

Transform #GIVINGTUESDAY™
with GiveCentral

 GiveCatholicArchKCK





Catholic Foundation of Northeast Kansas

- **Bill Maloney, Executive Director**
- **Morgan Wade, Communications Director**

GiveCentral

- **Vern Sebby, Senior Account Executive,**



#GIVECatholicARCHKCK

Introduction



- In 2022, \$3.1 billion was donated to nonprofits on #GivingTuesday, a 15% increase from 2021
- 25% Increase since 2020!
- 37 million people donated to a 2022 #GivingTuesday Campaign, up 6% from 2021
- Faith-based nonprofits now receive the largest percentage of #GivingTuesday online donations
- 28% of online contributions were made from a mobile device


Data from: Blackbaud Institute & GivingTuesday Data Commons

A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are wearing white dress shirts and blue ties. The background is blurred, showing more of the individuals in business attire.


#GivingTuesday (still) is a Thing!

November 28, 2023

- ✓ **A Specific, Compelling Ask**
- ✓ **High Appeal Awareness**
- ✓ **Ease of Giving**

A close-up photograph of a hand holding a roll of US dollar bills, with the top of a \$100 bill visible. The background is dark and out of focus.

**Three
Keys to
GivingTuesday
Success**

A thick black crosshair symbol is centered at the bottom of the page, consisting of a vertical bar and a horizontal bar intersecting at their midpoints.



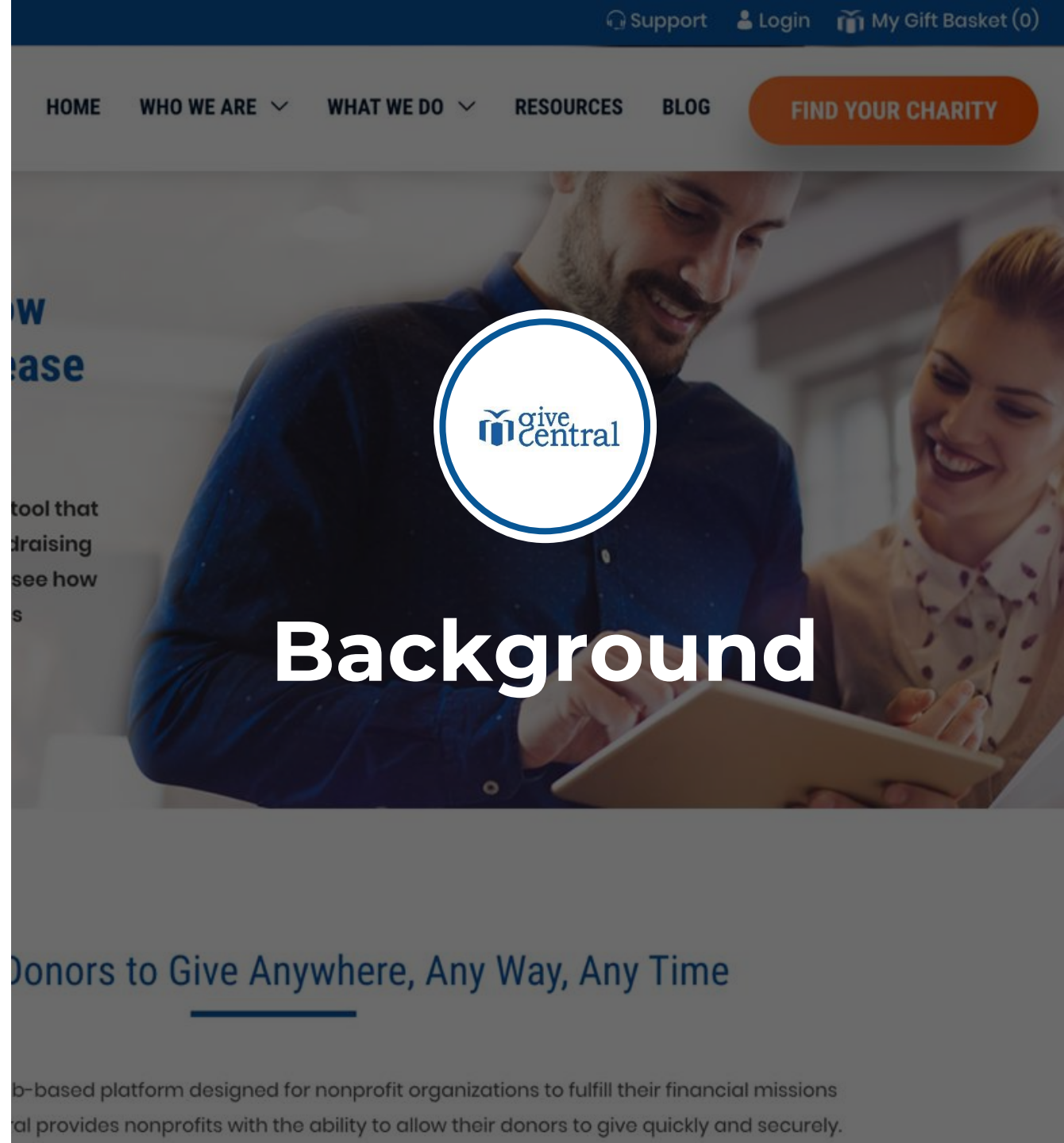
GiveCentral is comprised of a team of technology and nonprofit consultants with extensive experience working with nonprofits for over a decade. Our goal is to provide our clients with an intuitive and easy-to-use online donation platform that serves to increase nonprofit financial health and sustainability.

- In 2010, the GiveCentral online giving platform was launched with these objectives:
 - Cost effective across all parish sizes
 - Incorporate both Diocesan & Parish Fundraising Activities

Today:

- 40+ Diocesan Appeals & Campaigns
- Over 1400 Parishes of all sizes

GiveCentral is headquartered in Chicago, IL



GiveCentral Parish Online Giving Page

- Offertory Giving
- Pledge Giving
- Fee & Ticket Payments
- Crowdfunding

Parish Demonstration Site

A test site for parish demonstrations



Contact Us

Name :
Parish Demonstration Site

Website :
<https://www.givecentral.org/>

Phone :
(312) 929-2306

Address :
2 North Riverside Plaza, Suite
1350
Chicago, IL, 60606

Email :
Info@givecentral.org

Ways to Support Parish Demonstration Site



Sunday Offertory



Parish Building Campaign



Women's Club Poinsettia Sale



New Desks In 90 Days!

[View More](#)

Individual Crowdfunding Page

Comes Ready to Go for GivingTuesday!

Simple Customization Process – Training Provided

Donors can cover fees

Can be Visible but Inactive for Pre 11/28 –Promotion

Select Language ▾ Support Login My Gift Basket (0)

Good Shepherd Catholic Church

Organizer: **Mary Losik** ✉
on Nov 18, 2021

Your Generosity is Making a Difference!

Raised **\$13,340.00** **\$20,000.00** Goal
Raised by **86 Donors**

Donate Now

Donation Amount

I would like to cover the processing fee.

I want to be anonymous

#GiveCatholicArchKCK is Now Close

Every share helps!

Event Description Updates Comments

In this season of reflecting on our blessings, we are grateful for a parish with a newly

Recent Donations Highest Donations

\$100.00 Dec 05, 2021
Anonymous

Customized Crowdfunding Page

Options to Hide:

- Progress Bar
- Goal Amount

Prominent Flexible Social Media Sharing

Cash/Check Donation Recording

State Your Case Here! Test, Video, Graphics

Select Language ▾ Support Login My Gift Basket (0)

ST. GERTRUDE CHURCH

Let's Crush the COVID Deficit

St. Gertrude: Crush The COVID Budget Deficit

Organizer : Fr. George Schommer ✉
on Sep 03, 2020

Crushin' It Status Bar

Raised **\$137,326.00** **\$25,000.00** Goal
Raised by 250 Donors

Donate Now

Donation Amount

I want to be anonymous.

#GiveCatholicAOC is Now Closed

New Goal: \$115,000

stgertrude.org/givingtuesday

Every share helps!

Event Description Updates Comments

This year the Archdiocese of Cincinnati is helping individual parishes to utilize Giving Tuesday (Dec. 1) to promote charitable giving. Funds donated via the St. Gertrude donor page on Tuesday, December 1 will be eligible for the archdiocesan assessment waiver, which means more of your donation stays here in the Parish.

Recent Donations Highest Donations

\$450.00 Dec 02, 2020
Anonymous

GiveCentral created Leaderboard

Compelling Overview Content

Dynamic Progress Updates

Dropdown Parish Finder

The screenshot shows the GIVECatholicAOC website. At the top, there is a navigation bar with the GIVECatholicAOC logo, a 'Home' link, a 'Leaderboards' link, and a search bar labeled 'Search by organization name...'. The main banner features a church interior with the text 'ARCHDIOCESE OF CINCINNATI' and 'Support the Catholic Organizations You Love #GIVECatholicAOC'. Below the banner is a red box titled 'Giving Tuesday Outcomes' containing three statistics: '\$123,456 Raised', '1,234 Donors', and '100 Ministries'. The page also includes a section for '#GIVECatholicAOC' with descriptive text and a photo of children. At the bottom, there is a 'Find Your Parish, School Or Ministry To Support Now!' section with a dropdown menu and a 'Continue' button.

Home Leaderboards Search by organization name...

ARCHDIOCESE OF CINCINNATI

Support the Catholic Organizations You Love
#GIVECatholicAOC

Giving Tuesday Outcomes

\$123,456 Raised	1,234 Donors	100 Ministries
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#GIVECatholicAOC

Support the Catholic organizations you love this Giving Tuesday, a world-wide day of giving following Thanksgiving, that kicks off Advent in the charitable season by inviting people to give thanks and give back.

Join parishes, schools and Catholic non-profit ministries throughout the Archdiocese of Cincinnati for GIVECatholicAOC on Giving Tuesday.

Find Your Parish, School Or Ministry To Support Now!

Find your Parish, School or Ministry

Continue



Leaderboard

Real-time Updates

A Proven Motivator

Easy Sorting :


- Parishes
- Elementary Schools
- High Schools
- Ministries

GIVECatholicAOC Leaderboard

Support the Catholic Organizations You Love.

Parish Name	Amount Raised	Donors
1. Christ The King	\$54,620.00	78
2. Church of the Holy Spirit	\$39,555.00	100
3. St. Ignatius of Loyola Church	\$36,641.00	224
4. Corpus Christi Church (Cincinnati)	\$30,220.00	232
5. St. Stephen Church	\$24,567.00	64
6. Holy Angels Church	\$21,230.00	94
7. St. Saviour Parish	\$20,515.00	53
8. St. Ignatius of Loyola School	\$14,303.50	14
9. Little Sisters of the Poor	\$11,525.00	89
10. St. Mary Church and Campus Ministry	\$11,300.00	48

[View More](#)






GIVECatholicAOC

100 E 8th St Cincinnati, OH, US

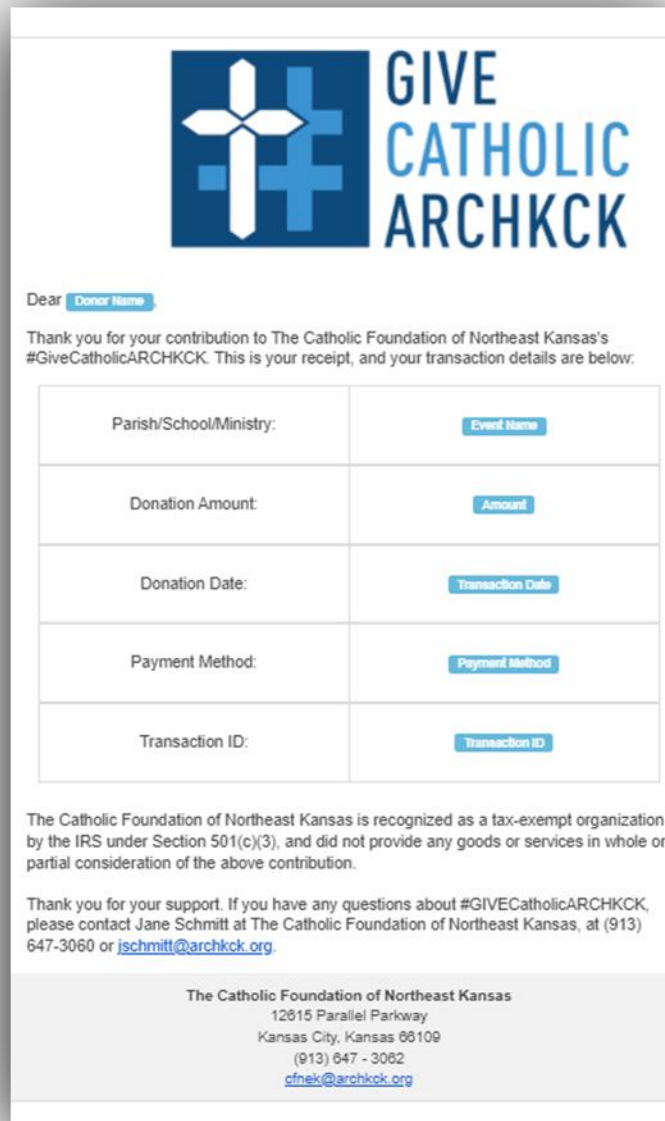
tmeyer@catholicao.org

+1 513-421-3131

Follow us on



Custom Confirmation & Notification Emails



The screenshot shows an email confirmation from Give Catholic ARCHKCK. At the top left is the organization's logo, which consists of a white cross and a blue plus sign on a dark blue square background. To the right of the logo, the text "GIVE CATHOLIC ARCHKCK" is displayed in blue, with "GIVE" on the top line, "CATHOLIC" in the middle, and "ARCHKCK" on the bottom line. Below the logo, the email is addressed to "Dear [Donor Name]". The main body of the email contains a thank-you message and a table with transaction details. The table has five rows, each with a label on the left and a corresponding value in a blue button on the right. The labels are "Parish/School/Ministry:", "Donation Amount:", "Donation Date:", "Payment Method:", and "Transaction ID:". The values are "[Event Name]", "[Amount]", "[Transaction Date]", "[Payment Method]", and "[Transaction ID]" respectively. Below the table, there is a paragraph of text stating that the organization is a tax-exempt organization under Section 501(c)(3). This is followed by another thank-you message and contact information for Jane Schmitt. At the bottom of the email, there is a grey footer box containing the organization's full name, address, phone number, and email address.

GIVE CATHOLIC ARCHKCK

Dear **[Donor Name]**

Thank you for your contribution to The Catholic Foundation of Northeast Kansas's #GiveCatholicARCHKCK. This is your receipt, and your transaction details are below:

Parish/School/Ministry:	[Event Name]
Donation Amount:	[Amount]
Donation Date:	[Transaction Date]
Payment Method:	[Payment Method]
Transaction ID:	[Transaction ID]

The Catholic Foundation of Northeast Kansas is recognized as a tax-exempt organization by the IRS under Section 501(c)(3), and did not provide any goods or services in whole or partial consideration of the above contribution.

Thank you for your support. If you have any questions about #GIVECatholicARCHKCK, please contact Jane Schmitt at The Catholic Foundation of Northeast Kansas, at (913) 647-3060 or jschmitt@archkck.org.

The Catholic Foundation of Northeast Kansas
12015 Parallel Parkway
Kansas City, Kansas 66109
(913) 647 - 3062
cfnek@archkck.org



- **Dashboard Data Views:**
 - GivingTuesday Appeal Progress
- **Reporting Includes:**
 - Participants
 - Transactions
- **Donor Support**
 - Payment Issues
 - Full Donor Demographics for Thank you & follow-up messaging
 - Cash/Check Donation Recording
- **GiveCentral is PCI Compliant!**
 - No complete payment data visible
 - All data is fully encrypted

Administrative Panel

Transaction Fees – Credit Cards
3.25% - Visa/MC/Discover/Amex
\$0.51 - Includes all Standard Bank Pass-through Fees
Transaction Fees – ACH
0.4% - ACH Transaction Fee
\$0.48 - Includes all Standard Bank Pass-through Fees

Donations will be disbursed net of transaction fees no later than January 19, 2024.

A background image showing a close-up of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are wearing dark suit sleeves.

Program Costs



Multiple Session Offered - Starting Sept. 27

One hour time commitment is all that is needed.

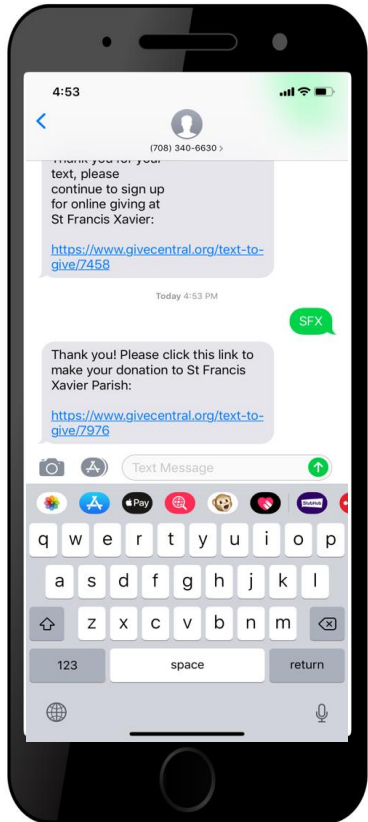
Topics covered:

- How to log in
- Making edits to their crowdfunding page & fund setup
- Donor Inquiry Training
- Running Reports
- GiveCentral Live Training (for entities who want, to use it)



Training & Support

Supercharge your Giving Tuesday with These GiveCentral Tools:



Text-to-Give



A screenshot of a GiveCentral LIVE Event Streaming page. The event is titled "Support Our School". At the top right, there are buttons for "Engagement Form" and "Donate Now". Below the title is a video player showing a nun in a red habit holding a sign that says "6th Grade is on a MISSION". The video player has a progress bar at 0:46 / 1:46. At the bottom left of the video player, it shows a gift icon, "\$145.00 Current Raised", and a dropdown arrow. On the right side, there is a blue header with "Event Details" and a calendar icon. Below this, the "Event Name" is "Support Our School" and the "Event Description" is "The Archdiocese of San Antonio Catholic Schools understands the importance of finding a Catholic school that students [read more ...](#)". The "Text-to-Give Number" is "726-200-1125" with a "Copy" button. There are also buttons for "Copy Donation Link" and "Copy Video Link". At the bottom right, there are social media share icons for Facebook and Twitter, and a "Share video link on:" label.

GiveCentral LIVE Event Streaming

Next Steps

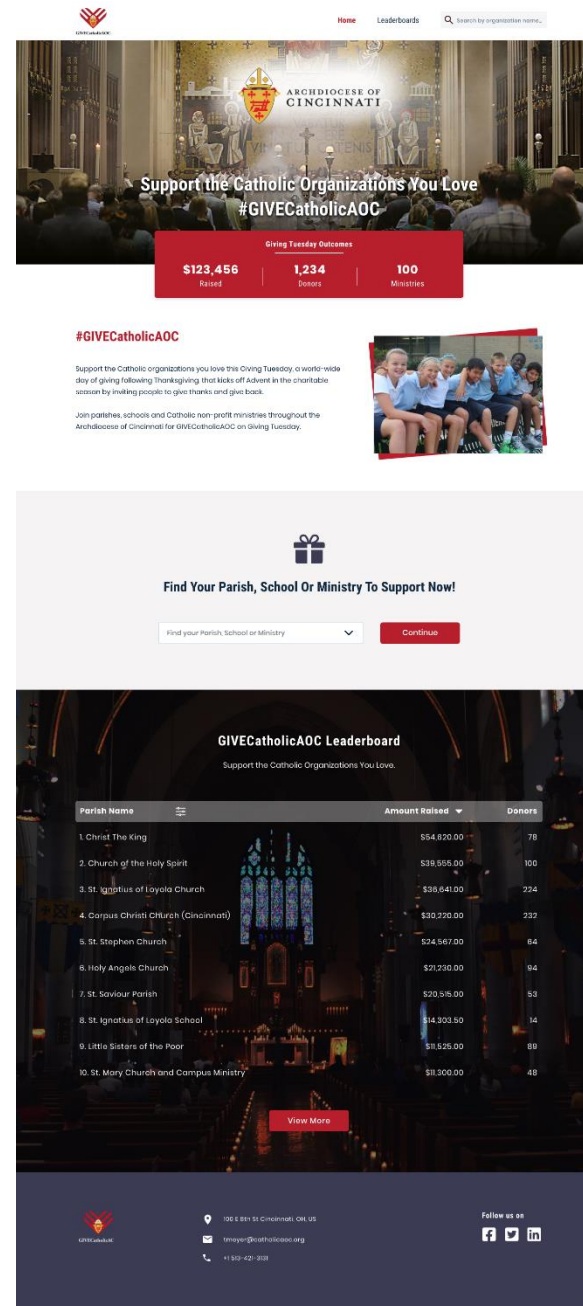
- Complete the short registration form link in the follow-up email
- Attend one training session
- GivingTuesday 2023 – November 28th!
- Question?

Vern Sebby

vsebby@givecentral.org

847 609 0419

Thank You!



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Support the Catholic Organizations You Love
#GIVECatholicAOC

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100 E 8th St Cincinnati, OH, US
 info@givecentral.org
 +1 502-431-3030

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