



#iGIVECATHOLIC
ON GIVING TUESDAY

2025 Top Ten Roundtable

1. Catholic Charities of Acadiana (Lafayette, LA)

Ben Broussard, Chief of External Affairs

Initial 2024 Goal: \$250,000

Actual 2024 Total: \$427,664

Number of Donors: 180

Years Participating: 10

Project: Sheltering the Homeless in Acadiana

Featured Strategy: **Using #iGiveCatholic to foster year-round stewardship and relationships with an annual campaign.**

- Added #iGC to end of year appeal. #iGC elevates the campaign, takes advantage of GivingTuesday when people are already trained to make charitable gifts. Designates End of Year for Program support, not a one-time need project.
- **Relational over transactional:** Build relationships throughout the year so your people SHOW up at the end of the year.
- Pick up the phone to thank the donor for their gift THE SAME DAY. As immediate as possible. Quick phone call, 30-45 seconds.
- For Catholic Charities, you must **tell the story without the image** to honor the people they support rather than showing them at their most difficult time.
- Digital campaign including simple, “scannable” emails and specific text messaging, encouraging Text to Give to #iGC platform, mailing in a check, give via DAF. Then follow-up with personal calls and texts on the day of.
- Targeted existing donors – including lapsed donors.
- Also looks at data to know exactly what PART of Catholic Charities to highlight for support.
- Major donors LOVE to be a part of a BIG match pool that has big ROI. 8-10 anonymous donors make up large match. Smaller donors LOVE knowing their little gift goes farther. **“I’m waiting to give until my money is doubled.”**
- Match pool was \$50K in 2022, raised to \$100K in 2023, \$125,000 in 2024. **Solicited long-term, existing major donors** to ask if they wanted to participate in Match.

2. Saint Peter's Catholic Church (Olton, TX)

Janie Cano, Volunteer

Initial 2024 Goal: \$10,000

Actual 2024 Total: \$11,753

Number of Donors: 87

Years Participating: 1

Project: Electricity upgrades, vestments, mass items

Featured Strategy: **Using communication methods which work best for your individual community!**

Key Components:

- **Volunteer ran the campaign!**
- Older community that does not regularly use social media- recognized the methods of communication which would be most successful for their community!
- Team of three volunteers **called all the parishioners, friends, and relatives that lived out of town** and asked them to donate. Volunteers were all bilingual, so they were **able to communicate with both their English and Spanish communities.**
- Parishioners were encouraged to petition their wider networks for donations.
- **Visited the homebound parishioners** and invited them to join in the giving effort.
- The initial goal was \$500, but was raised to \$10,000 to cover needed items. \$11,753 was raised before prizes which the diocese dispersed: won \$200.00 for most unique offline donor, \$400.00 for most unique overall, and \$200 for peer to peer bringing the total to \$12,553.00!
- Deacon wrote a letter to the parishioners which was read after mass.
- Local businesses were also contacted for donations.

3. Comeau Catholic Campus Center (Hays, KS)

Anne Wheaton, Director of Development

Initial 2024 Goal: \$100,000

Actual 2024 Total: \$111,430

Number of Donors: 177

Years Participating: 6

Project: Supporting College Ministry

Featured Strategy: **Inviting donors into the mission of the ministry with a theme and strong communications.**

Key Components:

- 2024's theme for development was **"being light in the darkness"** based off the quote from St. Francis of Assisi, *"All the darkness in the world cannot extinguish the light of a single candle."* The goal of giving is to "become light together," with the idea that one light can spread to so many others. This is the guiding theme throughout the year for giving and ministry.
- Comeau Catholic created a [VIDEO](#) showing the purpose and use of each room in the campus ministry and introducing the staff.
- Another [VIDEO](#) was created showing the impact of the campus ministry and thanking donors for their support.
- [Matching funds](#) used to increase ROI. Comeau received their largest match this year of \$50,000! The match was advertised in social media posts, letter from the pastor, and newsletter.
- [Mailing](#) from chaplain and [newsletter](#) to share the needs and what is going on in the community. Featured student testimonials to show the impact of the gift. The pastor was the face of the campaign, and invited the community to give.
- Social media posts featuring students as well as [meter to show progress](#) throughout the day.

4. [Saint Pius X Catholic High School \(Atlanta, GA\)](#)

Jenn Sedlack, Director of Advancement

Initial 2024 Goal: \$125,000

Actual 2024 Total: \$184,287

Number of Donors: 291

Years Participating: 7

Project: Annual Fund

Featured Strategy: [Strategic use of matches to build impact!](#) **Engaging with Alumni community**

Key Components:

- Stewarded match donors throughout the year. Featured a match from a parent and a grandparent of current students.
- **Engaged alumni with a challenge-** 100 alumni donors unlocked a \$20,000 challenge gift! Alumni included the year they graduated with their name on their donation.
- Suggested donations were **meaningful numbers to the school** *ie. \$51 for the 51 athletic teams, \$124 for 124 alumni legacy students etc.*
- **Posted updates on their giving day page** to let donors know their progress towards their match and challenge goals.

5. Diocese of Lafayette: Office of Vocations and Seminarians

Jill Leblanc, CRM Specialist, Stewardship & Development

Initial 2024 Goal: \$30,000

Actual 2024 Total: \$36,383

Number of Donors: 242

Years Participating: 6

Project: Seminarians: Meeting Jesus under bridges and on the streets

Featured Strategy: **Using seminarians to fundraise as a way of building community and teaching fundraising to the next generation of priests.**

Key Components:

- **Seminarians for the diocese participate in peer-to-peer fundraising** on behalf of the Office of Vocations.
- The diocese began using seminarians for P2P in 2019.
- [Video](#) featuring the seminarians to show the impact of donations.
- Allows seminarians to fundraise some of their education. Invites them to be “coworkers in the field” with the people of God who fund their education.
- **Training ground for priests to fundraise which is an essential part of pastor/parish life.**
- The Director of Vocations comes up with goal.
- The Director of Stewardship and Development presented #iGiveCatholic to the seminarians via zoom with helpful tips and tricks to be successful.
- Initial goal of \$20,000 was bumped to \$30,000 upon meeting the goal.
- Encourages friendly competition- **3 teams were created based on where the seminarians are in their formation.** The team who raised the most funds won a trip to Top Golf. The team with the most donors won a gift card, and the individual who raised the most received a statue and a gift card.
- Seminarians could set a personal goal, and were encouraged to set at least \$1000
- **117 donors reported to be first time donors** to the vocations office!

6. Saint Joseph Co-Cathedral School (Thibodaux, LA)

Tom Ed Gibbons, Dad

Initial 2024 Goal: \$80,000

Actual 2024 Total: \$66,000

Number of Donors: 213

Years Participating: 9

Project: Renovating the school bathrooms

Featured Strategy: **Teamwork makes the dreamwork: putting together a team of volunteers to accomplish large goals!**

Key Components:

- **St. Joseph's Men's Club, PTC/class moms, and School IT** took on the project and split the work into tasks for each member.
- **Utilized multiple avenues to get the word out about the campaign:** iGiveCatholic/Give Gab, local philanthropists and foundations, donor lists, alumni lists social media school text messages/emails, local news, yard signs and banners.
- **Informed potential donors what percentage of the donation goes directly to the project as well as inform them the option to decide whether or not they pay fees.**
- Upon putting in the initial groundwork, the Men's Club caught the attention of a donor who put up a match. Their continued hard work led to several more matches coming in throughout the campaign.
- **Peer to Peer competition between the classes:** The class which raised the most funds won a [pizza/movie night](#).
- Reached out to [local news station](#) to be featured spreading the news of their campaign!
- **Social Media** [videos featuring students](#). View another video [HERE](#).
- [Before and after photos](#) from the last renovation to show the progress on progress.

7. [Our Lady of the Lake Lifeteen \(Chapin, SC\)](#)

Megan Shealy, Youth Minister

Initial 2024 Goal: \$15,000

Actual 2024 Total: \$20,007

Number of Donors: 315

Years Participating: 3

Project: Supporting parish youth ministry

Featured Strategy: **Using youth fundraisers to teach stewardship and community involvement.**

Key Components:

- Youth individually fundraise for their National Catholic Youth Conference trip.
- Youth minister knows a year in advance who will be going to NCYC. In doing so, it allows enough time for the youth to fundraise their trip through #iGiveCatholic as well as other fundraising opportunities.
- **Youth encouraged to give \$5 to #iGiveCatholic-** the cost of a coffee or another small sacrifice.
- Youth then asked to ask one person (a peer) to give \$5.

- Youth minister encouraged the youth by advertising that they were in the running for a diocesan prize. This bolstered the friendly competition within the youth, and they began to solicit donors from the wider community.
- Won a \$1,500 prize from the diocese for most donors from a Parish or School! **Gamification WORKS!**
- Prior to the giving day, the youth minister and youth set up a table outside of masses asking parishioners to give on Giving Tuesday. They asked parishioners if they would like to receive a text message on the day of to remind them to give. **90% of those who signed up for the text message gave!** Those that did not sign up for the text message were given a slip of paper with a QR code to put on their fridge as a reminder to donate.
- For a student to access the donations received on their behalf for their NCYC trip, they must serve at a Cinco de Mayo dinner and fundraiser to show that they are invested in the community and emphasizing their call to mutually serve the parish.

8. Rayne Catholic Elementary (Rayne, LA)

Donna Melancon, Development Director

Actual 2024 Total: \$22,144

Number of Donors: 177

Years Participating: 7

Project: Improvements to the school cafeteria.

Featured Strategy: **Creating a fun and engaging video using students.**

Key Components:

- [2024 video](#) with cheerleaders providing “spirit” for their cafeteria project.
- [2023 video](#) with students making “safety improvements.” Two eighth grade students wrote the script based on an outline of the project. Won a diocesan prize for best video!
- **Admin team identifies the project for the campaign, and then with the help of staff comes up with a cute idea for a video using the students.**
- Videographer is a parent who works at a local news station and puts the video together.
- #iGiveCatholic is used as an annual appeal which allows the school to be able to reach more people.
- **Uses emails and flyers created in Canva** to send to parents and grandparents.
- Attached the #iGiveCatholic collection envelope to a letter sent home to parents. **The envelope was pre-filled out with the students’ name and house name to make it easy to slip in a check or cash and return to the office.**
- Utilize [challenges between the house system](#) to encourage friendly competition. Each house receives a color-coded envelope for donations. **Whichever house had the most donors won a donut party. This boosted the total number of donors!**
- [Outreach letter](#) sent to Local businesses for donations and matches.

- Identify a specific project which is visible to the community and something people could rally behind.

9. San Juan Del Rio Catholic Church (St. John's, FL)

Walter Czuryla, Parish Business Administrator

Initial 2024 Goal: \$200,000

Actual 2024 Total: \$183,240

Number of Donors: 131

Years Participating: 4

Project: Updating lighting, church sound and choir equipment, landscaping, and Rosary Garden

Featured Strategy: **Building a strong foundation of support and giving.**

Key Components:

- Ensured that the **messaging from the pastor was concise** rather than long winded.
- Choose a project which would be **visible** to the community and **could tell a story**.
- **Highlighted the projects that previous #iGC campaign funded:** Remodeled Columbarium, completed and furnished the New Chapel, Enhanced Security, built New Confessionals, Restored Stations of the Cross.
- Created a **flyer** which was posted around the campus
- **Utilized Flocknote** 2-3 weeks prior to the Giving Day to ensure the information was fresh.
- **Appealed to younger donors by posting a QR code** to the giving page in bulletin.
- Personal phone calls to larger donors to solicit donations.
- Sent day of text reminders to parishioners to give.
- Encouraged donors with the opportunity of a tax deduction.
- Kept the parish updated on the leaderboard! **Utilized the “gamification” aspect of #iGiveCatholic!**

10. Assumption BVM School West Grove (West Grove, PA)

Jackie Pelagatti, Business Manager

Initial 2024 Goal: \$30,000

Actual 2024 Total: \$42,360

Number of Donors: 186

Years Participating: 5

Project: Tuition/General operating costs

Featured Strategy: **Using student enthusiasm to build giving momentum!**

Key Components:

- Goal of fundraising \$102 per student to honor the 102 years the school has been operating.
- Student would win a dress down pass won if he or she created **a peer-to-peer fundraising team**.
- Students and parents were encouraged to text a personal link to network to encourage giving.
- The students would win rewards throughout the giving day as goals were met. Ex. At \$1,000 they received a dance party. Once \$5,000 was raised they won candy. At \$10,000 they were given extra recess. \$20,000 they received a visit from the secretary's dog.
- These awards were then **posted on Facebook** to encourage more momentum.
- Any family who raised \$500 in their peer-to-peer fundraiser received tickets to a pizza party. At \$1000 they received school swag.
- **Principal sent emails and made personal calls** prior to the giving day and throughout the day to keep folks updated and engaged, invite them to give.