



GiveCentral and your Diocese:
Innovative Fundraising

GiveCentral at Your Diocese

The annual appeal and capital campaign are the cornerstones of fundraising and the backbone of your Diocese. They play a significant role in your ability to fund your ministries and mission, which is why you need a partner who understands the intricacies of the way your organization fundraises and adds value and extension to your team.

GiveCentral is a trusted partner, bringing a depth of fundraising expertise and years of successful pledging and other types of Diocesan giving. We are passionate about putting our know-how to work to help you easily achieve your goals faster and build cost-effective efficiencies along the way. The partner of choice for Dioceses and Archdioceses across the country, our proven process, leading-edge tools, results-driven resources and unparalleled customer service maximize your success.



Our Success Stories

With only one GiveCentral reminder email, the Diocese of St Augustine was able to collect \$17,600 out of a total of \$21,000 in delinquent pledges from 74 individual donors. In another note, all 74 of these donors made their pledges online from the beginning.

In an effort to secure additional donations, GiveCentral worked with the Archdiocese of Chicago to solicit Annual Catholic Appeal donations from donors who gave to past appeals but not yet the current year's appeal. With one solicitation email, the Archdiocese secured \$100,000 in additional pledges and \$50,000 in paid gifts.

The GiveCentral Advantage

As an extension of your team, we can help coordinate any fundraising effort your diocese is promoting, from the Annual Appeal, Capital Campaign, ministry second collections and enterprise-wide giving. We help you and any of your partner organizations raise more and strengthen donor engagement for enhanced overall stewardship.



Innovators

Created with assistance from respected nonprofit development and finance staff, GiveCentral has been at the forefront of establishing charitable giving online, especially for faith-based organizations. Today, GiveCentral continues to create innovative solutions that help nonprofits work smarter and raise more.

Our intuitive, comprehensive system puts powerful fundraising and engagement tools, as well as advanced analytics at your fingertips. Uniquely designed to meet the demands of administrators, while staying donor-centric, GiveCentral eliminates common pitfalls of other online donation tools with a sophisticated suite of products that deliver unparalleled pledge flexibility, fully integrated accounting and database reporting, and enterprise-wide giving rollup functionality.



Customer Service Focused

GiveCentral pairs outstanding technology and tools with best-in-class customer service. You'll work with a full-service account management team dedicated to your organization. With an attention to detail and fast development schedule, they'll work closely with you to customize the platform and create a multi-faceted campaign that resonates with your donors and sparks action. Your GiveCentral team is in regular communication with your staff to coordinate in-person visits and update calls. Plus, you have unlimited access to our extensive educational resource center and ongoing training webinars. This same level of service is provided to clients of all sizes.

The GiveCentral Difference

Generic fundraising initiatives don't work, which is why flexibility and customization are hallmarks of GiveCentral. We offer the industry's most adaptable array of fundraising tools with superior functionality to meet your unique needs.

Strategy and Planning

GiveCentral works with your team to understand your goals and collaborate on a sound fundraising strategy. Our holistic approach begins with a GiveCentral-led strategy development and campaign planning to ensure success. The streamlined process minimizes and automates administrative tasks so you and your team have more time to focus on donors and your organization's mission.



Advanced Fundraising Technology

- Smart token technology allows for email communication to include links allowing donors to take action on an existing donation - without logging in!
 - Failed payment method - allows donors to update and reschedule the failed payment
 - Increase/bump existing recurring donation
 - Initiate a new one-time or recurring gift
 - Initiate a new pledge based on last year's pledge
- Customizable donation pages as well as email receipts
- Sybunt/Lybunt and delinquent communications - help move donors from archaic payment methods to online recurring
- Assistance with transferring donors from legacy online giving system to GiveCentral (available to any size client)
- Ability for donors to have one profile, and give to many organizations within your enterprise
- Tracking gift initiation - understand the efficacy of your marketing initiatives by learning from which solicitation gifts originate
- Sustaining gifts that can span years, tracked separately from pledge or one-time commitments
- Allow for donors to give to all your organization's funds in one place



Payments

- Donors can make gifts any way that is convenient for them:
 - Computer browser-based
 - Mobile (everything the donor sees is mobile optimized!)
 - Text-to-Give (this includes pledge and recurring donations!)
 - Mobile Card Reader (also includes recurring donations!)
 - Administrator-entered
- Payment management strategies to reduce unpaid cash/check pledges and convert delinquent donors to online gifts for this and future campaigns.
- Donor-directed payments and schedules: flexible scheduling based on the donor's needs (includes down payment and split pledge options as well)



Data

We offer advanced data capabilities that alleviate common diocesan issues so your campaign runs smoothly and with less work on your end.

- System compatibility with your database and accounting software for complete data integration - in some cases, it's even automatic!
- Roll-up functionality so that Dioceses can have a comprehensive view of parish health and vitality - could include donor and giving information
- Ability to include diocesan collections at individual parish locations - that way donors can set up gifts to both entities at once, while having the donations deposited into the separate organization's account, and the data transferring correctly as well.
- Advanced analytics and customizable real-time reporting (and data-mining) can assist your team in identifying potential fundraising opportunities.



About GiveCentral

GiveCentral is a nonprofit management multiplatform that makes it easier for donors to give, nonprofits to communicate and administrators to manage records on any device through compound channels. Customizable, cost-effective and versatile, GiveCentral enhances the fundraising experience for donors and nonprofits alike.

To learn more, visit www.givecentral.org



833-716-2612 | support@givecentral.org