

Early giving!

LUNCH & LEARN

WEBINAR

#weGIVECATHOLIC

with the Catholic Community Foundation

December 3, 2024

PRAYER

Good and gracious God, we recognize all life is a gift and a blessing. We thank you for your most generous love.

Encourage us to be persons of honesty and integrity, worthy of proclaiming the Gospel, in this sacred ministry of fundraising. Give us hopeful imagination and creative vision, recognizing generosity in even the smallest gift.

We pray #weGIVECATHOLIC may be a miracle of loaves and fishes, where every gift shared lovingly from a grateful heart becomes bread for the multitudes, and the ordinary becomes extraordinary.

Be with us today in all that we do, so that your light may shine out in our lives.

Through Christ our Lord. Amen.

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WELCOME!

AGENDA

- Your to-do list
- Welcome new organizations!
- DTA Match = TTT Match and Important Dates
- Let's Talk Early Giving with Amy and Jessica
- Questions

YOUR TO DO LIST!

- **RE-REGISTER your organization!**
 - Updates your contact information, refreshes our data, improves our communication with our organizations
- Continue to steward your donors and share project updates
- Create a marketing calendar
- Get your pastor, principal, or president on board NOW!

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DTA MATCH = “THREE T’S” MATCH

- Matching Amount: \$100,000 Total
- Matching Ratio: 3:1
- Donation Requirement: Donations of \$100+*
- Match Cap: up to 25% available in your specific category
- Timeframe:
 - Morning- \$50,000 and Afternoon- \$50,000

* maximum match amount = \$300

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TTT MATCHING MINUTES

MORNING POOL- \$50,000			
Groupings	#	Match Pool \$ (AM)	Maximum- single school (AM)
Small School (1-249 students)		\$15,000	\$5,000
Medium Elementary School (250-499 students)		\$15,000	\$5,000
Large Elementary School (500+ students)		\$10,000	\$2,500
High School		\$10,000	\$2,500
TOTAL		\$50,000	
AFTERNOON POOL- \$50,000			
Groupings	#	Match Pool \$ (AM)	Maximum- single school (AM)
Small School (1-249 students)		\$15,000	\$5,000
Medium Elementary School (250-499 students)		\$15,000	\$5,000
Large Elementary School (500+ students)		\$10,000	\$2,500
High School		\$10,000	\$2,500
TOTAL		\$50,000	

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MARK YOUR CALENDAR!

NOV.
23

Early Giving Opens -
MIDNIGHT!

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ADVANTAGES OF EARLY GIVING

- Build momentum early to advance toward your goal before the giving day starts
- Opportunity to increase your goal if you make good progress before the big day
- Donors can give at a convenient time if they might be busy on the giving day
- Allows acceptance and entry of offline gifts in advance

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MEET OUR PRESENTERS

Jessica Endress

Development and Marketing
St. Barnabas Catholic Parish, Northfield

Amy Huntley, MPA

Director of Development & Communications
Light of Hearts Villa, Bedford

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Launch a Countdown Campaign

Host daily or weekly challenges on social media, encouraging followers to donate early and share their participation.

Promote Matching Gifts

Announce matching gift opportunities for early donors, doubling the impact of their contributions and incentivizing early participation.

Share Exclusive Content

Offer early donors access to exclusive content, such as a behind-the-scenes look at your organization.

Highlight Early Giving Donor Lists

Recognize early donors publicly on social media or your website, encouraging others to give early and be acknowledged.

THINK OUTSIDE THE BOX FOR EARLY GIVING!

Create a Giving Challenge for a Specific Project

Introduce a fun challenge where the first group to donate reaches a milestone or goal for a specific project. This can motivate others to join in early.

Utilize Email Campaigns

Send a series of targeted emails leading up to the giving day, emphasizing the importance of early giving and the benefits of starting strong.

Engage Your Ambassadors

Partner with key supporters or influencers to promote early giving, using their platforms to reach wider audiences.

Launch Peer-to-Peer Fundraising

Empower supporters to create their own fundraising pages BEFORE the giving day, encouraging their networks to contribute early.

SECRETS TO SUSTAINING GROWTH

1. Pastor MUST enthusiastically lead the effort, especially in the campaign videos and other promotional materials.
2. Start small and slow so your community can get a taste for success, then challenge them with bigger projects – but make sure they are still achievable.
3. Give people a sense of mission and inspire them to invest in their spiritual home.
4. Choose a project that is: Specific, Visible, and Achievable.

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TRAINING SESSIONS

Lunch & Learn Webinars

OCT.
29 Donor Engagement Tools

NOV.
11 Amp Up Your Social Media

Roadshow Trainings

SEPT.
10 Center for Pastoral Leadership- Euclid

SEPT.
11 St. Angela Merici Parish School- Fairview Park

SEPT.
12 Holy Martyrs Parish- Medina

Dates to Remember

NOV.
12-25 Fire Up Your Facebook Challenge

OCT.
1 Cathedral Square- Downtown CLE

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QUESTIONS? CONTACT US!



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SCAN ME

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