



Year In Review

Our Year in review is here and you don't want to miss this!





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Client Highlights



St. Theresa Palatine, Chicago, IL

St. Theresa Palatine is doing beautiful things to engage its community and let its parishioners know it is there for them at any level. Here are some yearly events they hold to collect donations to help and give back to their community: Thanksgiving basket donations for those in need, helping those experiencing homelessness, Christmas Giving Tree, and Giving Tuesday, where all donations support their tuition assistance program. They are GiveCentral superstars when it comes to using the GC SmartTools to engage, communicate, and reach donors.

https://www.givecentral.org/location/314-St_Theresa_Church_-_Palatine



St. Thomas More Catholic Church, Austin, TX

St. Thomas More Catholic Church utilizes the GiveCentral platform for all of their parish and event giving, including school tuition payments. They also understand the value of excellent communication and marketing. Their website has an Online Giving button that leads donors to their GiveCentral page, making donating easy for current donors and website visitors. They also use the power of GCSmartTools to heighten their giving and enhance their stewardship efforts.

<https://stmaustin.org/>



St. Michael Church in Old Town, Chicago, IL

St. Michael Church in Old Town is the spiritual home to more than 675 households; they also serve many throughout various communities in Chicago. Engagement with the community is crucial. They host many events for their parishioners and community to get involved in, from Lenten Food drives to "Dogs on the Lawn," to Trivia Night. These are only a few, along with their weekly Masses, religious offerings, and other worship activities.

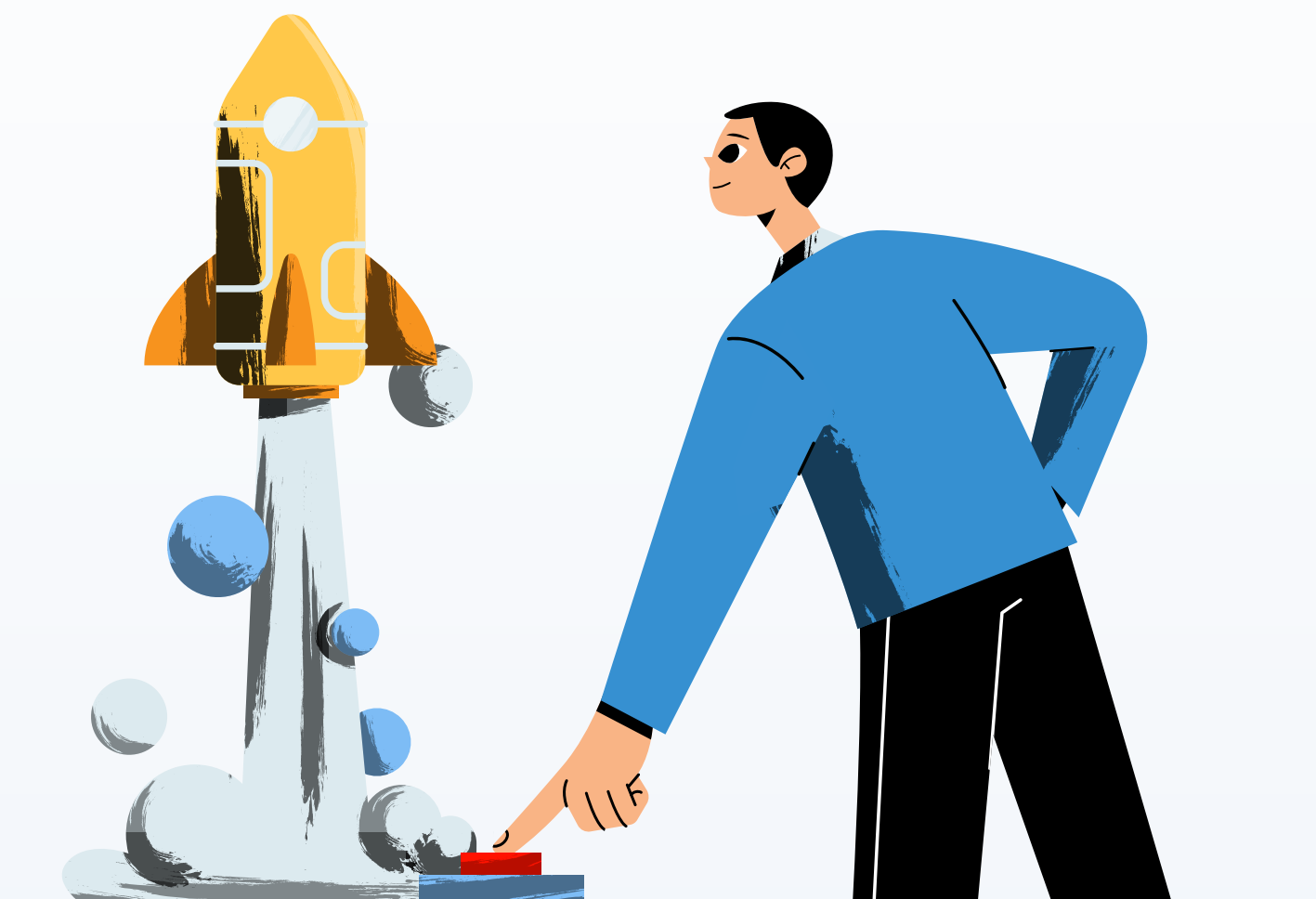
GiveCentral's platform offers ease of use for their event planning, for ticketed events, crowdfunding events, auctions, galas, and any other type of event where you will need to collect donations. St. Michael's utilizes this capability, along with the power-packed GC SmartTools, to communicate with their parishioners, donors, and visitors. While also allowing them to donate effortlessly with pre-populated information.

<https://www.st-mikes.org/>

Chapter 2

We Welcomed New (ARCH)DIOCESE To GiveCentral

- The Roman Catholic Diocese of Helena, MT
- Diocese of Covington, KY
- The Roman Catholic Archdiocese of Atlanta, GA
- Diocese of Jackson, MS
- Diocese of San Diego, CA
- Diocese of Amarillo, TX
- Diocese of Rochester, NY
- Catholic Community Foundation of the Diocese of Charleston, SC



Appeal Campaign Highlights

We wanted to highlight a Diocese and Archdiocese that had remarkable accomplishments in 2023!



The Archdiocese of LA placed our SmartQR codes throughout their direct mail campaign materials and postcards.

While using a generic QR code helped them to raise small amounts in past appeal campaigns, **our SmartQR took their appeal to another level! 48% of pledges and one-time gifts were made through our SmartQR.**

GiveCentral supplied the Archdiocese of LA with the Smart QR codes which they gave their existing printer to add to their mail-printed pieces. Once received, each donor scanned the SmartQR codes and was directed to their personalized giving page. **The inconvenience created by filling out contact and banking information every time was removed. With a few clicks, each donor transaction was easily and quickly completed.**

With SmartQR you will see results faster and reach your goal sooner.

Download the details by the numbers [here](#).



Diocese of Providence

Case: Annual Catholic Appeal (Catholic Charity Appeal)

Duration: Jan 1 to March 12, 2023

A single communication with GiveCentral's SmartLink has an amazing impact!

SmartLinks paved the way for the Diocese of Providence's giving strategies by making giving seamless for their donors. SmartLinks does all the work by removing the hassle of filling out information. The Diocese used our SmartLinks in their communications to parishioners and donors. Once clicked, the personalized giving page was within reach, and donation was made. **28% of their pledges and one-time payments were made through GiveCentral's SmartLinks.**

Every GiveCentral donor has a unique ID where they can access their giving history and donate with peace of mind. **SmartLink does all the work for you and with all the time saved, campaigns and appeals reach their goals sooner.**

Chapter 4

Implementation Team

Meet GiveCentral's new Implementation Team!



Teresa Meyer
Customer Success Manager



Edgar Barroso
Implementation Manager

The Implementation team wants to help you use GC SmartTools better and train your staff fully on all the functionality to elevate your organization.

We offer help with:

- Enhancing stewardship and engagement
- Year-end giving
- Understanding and pulling reports
- Special event setup
- Planning and strategy
- Marketing and communications



Onboarding/Reboarding



Are you new to GC or have a new staff member? We have many training sessions for new staff members or staff who would like to learn more about GiveCentral. Our Onboarding training sessions are designed for those new to GiveCentral, while our Reboarding training sessions are designed for existing clients who want training.

[Sign Up for a Session!](#)

Chapter 6

Training/Webinars



In 2024, we are happy to announce many new trainings available to you where you will learn and hear from experts in the field who will share tips on how to engage your donors and community better. You will also learn how to increase giving throughout the year and various other marketing, communication, and planning ideas.

[Save Your Seat to attend a webinar!](#)

Chapter 7

Knowledge Center



Imagine a mini Wikipedia with all the fundraising resources you need. That is what GC's Knowledge Center is – at the swipe of your mouse, you can access answers to your questions and resources to make your campaign a success. The tool's engagement is a bonus; it is all about growing the connection between people before raising funds.

[Connect And Begin Learning Today!](#)

Customer Support Team



Our dedicated GC Customer Support team are experts on the GiveCentral platform and offer collaborative and adaptive skills to work seamlessly with all our clients to achieve their goals.

[Book A Call Today!](#)

Multicultural-Languages



We are proud to say we have an inclusive team at GiveCentral. Many of us come from various cultural backgrounds and speak multiple languages. We can always assist our clients and donors with language and cultural needs.

Some of the languages we speak are:

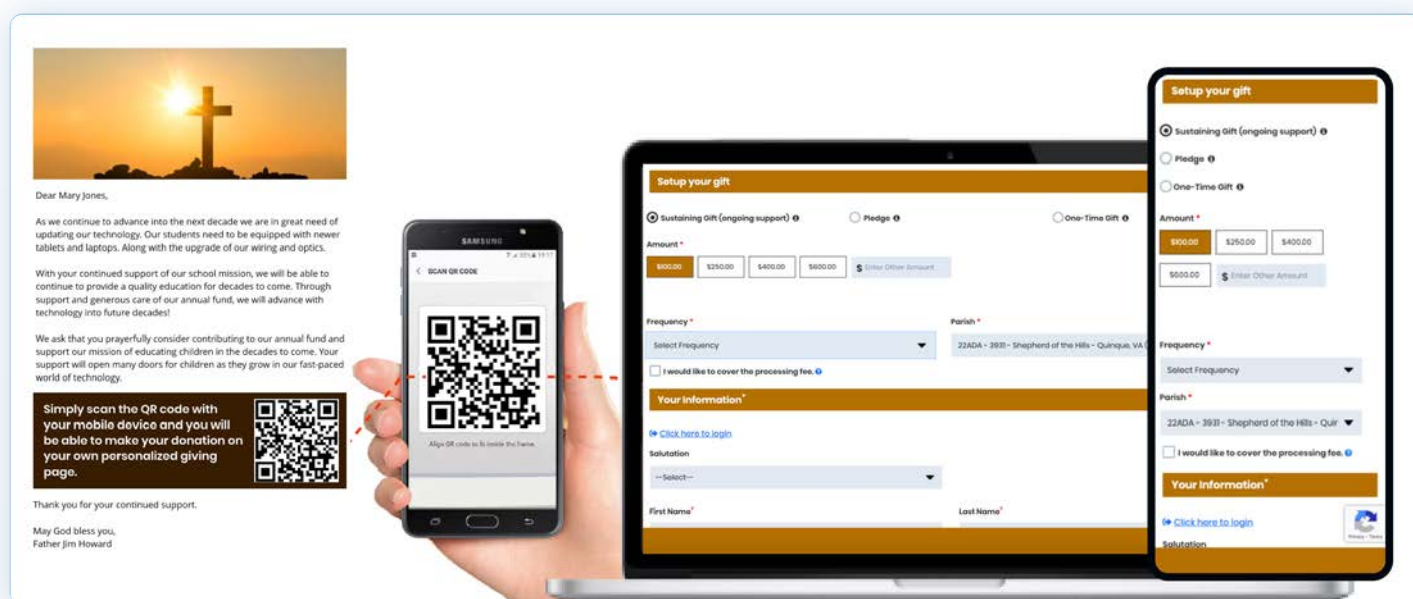
- Spanish
- Mandarin
- Italian
- German
- French
- Hindi

Chapter 10

Marketing and Technology

GC SmartQR

Unlike any other QR Code, our SmartQR has technology that allows you to connect to your community by taking it a step further. Once scanned, the code **directs each person to their personalized page**. With a few clicks, each person can interact by leaving a message, sending a prayer request, or completing a gift easily and quickly. The inconvenience of filling out contact and banking information is solved because SmartQR does it for you. **Those over the age of 60 are the fastest adopters of SmartQR! This tool is embraced because of its ease of use.**



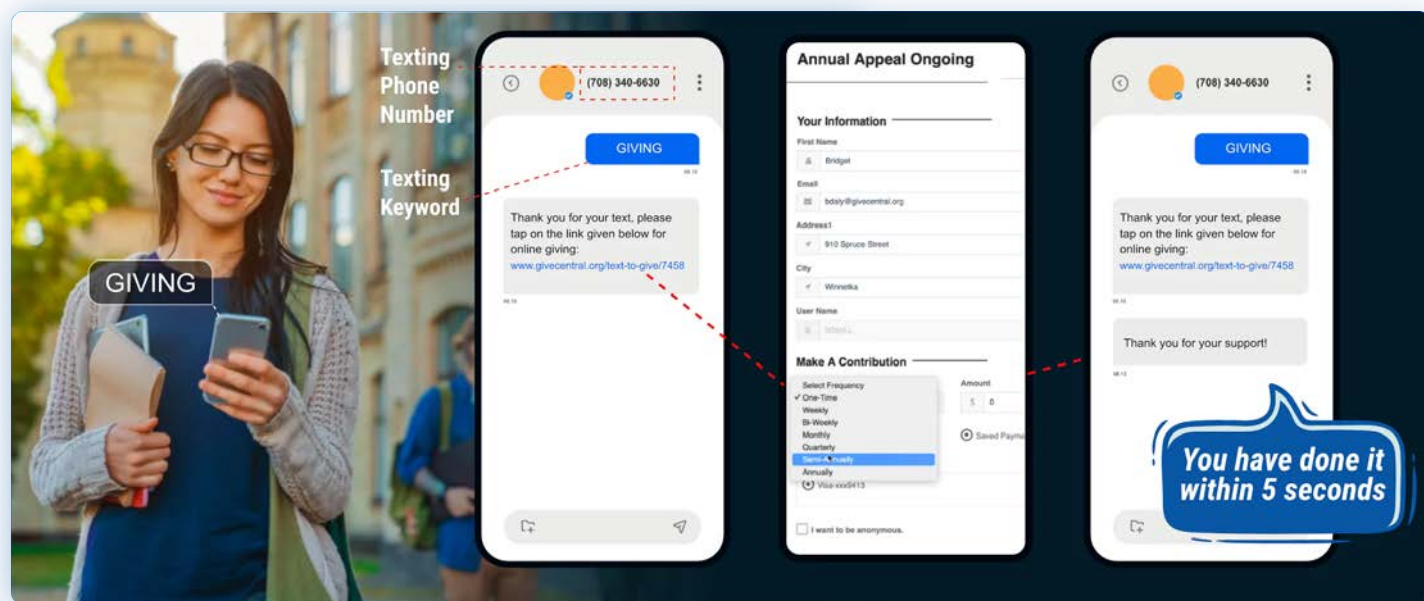
Generic Annual Appeal (One-Time, Pledge & Sustaining Gift)

With SmartQR added to your direct mail you can push the communication you want in front of your donors.

SmartQR will allow them to donate easily and quickly by recognizing them and having their donation page prepopulated with their contact and banking information.

GC SmartText

SmartText allows you to direct your donors through their mobile devices by connecting with simple keywords. Our texting platform design supercharges your fundraising campaigns by engaging, activating, and cultivating your supporters.




One-Click giving for Annual Fund

With SmartText, when your donors text the keyword “GIVING” to your customized text number. They will receive a message to click on a link that will take them to a custom giving page where they can donate with ease.

Their information is prepopulated. Utilizing SmartText allows you to reach donors on their cell phones where they are already donating and communicating daily.

GC SmartGive

SmartGive is a single-click automated payment link our team can help you embed into your appeal emails so donors can click and commit, allowing you to meet and exceed your goal!



Dear Daryl,

Thank you for your constant support to our church community.

This is regarding a community life skill development event that we are organizing. It is all about helping a community grow on a foundation that we and you continue to strengthen every day.

We would like to encourage you to be a participant in this by lending us your kind support once again.

In order to make your donation easier and quicker, simply click on either of the buttons below to make your one-time gift.

\$50

\$75

\$100

Other

Thank you.
With kind thanks,
Mary Margaret
Business Manager

Gift Information

Amount

\$50

Payment Frequency

One-Time

Parish

Select Parish

Personal Information

First Name

Daryl

Last Name

Leah

Email

darylleah@gmail.com

Billing Zip Code

12121

Giving Information

Choose your Payment Method

☒ Saved Payment Method

☐ Add New

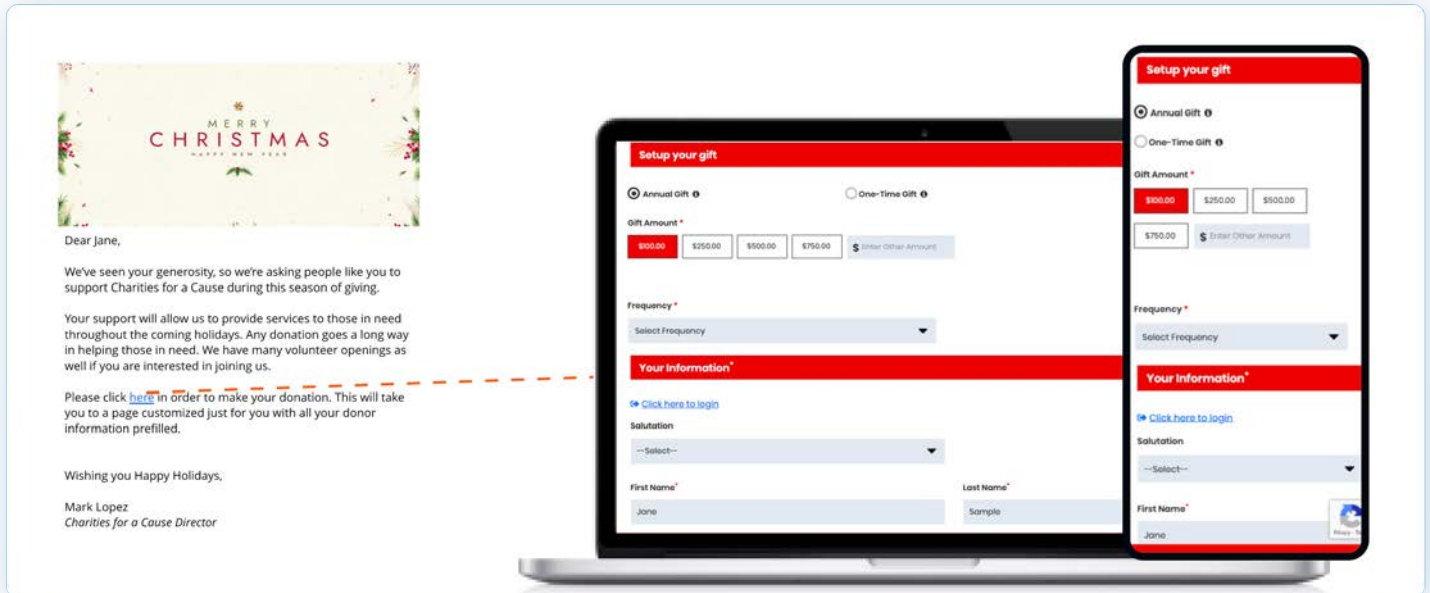
Special Events

When setting up your emails for special events you can choose email lists that you would like to send to various donors. You have the option to ask for a one-time gift and suggest percentages or dollar amounts.

You also have the option to send special event emails to your current donors asking them for a one-time gift, new sustaining gift or an increase on a sustaining gift.

GC SmartLinks

SmartLinks can also be personalized to have pre populated information ready when asking for a donation. In return, you can track the most engaging content, allowing you to serve your community's needs better.



Holiday Gift (One-Time & Annual Gift)

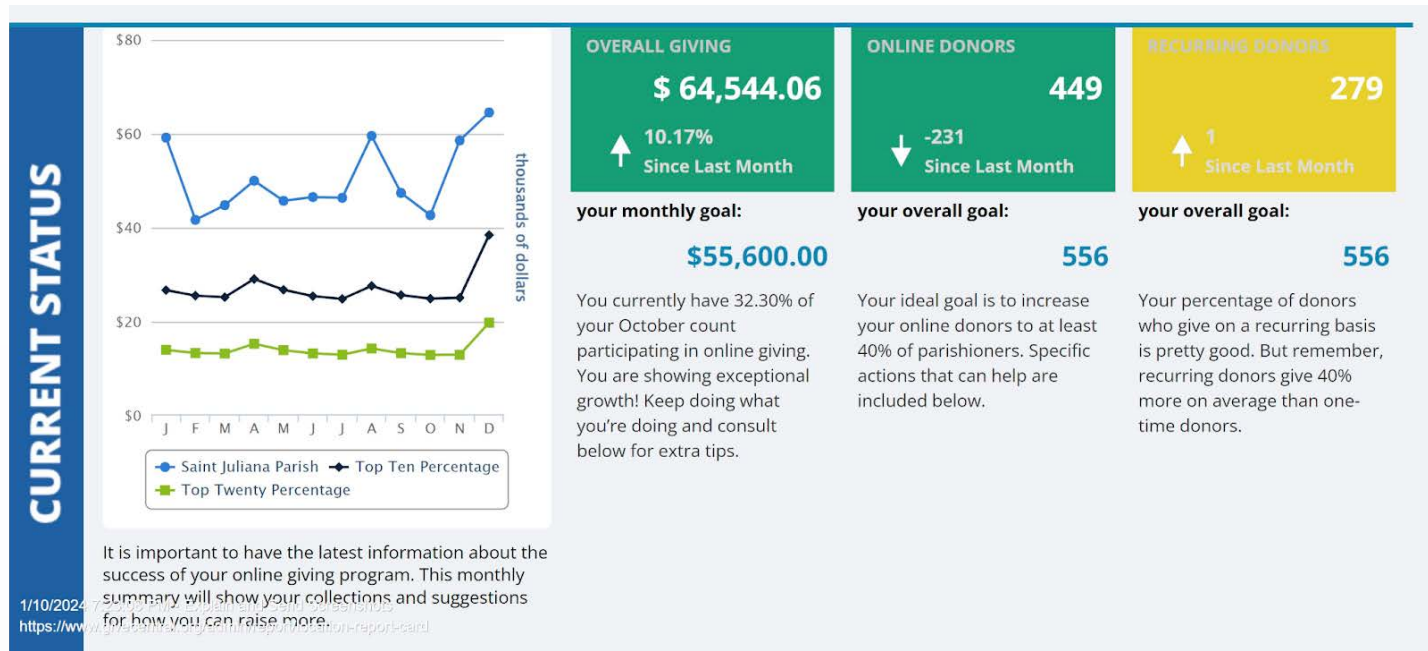
During the holiday seasons many email accounts are filled with donor giving emails.

With SmartLinks your emails can stand out amongst all emails. By creating a link that can be inserted into an email that the donor can click and be taken to a customized giving page where they can make a gift with ease in a matter of seconds.

[Learn More About All GC SmartTools](#)

Monthly Monitor

Feature on the admin dashboard where you can check the progress of your giving and engagement and see areas where you can improve and grow. Each month we will remind you in our GC SmartNews to view your report from a link that will take you directly to your unique report.



Direct Mail

Adding GC SmartQR to your DirectMail will eliminate donor friction, allowing giving in 10 seconds or less. The GC Staff is available to assist with your direct mail needs.

Transaction Receipts

Our gift communications have been updated to look simpler, cleaner, and easier to read for all donors. These are fully customizable to suit your specific needs.

Ask String in Pew

You can customize a request for donors because our system will identify donors through their mobile number and pull up account information.



Ability to update PURLS

Once a Personalized URL is created for your event(s) you will never have to re- create because we can update key info behind the scenes reducing your workload. This is great for pledge reminders, direct mail, and email communications.



Auction Platform

We added a QRCode to download for your auction and now your donors are able to receive an outbid text notification.



Texting Static Keyword

Now you can link to things outside of GiveCentral (ie: links to videos, forms, websites, etc.)



Multiple Location Log in

Staff members over multiple locations/parishes can now have a single log in.



Login to GC

We enhanced the forgotten password and one-time password (OTP) features.



Short Form Updates

You are now able to customize and update your short form communications for your donors. Shortformas can be used for updating contact information, collecting information, conducting a census, and so much more!



OTP Update

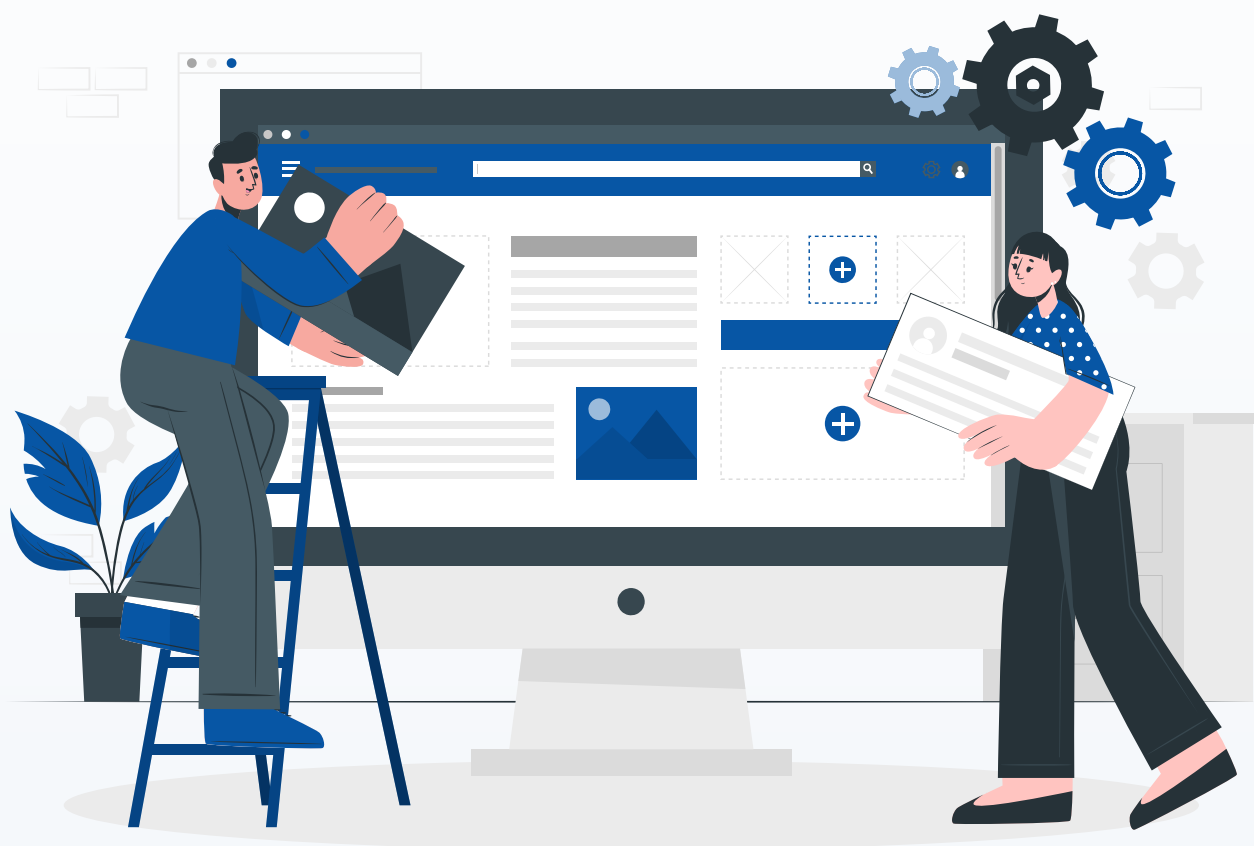
Never need to worry about lost passwords again! We implemented the ability for donors to log in with a one time password and to identify preferred profiles in case multiple were created, minimizing duplicates.

New Tokens

- New Token Update card
- New Token Pledge to Recurring
- New Token Increased Giving
- New Token Address updates

Website Updates

- Pricing Comparison
- Capital Campaign pages
- Auctions
- SmartTools
- Giving Tuesday
- Annual Appeal



Communications

Email Templates

Over this year, we have added many new email templates to our Communications Portal. These beautiful email templates are fully customizable for your location. We also have many GC SmartGive email templates that can be customized to send to your donors, where you can display one-time and recurring gift amounts to make donating simple.



Dear (Parishioner),

All of us at St. Phil's are looking forward with eager anticipation to celebrating Christmas together once again. It's a busy time for us all, yet there is such happiness and excitement when we gather as families and when we see friends, old and new, in this season of the year. It always seems like our masses on Christmas Eve and Christmas Day are so busy, but I must tell you that I love seeing the parish so alive with activity!

Just as a reminder, our Christmas Eve masses are scheduled for XXX PM, and masses on Christmas Day are at XXXXX AM. Please come together as a family if you can! I look forward to greeting you!

I also want to ask you to consider your Christmas gift to St. Phil's for this year. If you have made one already, thank you. If you are still thinking about your gift I ask for your generosity. St. Phil's is an amazing community because of parishioners like you. Here, many people find a home for worship, for community, for education, and for personal healing. Your partnership with all of us in ministry makes the difference. Thank you, in advance, for considering St. Phil's for a generous gift. Your gift can be made to St. Phil's



Dear [Name]

We hope you are having a wonderful Easter season! Ahead of the holiday, we're getting in touch to thank you for the support you've given the church. We hope we can continue to depend on your generous gifts this Easter and beyond.

It's through your contributions that we're able to carry on important work both spiritually and in our community. Many of you have signed up for online giving with us. We thank you as this option reduces costs for our parish and improves our ability to prepare our budget. Your generous response is crucial to the financial stability of the parish.

If you are considering this convenient option to make your Easter gift, please follow



Dear (insert first name token),

I have been so happy and so pleased with our parish's celebration of Holy Week and Easter this year! In a world where there can be so much darkness, it is gratifying to see the light of Christ here at (insert name of Church). Though these weeks have been busy, I have enjoyed seeing many familiar friends and meeting many people I hope will become new friends!



Dear (insert first name token),

I have been so happy and so pleased with our parish's celebration of Holy Week and Easter this year! In a world where there can be so much darkness, it is gratifying to see the light of Christ here at (insert name of Church). Though these weeks have been busy, I have enjoyed seeing many familiar friends and meeting many people I hope will become new friends!

I like to think of our parish as a mission amid the world around us. A mission provides welcome, shelter, education, healing, and hope for those who come to it. In our day and age, the need for a spirit of welcome is so important. **People are hungry for**

Pew Cards

Customizable, beautifully designed pew cards are available for our client's use. Add your GC Smart QR and GC SmartText to these cards for ease of use to donate in seconds. Our system will recognize your donors who have gave and prepopulates their banking and contact information, allowing for a simple giving process.

Palm Sunday



We are blessed to have you join us for Palm Sunday.


For those of you who are visiting with us today, and would like to learn more about our parish. Please take a moment to send a text to **773-358-2471** and use the keyword **"Quick"** If you share your contact information, we will follow up with you this coming week. We would love to connect with you.

Every gift helps us in our mission to serve. We have also made it easy for those of you who would prefer to give electronically via text or QR. You can send a text to **773-358-2471** and use the keyword **"Sunday"**

Your prayers and gifts help us everyday in our mission.




Good Friday




For those of you who are visiting with us today, and would like to learn more about our parish. Please take a moment to send a text to **773-358-2471** and use the keyword **"Quick"** If you share your contact information, we will follow up with you this coming week. We would love to connect with you.


For all of our college students that are home for Easter, if you fill out this update form, we will reach out to you before finals with a special gift.



Your prayers and gifts help us everyday in our mission.

HAPPY Holy Week





We are blessed to have you join us through this week as you are witness the greatest love story of all time.

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Giving Tuesday

Many of our organizations participated in Giving Tuesday and had great success. This charitable day of giving is where we see a tremendous impact, and we are planning for many new and exciting things to be announced later in the year for the 2024 campaign! Mark your calendars to sign up to participate in Giving Tuesday in the early fall. For questions, contact Teresa Meyer at teresa@givecentral.org



Catholic Foundation of Northeast Kansas

In 2023, the CFNEK raised over \$104K, with 363 donors giving to 38 of their non profit organizations that signed up to participate in one of the biggest days of charitable giving throughout the year. Many participating organizations used GC SmartQR, GC SmartText, and GCSmartConnect to add to their event success.

<https://www.givecentral.org/leaderboard/GiveCatholicArchKCK>

GivingTuesday Thankful Outcomes		
\$104,397.98	363	38
Raised	Donors	Organizations

University of Cincinnati Catholic Bearcats

Back again for Giving Tuesday this year, the Catholic Bearcats at the University of Cincinnati had another successful year with their Giving Tuesday campaign. Reaching their goal of \$50,000, they were very creative in engaging their donors using GC SmartQR, GC Text, and GC Support. They also hosted fun and exciting fundraising challenges on their social media platforms. Check out their Facebook page and watch their videos – you will surely get a good laugh!

<https://www.facebook.com/catholicbearcat/>

Chapter 13

Full Database Integrations We Work With

- Raiser's Edge (Coming Soon)
- Camino
- Ministry Platform
- Letter Concepts International (LCI) (Coming Soon)
- Amergent

Other Databases We Work With

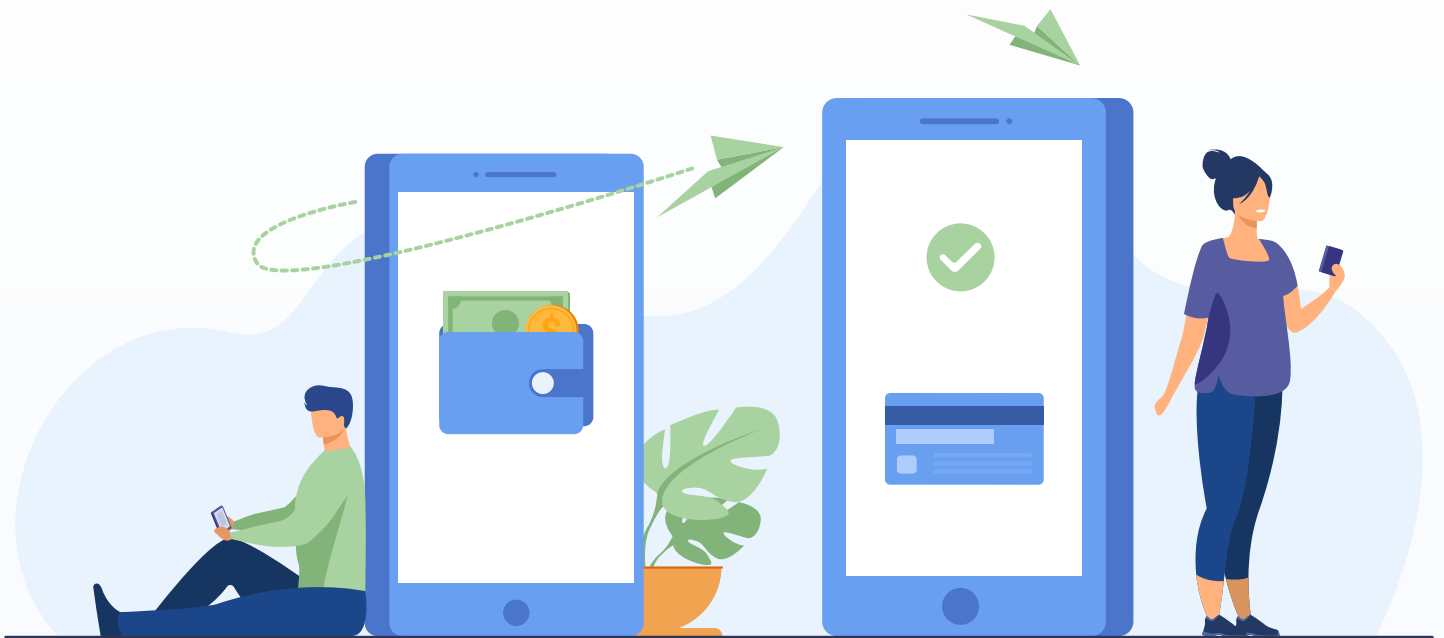
- ParishSoft
- PDS
- Servant Keeper
- Sage
- QuickBooks



Mobile Wallets

Google Pay & Apple Pay

GiveCentral donors can use Google Pay and Apple Pay. The access and flexibility of these options is another example of how GiveCentral is making it easier for charities to succeed. These additions and GiveCentral's power-packed GC SmartTools help remove donor friction and increase engagement and giving.



Client Testimonials

"With GiveCentral's help, we increased our electronic giving from 12% to over 35% in 2018! One of the customer service representatives personally helped our School's Centennial Celebration team set up online registration and corporate sponsorships which raised more than \$55,000 in one evening! We look forward to our relationship continuing to grow with GiveCentral!"

MOIRA CAREY St. Norbert Parish, Chicago, IL

"Since launching Give Central at our parish, we have seen an increase in the number of online payment transactions and offertory donations. Our parishioners and staff enjoy the convenience and effectiveness of utilizing the Give Central pay portal. The team at Give Central was extremely helpful in the success of our launch and the continued support in our day-to-day operations."

REBECCA HARPER St. Francis de Sales Church, Abingdon, MD

"As the Faith Formation Administrative Assistant, I handle the registrations for Faith Formation, VBC, and some Sacraments. In the past, the payment was handled separately from the registration. Now GiveCentral has connected the registration and payment process, thus reducing my work load as I do not have to follow with an email with a payment link to those who have registered. We are also anticipating an elimination of the number of non-payments since payment is made at the time of registration."

MAUREEN YANTZ Saint Margaret Parish, Baltimore, MD

Coming in 2024

Soon we will have a GC Guru available!

This feature will be available soon where you will be able to ask the GC Guru a question and you will receive an answer to your question. You can have the GC Guru assist you with letter writing, learning new tips and tricks, asking questions about reporting, new items you are learning, and much more!

Personalized Giving Page Templates

We will soon add more Personalized Giving Page (PGP) templates for you to use. This variety of templates will cover any of your custom events and be cloned for you to customize.

Updated Platform

We will be launching a new look to your GC platform and admin dashboard where you will be able to navigate with ease and see all of the new features and tools for you to use!

We will be launching Our Family Giving Day!

This is a new campaign where all our GC clients can participate in a day of engagement and giving.

Our Lady of Guadalupe Feast Day

We have planned a webinar where Edgar Barroso will walk you through the five ways GiveCentral will help you enhance engagement and donations during the Feast of Our Lady of Guadalupe.

The GC Team is always available to help you set up your event for this special feast day and many others.



Follow us to stay-up-to-date on the latest news!

GiveCentral is a leader in the nonprofit giving industry with best-in-class algorithms, AI, and processes to help charities succeed!

[Learn More!](#)

