millennials</th>
<th>Gen X</th>
<th>Baby Boomers</th>
<th>Silent Gen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2009</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>18-24</td>
<td>25-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td></td>
<td>38 Million</td>
<td>37 Million</td>
<td>35 Million</td>
<td>39 Million</td>
</tr>
<tr>
<td>Average Giving</td>
<td>$393</td>
<td>$642</td>
<td>$1,026</td>
<td>$1,160</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$15 Billion</td>
<td>$24 Billion</td>
<td>$36 Billion</td>
<td>$45 Billion</td>
</tr>
<tr>
<td><strong>2018</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>18-24</td>
<td>25-34</td>
<td>35-44</td>
<td>45-54</td>
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<tr>
<td></td>
<td>38 Million</td>
<td>37 Million</td>
<td>35 Million</td>
<td>33 Million</td>
</tr>
<tr>
<td>Average Giving</td>
<td>$720</td>
<td>$850</td>
<td>$1,275</td>
<td>$1,255</td>
</tr>
<tr>
<td>Total Giving</td>
<td>$27 Billion</td>
<td>$31 Billion</td>
<td>$47 Billion</td>
<td>$43 Billion</td>
</tr>
</tbody>
</table>
What is the impact?
ONLINE FUNDRAISING REVENUE GREW BY 23% IN 2017
51% of people who respond to direct mail make their gift online.
25% OF DONORS GIVE ON THEIR MOBILE DEVICES
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
Is this good or bad?
$52
AVG MONTHLY ONLINE GIFT

$128
AVG ONE-TIME GIFT
$624
AVG MONTHLY ONLINE GIFT X 12 MONTHS

MONTHLY ONLINE GIVING
JUMPED 40% LAST YEAR
The value of an email address
EMAIL MESSAGING ACCOUNTED FOR 28% OF ONLINE REVENUE IN 2018
A donor with a verified email address is worth $25 more per gift, on average.
...and is 64% more likely to make a pledge to a campaign
What’s happening in dioceses?
How have things changed since 2009?

- **Average gift**: 45.71%
- **Average appeal**: 8.85%
- **Average number of donors**: -8.94%
- **Average participation**: -20%
How have things changed since 2009?
We can’t keep doing what we’re doing.

- Average number of donors: -8.94%
- Average participation: -20%
Annual Appeal Trends
Diocesan appeals as a percentage of combined offertory

Voluntary appeals (no parish assessments)
What’s a typical participation rate?
Participation rate for diocesan appeals

26%
What is the average annual appeal gift?
Average gift to diocesan annual appeal

$329.98
When should we launch our appeal?
Impact of launch date on appeal success

ALL BELOW AVG!
What’s up with parish rebates?
Hybrid appeals

Voluntary appeals

33% have parish rebates

85% have parish rebates
What is the *impact* of a parish rebate?
Impact of a parish rebate on a voluntary appeal

- **With Rebate**: 10.27%
- **No Rebate**: 10.31%

No Impact!
Impact of a parish rebate on a “hybrid” appeal

With Rebate: 15.49%
No Rebate: 13.00%
Should we hire a full-time appeal director?
45% of dioceses have less than one full-time employee dedicated to their annual appeal.

The data says this is a mistake.
<table>
<thead>
<tr>
<th>Diocesan offertory</th>
<th>Status Quo</th>
<th>With a full-time appeal director</th>
<th>Additional funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000,000</td>
<td>$504,379</td>
<td>$573,640</td>
<td>$69,261</td>
</tr>
<tr>
<td>$7,500,000</td>
<td>$756,569</td>
<td>$860,460</td>
<td>$103,891</td>
</tr>
<tr>
<td>$10,000,000</td>
<td>$1,008,759</td>
<td>$1,147,280</td>
<td>$138,521</td>
</tr>
<tr>
<td>$12,500,000</td>
<td>$1,260,949</td>
<td>$1,434,100</td>
<td>$173,151</td>
</tr>
<tr>
<td>$15,000,000</td>
<td>$1,513,138</td>
<td>$1,720,920</td>
<td>$207,782</td>
</tr>
<tr>
<td>$17,500,000</td>
<td>$1,765,328</td>
<td>$2,007,740</td>
<td>$242,412</td>
</tr>
<tr>
<td>$20,000,000</td>
<td>$2,017,518</td>
<td>$2,294,560</td>
<td>$277,042</td>
</tr>
<tr>
<td>$22,500,000</td>
<td>$2,269,708</td>
<td>$2,581,380</td>
<td>$311,673</td>
</tr>
<tr>
<td>$25,000,000</td>
<td>$2,521,897</td>
<td>$2,868,200</td>
<td>$346,303</td>
</tr>
<tr>
<td>$27,500,000</td>
<td>$2,774,087</td>
<td>$3,155,020</td>
<td>$380,933</td>
</tr>
<tr>
<td>$30,000,000</td>
<td>$3,026,277</td>
<td>$3,441,840</td>
<td>$415,563</td>
</tr>
<tr>
<td>$32,500,000</td>
<td>$3,278,467</td>
<td>$3,728,660</td>
<td>$450,194</td>
</tr>
<tr>
<td>$35,000,000</td>
<td>$3,530,656</td>
<td>$4,015,480</td>
<td>$484,824</td>
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<tr>
<td>$37,500,000</td>
<td>$3,782,846</td>
<td>$4,302,300</td>
<td>$519,454</td>
</tr>
<tr>
<td>$40,000,000</td>
<td>$4,035,036</td>
<td>$4,589,120</td>
<td>$554,085</td>
</tr>
</tbody>
</table>

Dear Bishop,
Please review this info I received from the Prenger Solutions Group...

-Thanks!
Do we need an app?
How important is online giving?
Annual appeals that promote online giving raise more money.
Parishes that transitioned toward online giving saw a 9% increase in offertory last year, on average.
Social Media
Is it worth the time and effort?
82% OF BABY BOOMERS HAVE A SOCIAL MEDIA ACCOUNT
Are most dioceses on Twitter?
Diocesan Twitter account followers

4,250
Does Twitter help you raise money?
Diocesan Twitter Followers / Annual Appeal
Does Facebook raise you money?
Diocesan Facebook Followers / Annual Appeal
Average household giving is 6.4% higher at parishes with an active Facebook page.
Parishes with large Facebook followings* saw a 10% increase in offertory last year, on average. All other parishes averaged a 1% decline.
Parishes that post **daily** on Facebook report average household giving 44% higher than parishes that don’t.
Should a parish email parishioners?
<table>
<thead>
<tr>
<th># of parish households with an email on file</th>
<th>Average annual support per registered household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30%</td>
<td>$589</td>
</tr>
<tr>
<td>Between 30 - 70%</td>
<td>$597</td>
</tr>
<tr>
<td>Greater than 70%</td>
<td>$716</td>
</tr>
</tbody>
</table>
Parish doesn’t email parishioners
4% decline in offertory giving

Parish uses “regular” email
1% decline in offertory giving

Parish uses professional email marketing tools
3% increase in offertory giving
Parish doesn’t send an e-newsletter
1% decline in offertory giving

Parish sends a regular e-newsletter
4% increase in offertory giving
Capital Campaigns
Data trends and insights
How much do diocesan campaigns typically raise?
Diocesan Campaign Results relative to offertory

113%
What is the collection rate on a diocesan campaign?
Diocesan campaigns – where the money goes

84.84% Put toward goals
5.5% Campaign costs
9.66% Not collected
What does a *modern* diocesan development program look like?
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

DONATE NOW
Featured donor strategy

- Shareable videos
- 2 per month
- Build goodwill
- Build followers
- Build great content
- Capture emails
- Expand your database
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 twenty-five years ago, Archbishop Daniel Kucera recognized the financial hardship being experienced by some parents in providing a Catholic Education for their children. To help alleviate this problem the Archdiocesan Education Fund was initiated in 1984. This fund has provided over $5.3 million in assistance to Catholic Schools and Religious Education Programs throughout the Archdiocese.

Archdiocese of Dubuque Seminarian Education Fund
The Archdiocesan Seminarian Fund was created to provide a financial resource to support those men who are discerning the priesthood and receiving their educations 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 Northcentral and Northeast 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 programming including: Four Affordable Housing properties, Mental Health counseling, Crisis-Pregnancy and Post-Abortion counseling, Post-Adoption Search services, Refugee Resettlement and Immigration services, Disaster services and outreach programs for ex-offenders through Jail & Prison Ministry and for single parents through Pathway Partners. Catholic Charities serves the 30 county area of northeast Iowa, that makes up the Archdiocese of Dubuque. Serving 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 service. To learn more visit www.CatholicCharitiesDubuque.org.

National Collection for Religious Retirement
The National Religious Retirement Office was established in 1985 and is sponsored by the Conference of Major Superiors of Men, Council of Major Superiors of Women Religious, Leadership Conference of Women 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
Your local parish is at the heart of where you practice being a steward of the gifts God has granted you. When you participate in your parish, you help build the kingdom of God, volunteering with ministries operated by the parish, enrolling in an educational program or giving financially to meet the needs of the parish. As you give, you join with others in your parish doing the work of the Church and ministering to those in your community and beyond. God wants each of us to do our part.

Be an active part of the faith that enriches your life each and every day. Get involved and help others build their faith while renewing yours! Stewardship is your way of showing gratitude for all God has given
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.

Enter an amount to give

$ 60 USD

Give in honor of someone

DONATE
Alumni & Ways to Give

From the Director of Alumni & Annual Giving

I would like to take this opportunity to introduce myself as the Annual Giving and Alumni Director for Kuemper Catholic Schools. I look forward to reconnecting with our alumni and friends at reunions, Friends of Kuemper Ball, school activities, and other events throughout the year.

The goals of the Alumni Office are to keep the Kuemper family strong and to enhance the Kuemper pride we all share. Communication and volunteerism provide the roots of our success. The Knight Letter reaches over 10,000 alumni and focuses on current school events as well as featuring alumni stories and updates. Each year, hundreds of volunteers step forward to assist with the Phon-a-Thon and Kuemper Ball. Their commitment to these events ensures the future of Catholic education in our community.

From the Development Director

At Kuemper Catholic School System, we believe our mission of educating young people with the values taught by Jesus is more important than ever. Through our development efforts we seek to communicate our mission, values and goals to you, as well as to inform you on the various ways you may choose to support our schools.

Kuemper relies on many different types of gifts to fulfill our educational mission. Your gift touches the lives of each and every one of our students.

Feel free to email at srolerich@kuemper.org or call (712) 794-1877. Contributions may be mailed to Kuemper Foundation at 116 S. East St., Carroll, IA 51401.

Sharon Olerich
Development Director
A Knight at the Club Golf Fundraiser

To Sign Up

Print this registration form and mail to Kuemper Ball at 116 S. East Street, Carroll, IA 51401 or email Alayna Hansen at alhansen@kuemper.org.
Most new design elements make no difference in conversions. Exp. #5541, 4367, and 2138 each had no difference in conversions.

If possible, add the donor’s name to the headline. Exp. #3035 - 50.2% increase in donations. Exp. #3451 - Made no difference in donations.

No Https? It may not be hurting you. Exp. #4003 - 105% increase in donations Exp. #991 - 25.6% increase in donations.

Eliminate the navigation. Simplify your header. Exp. #2107 - 28.2% decrease in donations. 34.1% decrease in average gift. Exp. #1547 - 18% decrease in average gift.

Avoid using video to say “Thanks” or communicate your value proposition. Exp. #5827 - 560% increase in donations. Exp. #1065 - 342% increase in donations.

For instant Donation pages, focus your copy on the next step and avoid excessive value prop. Exp. #5505 - 82.2% increase in donations. Exp. #2041 - 22.6% increase in donations, and a 12.3% decrease in average gift.

Utilize headers, write short paragraphs, and bold important phrases. Exp. #4770 - 46.2% increase in donations.

Reinforce your call-to-action before the donation form. Exp. #4269 - 49% increase in donations, and a 63% increase in average gift.

Consider adding it under the donate button as well. Exp. #1234 and 1053 - 31.3% increase in donations.

Avoid “Donate” buttons in your header. Exp. #2004 - Seasonal background made no difference. Exp. #2569 - 19.8% increase in donations with a mission related image. Exp. #2019 - 53.1% increase in donations with value prop related image.

Background Images should focus on value prop, not seasons or generics. Exp. #7720 - 25.7% decrease in donations.

Avoid links that drive people away from the giving form: Exp. #1721 - 25.7% decrease in donations.

Avoid countdown clocks to retain traffic. Exp. #1217 - 19% decrease in revenue.

Supporting images are not required. Exp. #1047 - No difference in donations.

In-line reviews work with premium offers, but not with general donation appeals. Exp. #6179 - 26.6% increase in donations when used with a premium offer. Exp. #3397 - 40% decrease in donations.
Which dioceses are doing digital fundraising well?
This is a process problem, not a software problem
“Every system is perfectly designed to get the results it gets.”
How PSG can help
Development Program Review | $15,000

- Donation pages
- Database
- Processes
- Annual appeal
- Social media
- Overall strategy

one-time
Digital Fundraising Solutions | $40,000 annual

- Database
- Processes
- Annual appeal
- Donation pages
- Social media
- Overall strategy