

Marketing Best Practices



#iGIVECATHOLIC
November 30, 2021



CATHOLIC
FOUNDATION
OF SOUTH LOUISIANA

Introduction – Amy Ponson

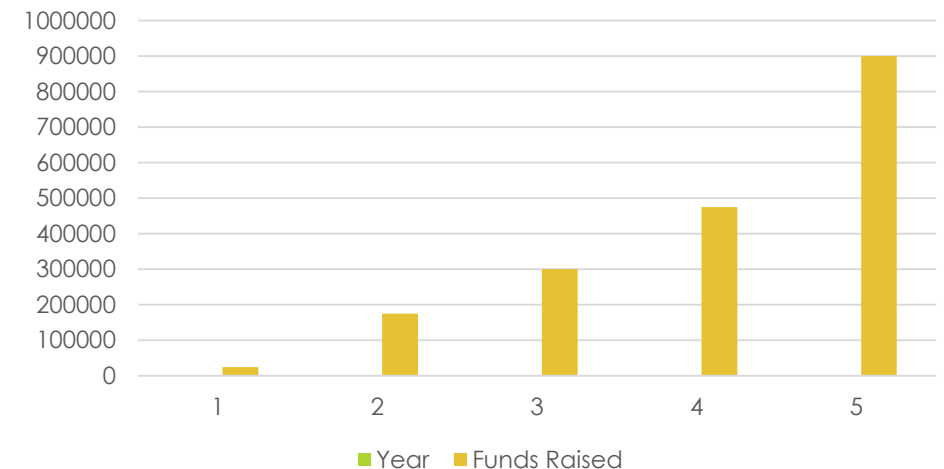
- ▶ Who is Amy Ponson?
- ▶ Why is she here from Diocese of Houma-Thibodaux



Why iGiveCatholic

- ▶ Online Giving Days are incredible successful. They build momentum, community and it makes it EASY for a donor to give directly to their favorite organization.
- ▶ Its NOT HARD! DONORS LOVE IT!
- ▶ Every parish should use this platform. Start somewhere
- ▶ Stats: https://giving-days.herokuapp.com/?dog_name=igc-houma2020
 - ▶ 2016 - \$24,000
 - ▶ 2017 - \$175,000
 - ▶ 2018 - \$300,000
 - ▶ 2019 - \$450,000
 - ▶ 2020 - \$900,000
 - ▶ 2021 - IDA GO AWAY!

Growth of iGiveCatholic



What is Diocese Role and Parish/School Role

- ▶ Diocese is able to offer you the platform and an opportunity to participate in a national Catholic Giving Day
- ▶ Diocese is here to support, train, motivate and guide you
- ▶ Possibly provide you with Matched or Challenge Funds
- ▶ **PARISH/SCHOOL/MINISTRY:** <https://giving-days.herokuapp.com/organizations/st-bernadette-catholic-school-2020-panda-demic-drainage>
- ▶ Market your project
- ▶ Engage your people
- ▶ Tell your story
- ▶ Ask for gifts

Before you get started, what do you need?

- ▶ Positivity
- ▶ Enthusiasm
- ▶ A PROJECT
- ▶ A Goal
- ▶ A volunteer group to help you. Principal/Priest can't do this alone
- ▶ Find someone with creativity and let them run with it, you can't break it

Resources Available

- ▶ www.igivecatholic.org – CLICK RESOURCES
- ▶ Calendar for each Ministry
- ▶ Email templates
- ▶ How to's
- ▶ Canva.com
- ▶ Bitly.com
- ▶ QR Builder - [LINK](#)
- ▶ What resources do you currently use
 - ▶ Texting, eNews, Social Media, Pulpit/Bulletin,

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Quick Tips to TELL YOUR STORY

- ▶ Focus on a specific project/illustrate your mission
 - ▶ “#iGiveCatholic because...”
 - ▶ Project Focus: New Roof, Replace Air conditioner, Upgrade security cameras, New building, ipads
- ▶ Make your story easy to understand
 - ▶ Why are you undertaking this project and how will #iGiveCatholic gifts make an impact?
 - ▶ Example: Help us raise \$10,000 to replace our outdated security cameras so we can keep our kids safe on campus
- ▶ Create clear calls to action so donors know how they can impact your mission ◦
 - ▶ Optional: Add donation levels so their giving is tangible and associate pictures with levels
- ▶ Highlight the “joy of giving” to your parish, school, or nonprofit ministry
 - ▶ Celebrate your donors!
- ▶ Make your donor the hero of the story!
 - ▶ “Because of YOUR generosity, we are able to...”

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Impactful Profile

- ▶ Branded Logo
 - ▶ Without your logo it will just be the generic IGC basket
- ▶ Custom Cover Photo
 - ▶ Use a compelling picture not just a building. Use people associated with your project
- ▶ Specific Giving Levels
 - ▶ Gift of \$50 is in honor of Fr. XX Birthday; Gift of \$150 helps us purchase a new window
- ▶ Unique Story
- ▶ Specific Goals: Not just your unrestricted fund, BE SPECIFIC \$6,000 for new sound system in church
- ▶ Clear Call to Action – In Pew Envelopes,
 - ▶ Day of Open House – stop in for donuts with Principal/Pastor

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Sample pages

- ▶ VCH - <https://giving-days.herokuapp.com/organizations/vandebilt-catholic-high-school>
- ▶ <https://giving-days.herokuapp.com/organizations/catholic-community-center>
- ▶ <https://giving-days.herokuapp.com/organizations/st-francis-de-sales-cathedral-school>

Consistency and Transparency

- ▶ Be consistent with your message and branding
 - ▶ Brand emails
 - ▶ Brand newsletter
 - ▶ Brand website and social media
 - ▶ Brand text messaging
- ▶ Know your project and your needs for project
 - ▶ Tell your donors what its for and how much you need
 - ▶ Show if we can have 100 people give \$25 we could raise \$2,500. Or if every students family gave \$25 we would raise \$XXXX
- ▶ Have all staff understand program
 - ▶ Remind at all staff meetings

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Know your Audience and Best Way to Communicate

- ▶ Past Donors to #iGiveCatholic and Loyal Donors to your Ministry
 - ▶ Pull these reports from your platform
- ▶ Understand your market:
 - ▶ Older Donors may prefer: Snail Mail, Bulletin Insert, Call from priest/principal
 - ▶ In pew envelopes
 - ▶ Younger Donors may prefer: Social Media, Email, Texting
 - ▶ Online gifts
 - ▶ Will need reminders
- ▶ Engage Volunteers to be your Advocates and Ambassadors

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Email and Mail Campaign

- ▶ Use FREE Email Tools – Constant Contact and Mail Chimp are great
- ▶ Add email signature and ask your staff and council to do the same – see how to's
- ▶ Send SAVE THE DATE
- ▶ Send personal letter signed by pastor or principal or two signatures

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Parishes:

- ▶ Pulpit Announcements
- ▶ Text messaging – if you use it
- ▶ Bulletin Inserts – QR CODE
- ▶ Add iGiveCatholic Web Banner to your website
- ▶ Announce at council meets and staff meetings
- ▶ HOST MASS in CELEBRATION/APPRECIATION
- ▶ VIDEO
- ▶ Fliers
- ▶ Voicemail
- ▶ Streaming masses – ASK ONLINE and put the link in that mass comments

Schools:

- ▶ ROBO CALLS and TEXT MESSAGING
- ▶ Car Line Fun
- ▶ Utilize your Marketing and Development Committee to do Peer to Peer Fundraising
- ▶ Change Voicemail or On Hold Messaging
- ▶ Fliers to Students
- ▶ Ask your parish to do Pulpit Announcements
- ▶ Add iGiveCatholic Web Banner to your website
- ▶ Announce at council meets and staff meetings – PTA/Club's
 - ▶ Challenges between groups of classes
- ▶ VIDEO

No Social Media/Website NO PROB BOB

- ▶ Go old school!
- ▶ Fliers in windshields
- ▶ In pew materials and use a QR Code for easy access in the pew
- ▶ Put the QR code on any and all material
- ▶ Council to text and ask
- ▶ Example St. Lawrence in Kraemer
 - ▶ Donors are watching.

Videos and Memes

- ▶ Social Media Loves Videos
- ▶ Make them SHORT AND SWEET
- ▶ Use Priests, Principals, Parishioners, Students
- ▶ Insert Video in your email messaging and at end of video make the ASK

▶ **CANVA.COM**

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- ▶ [St. Francis - https://www.youtube.com/watch?v=Xo98i38Bb5w](https://www.youtube.com/watch?v=Xo98i38Bb5w)
 - ▶ <https://www.youtube.com/watch?v=1zk9eMTey2A> – St. Hilary
 - ▶ https://www.youtube.com/watch?v=NFj0ZWHRV_8
 - ▶ <https://www.facebook.com/sacredheartco/videos/401514237558162>
 - ▶ <https://www.facebook.com/602461883109581/videos/472296920062791>

Board/Council Engagement

- ▶ Announce at each board/council meeting
- ▶ Ask members to help with matched and challenge funds as a group
- ▶ They should be your SOCIAL MEDIA CHAMPIONS
- ▶ They can write and sign personal letters
- ▶ Ask them to help you day of to make thank you calls

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Matched or Challenge Funds

- ▶ Organizations with matching funds raise 4.5x more on average than those without
- ▶ 1:1 Match
 - ▶ Each time an eligible donation is made, a corresponding offline gift of the same amount will be contributed to your totals
 - ▶ Matches are based on the amount given by each donor, and you can set specific guidelines around your match to make it more impactful
- ▶ Matching “Challenge”
 - ▶ A gift amount that's unlocked once a certain threshold is reached
 - ▶ A challenge can be tailored to your goals by selecting either a donor or dollar-based limit

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Matched Funds Cont'd

- ▶ Pool Resources
 - ▶ Pool resources - nonprofit ministries can ask Board Members to pool gifts into a “Board Match”
- ▶ Look to your Existing Relationships
 - ▶ Ask a local business that you or your beneficiaries frequent, and be sure to communicate the value and advertising they will benefit from
 - ▶ Share their generosity social media and ask them to re-share posts that they're tagged in
- ▶ Are you anticipating pre-existing gifts to come in on or before #iGiveCatholic?
 - ▶ Ask these donors if they'd allow you to use it as a match on your page to encourage gifts!

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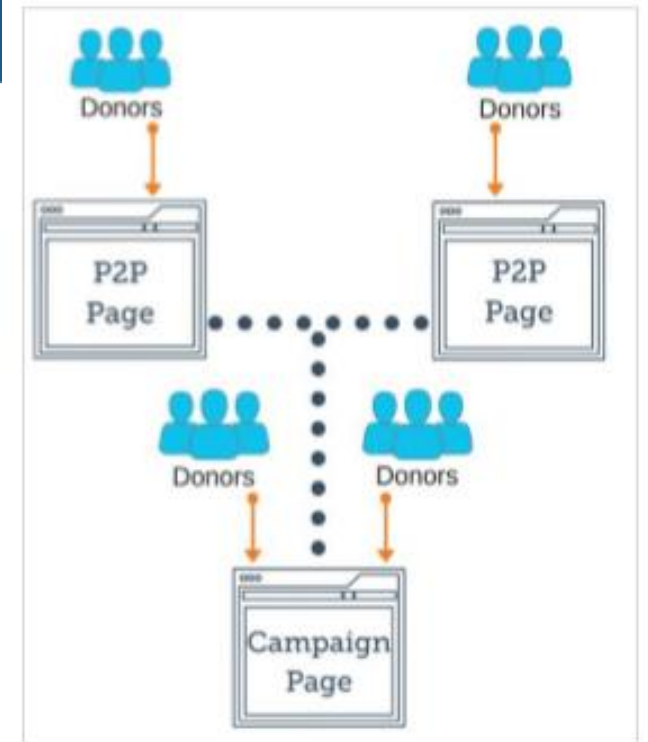


Be Creative with your Matches

- ▶ Car Pool Line Matched Challenge - \$250 match
- ▶ Happy Hour Match - \$1000 match for gifts made between 5 – 6pm
- ▶ Colonel Catholic Challenge – students took the challenge and you challenge Person
- ▶ Pastors personal fund challenge – Fr. Joseph Tregre provided \$2000 of his own money and asked his people to match his gift to replace the roof
- ▶ You can put a cap on your matches if you want to which helps engage MORE community
 - ▶ Eg. \$50,000 match last year to schools but the donor only matched up to \$1000 per gift, which incentivized more people to give.

Peer to Peer Fundraising

- ▶ A tiered system of fundraising that allows ambassadors to fundraise on your behalf, P2P fundraising organically builds on existing relationships
- ▶ P2P Fundraisers create and share simple profile pages to their networks. The gifts collected on their pages will contribute to your totals!
- ▶ Fundraisers share their connections to your mission with their personal networks, expanding your organization's reach to new audiences



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Best Practices

- ▶ BE SPECIFIC with your projects
 - ▶ Help our parish/school raise \$50,000 to replace our two broken air conditioning units
- ▶ Clearly define goal
 - ▶ Help us Raise \$10,000 for new Security Cameras to keep our kids safe
- ▶ Use Testimonials and Pictures to speak to donors hearts
 - ▶ Student: The new Google Chrome Books in our classroom helps me learn using hands on materials
- ▶ Show Impact
 - ▶ Your gift of \$150 will help us purchase new iPads
 - ▶ Last year our community together helped us replace our parish roof
- ▶ THANK Donors and follow up with success stories
 - ▶ Host a mass in thanksgiving of accomplishing your project and invite your donors

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KEY TAKE AWAYS

- ▶ CLEAR and CONSISTENT messaging is key
- ▶ Engage your Board/Councils/Volunteers
- ▶ MATCHED FUNDS ARE ESSENTIAL
- ▶ Tell your story Creatively
- ▶ Use a Multi Teared marketing approach
 - ▶ Social Media
 - ▶ Emails
 - ▶ Letters and Newsletters
 - ▶ Bulletin and Pulpit etc.
 - ▶ Texting

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