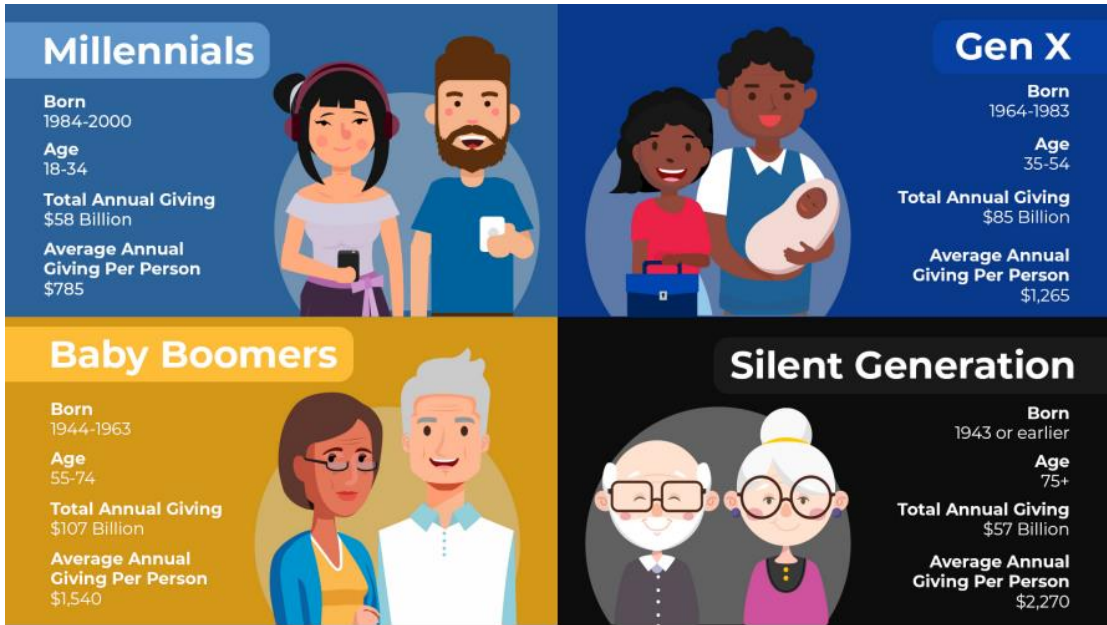




PSG

PRENGER SOLUTIONS GROUP

1



2

Generational shift



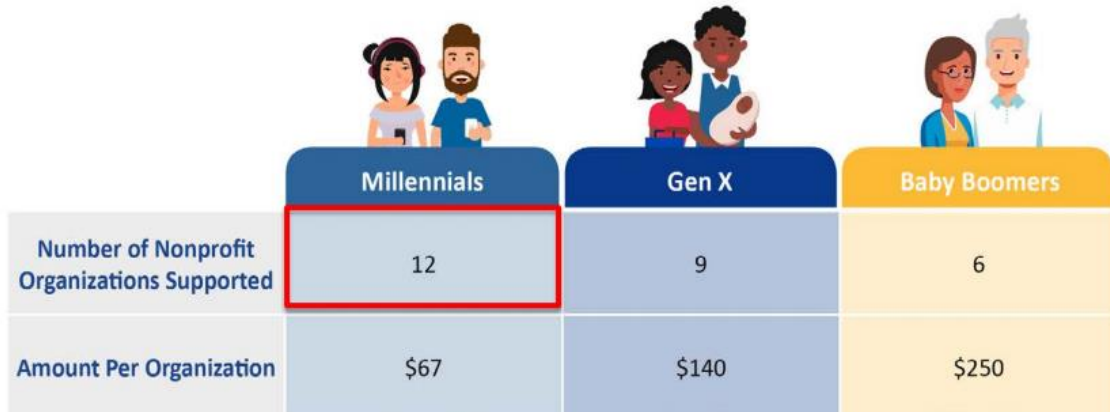
3

Gen Xers are coming into philanthropy

		Millennials	Gen X		Baby Boomers		Silent Gen	
2009	Age	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
	Population Size	38 Million	37 Million	35 Million	39 Million	37 Million	32 Million	28 Million
	Average Giving	\$393	\$642	\$1,026	\$1,160	\$1,200	\$1,650	\$2,084
	Total Giving	\$15 Billion	\$24 Billion	\$36 Billion	\$45 Billion	\$44 Billion	\$53 Billion	\$58 Billion
2018	Age	18-24	25-34	35-44	45-54	55-64	65-74	75+
	Population Size	38 Million	37 Million	35 Million	33 Million	38 Million	33 Million	25 Million
	Average Giving	\$720	\$850	\$1,275	\$1,255	\$1,300	\$1,780	\$2,270
	Total Giving	\$27 Billion	\$31 Billion	\$47 Billion	\$43 Billion	\$49 Billion	\$58 Billion	\$57 Billion
		Millennials	Gen X		Baby Boomers		Silent Gen	

4

GenXers and Millennials give to *more* causes



	Millennials	Gen X	Baby Boomers
Number of Nonprofit Organizations Supported	12	9	6
Amount Per Organization	\$67	\$140	\$250

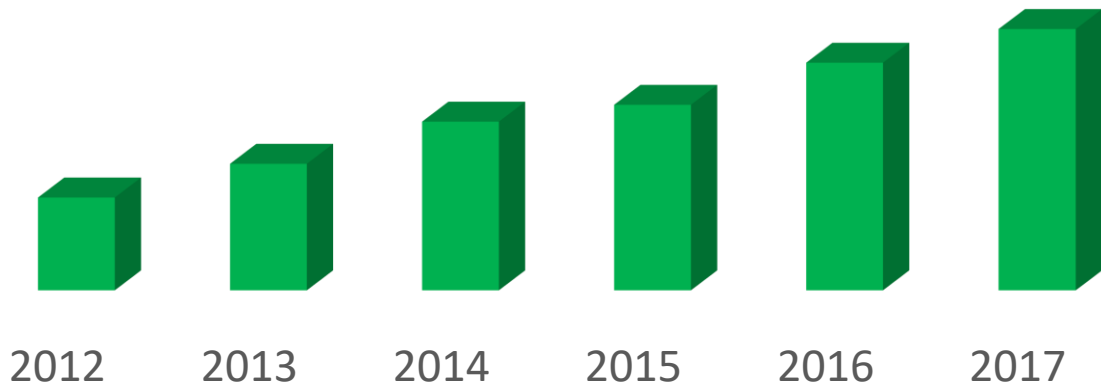
5

National giving trends



6

Online fundraising revenue grew by 23%



7



51% of people
who respond to
direct mail
make their gift
online

8

In the past
year, mobile
giving has
increased
205%



9

57% of all Internet traffic is now
through mobile devices



10



**59% of donors over 66
have given online**

11

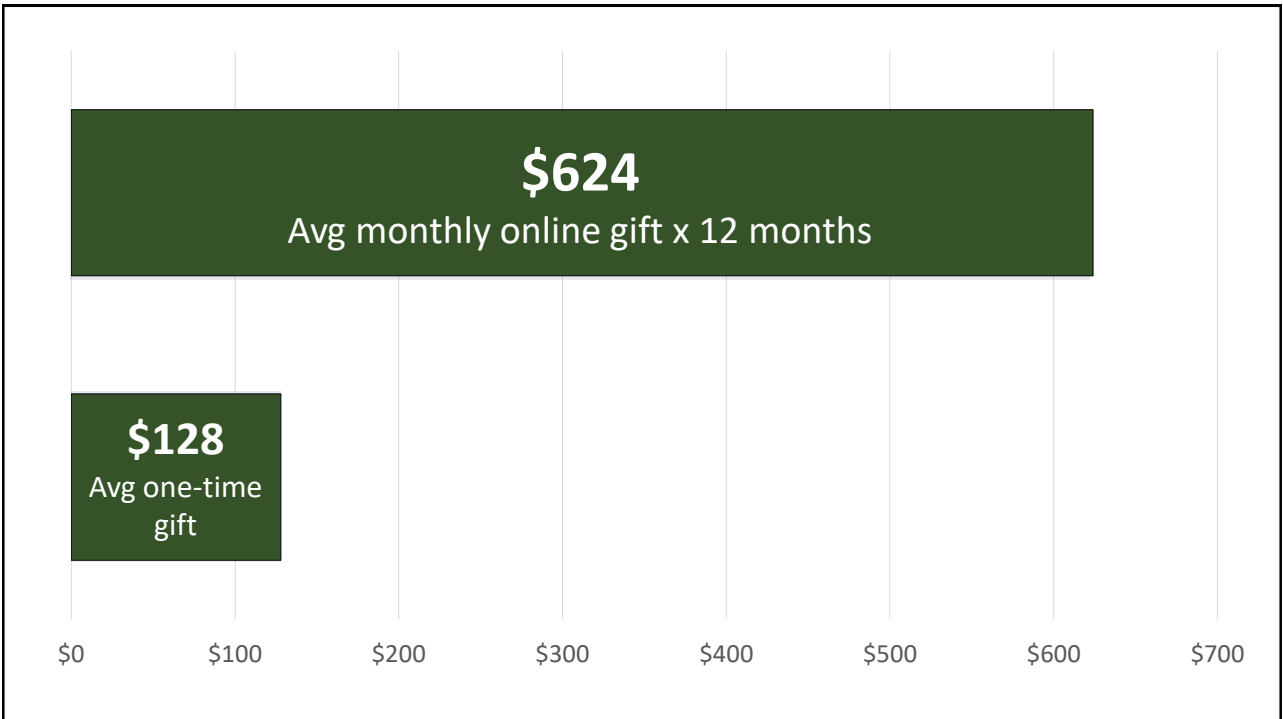
Is this good or bad?

..PSG

12



13



14

\$624

Avg monthly online gift x 12 months

Monthly online giving jumped 40% last year



15

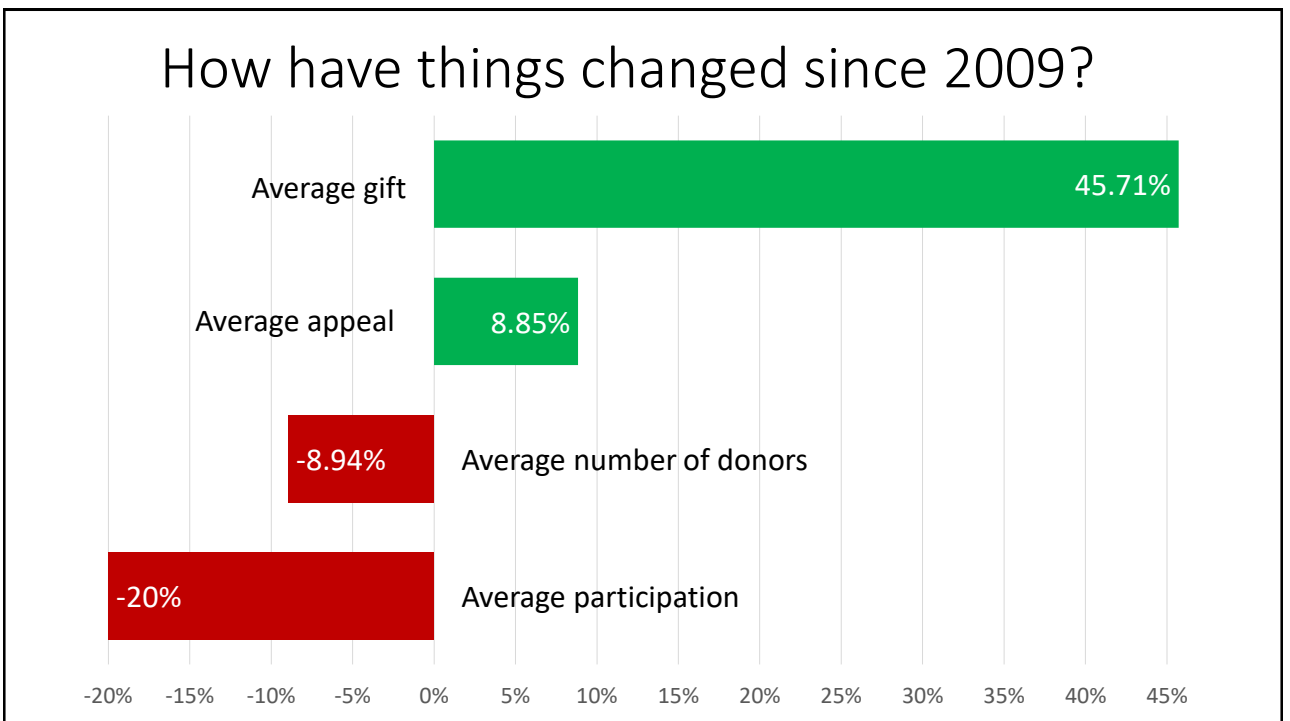
Catholic research

..IPSG

16



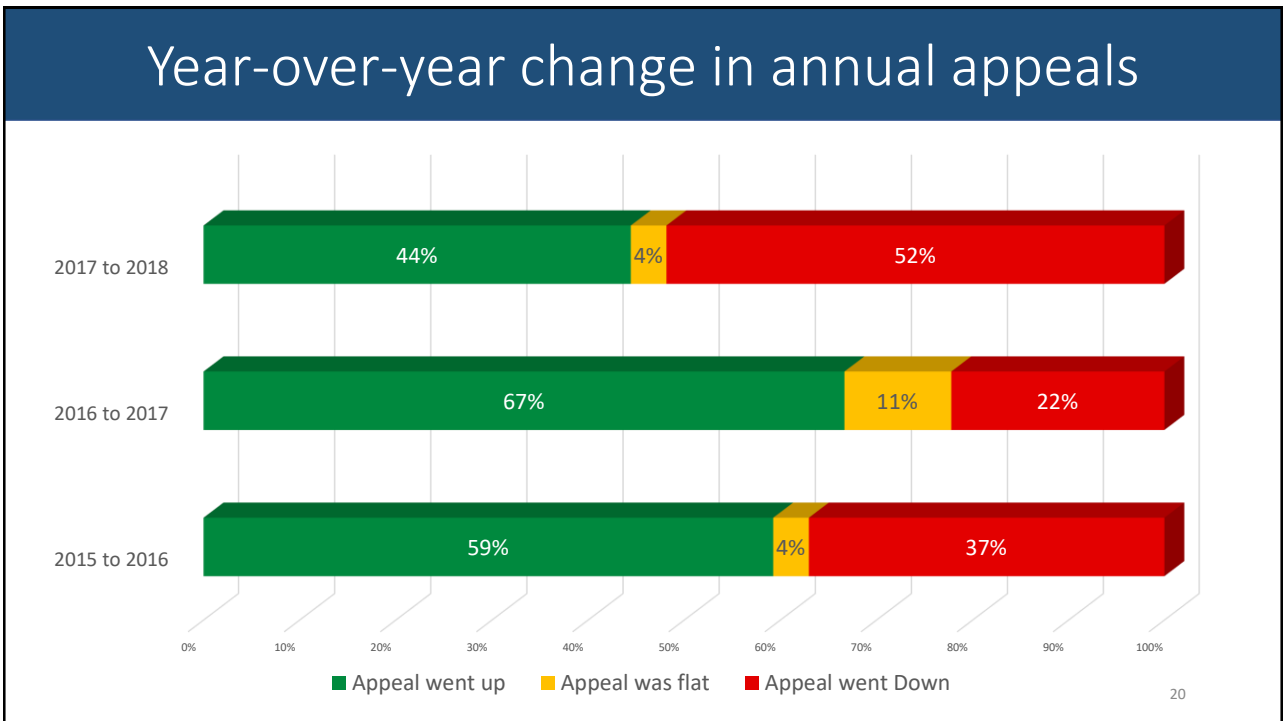
17



18

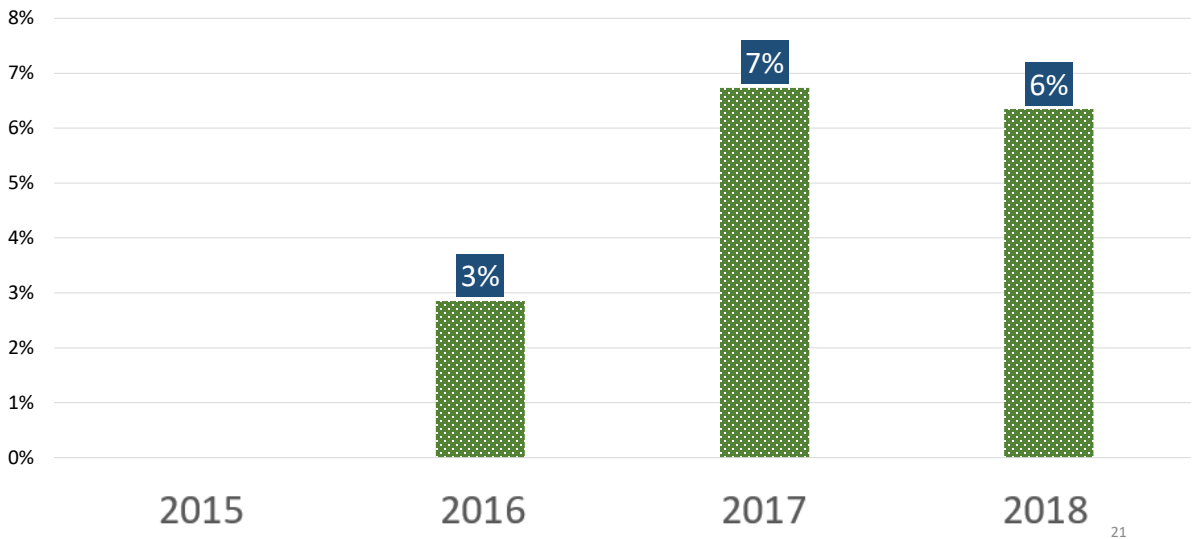


19



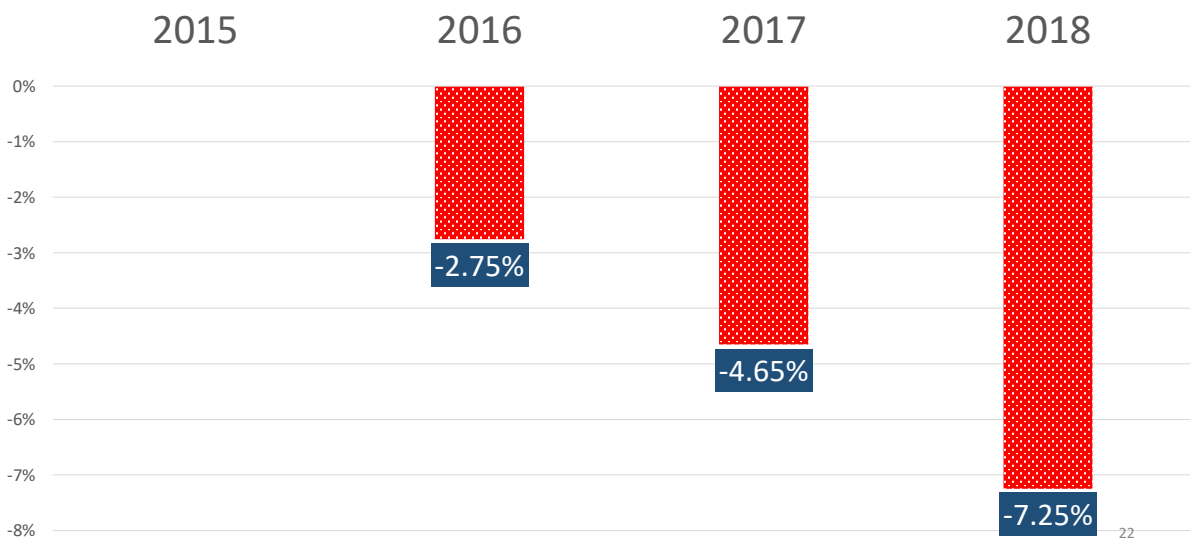
20

Change in appeal \$ raised since 2015



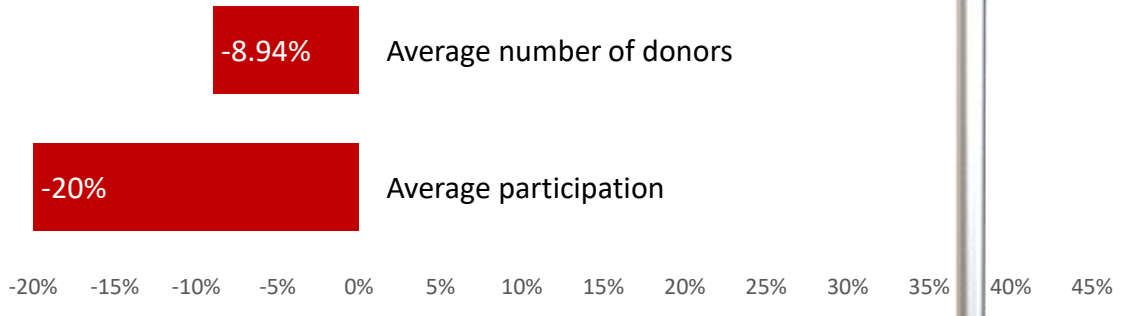
21

Change in # of appeal donors since 2015



22

We can't keep doing what we're doing.



23

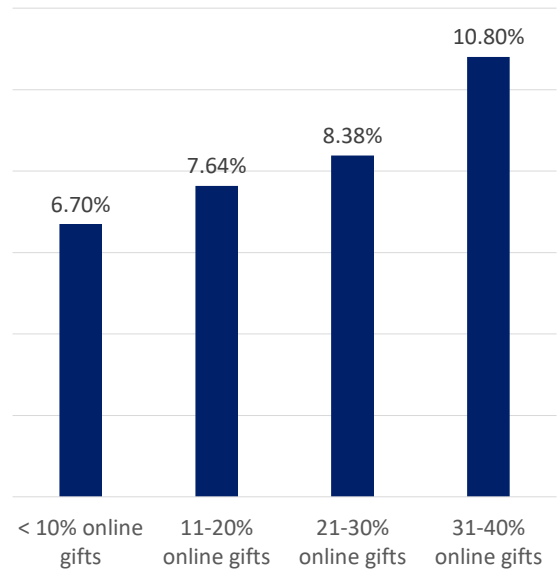
Online Giving



24

Annual appeals
that promote
online giving raise
more money

PSG



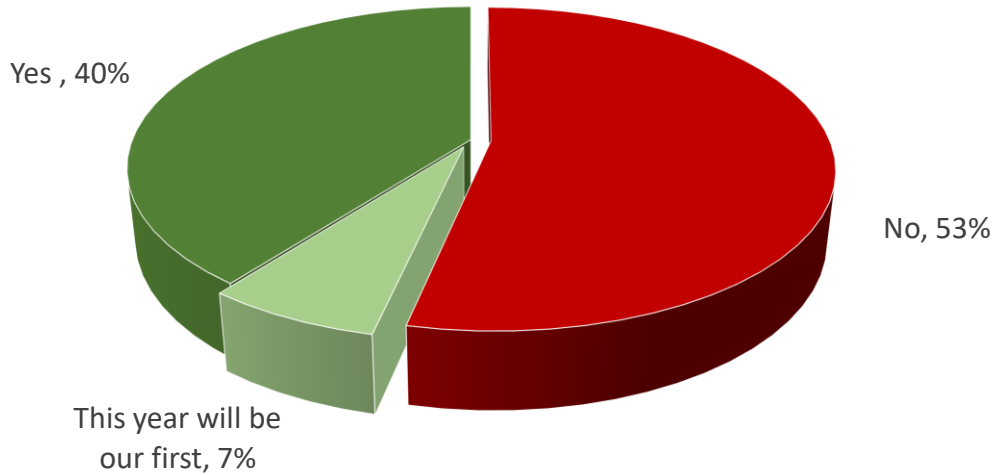
25

24-Hour Giving Days

PSG

26

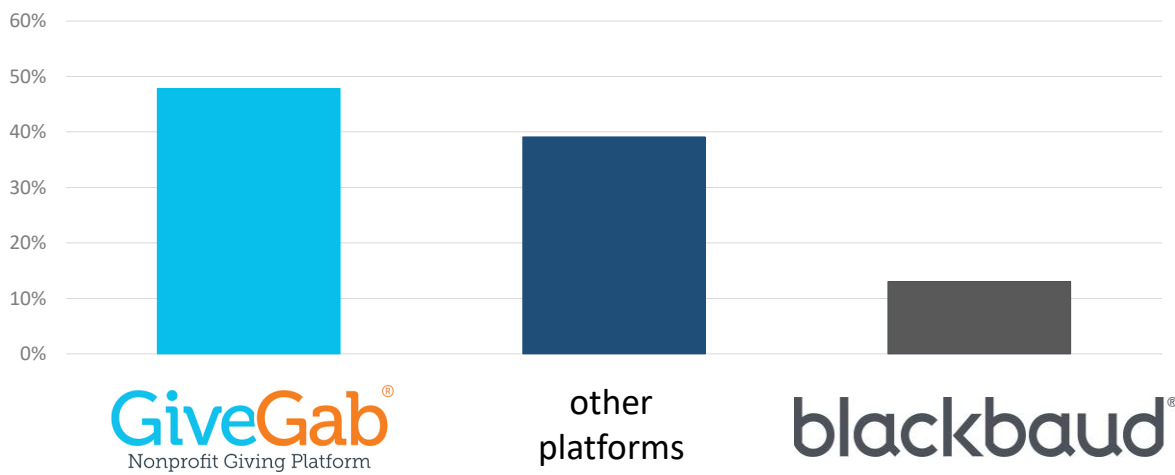
Have you participated in a 24-hr Giving Day?



27

27

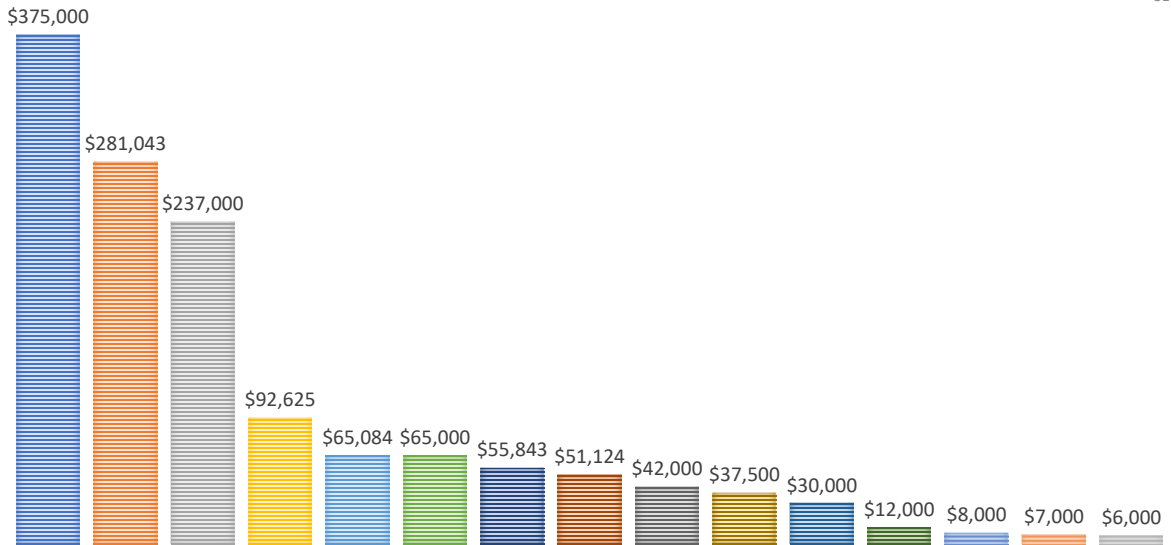
What software platform did you use?



28

28

How much did you raise?



31

What would you do better next time?

1. Do more promotion and promote earlier
2. Build relationships with parishes and schools ahead of time
3. Offer more prizes and matching funds
4. Spend more on digital advertising



32

32

Takeaway #1

The New Evangelization is digital

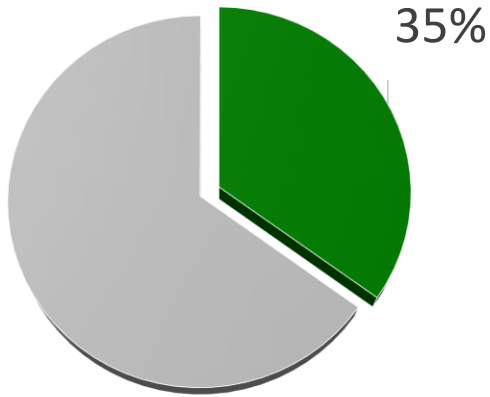
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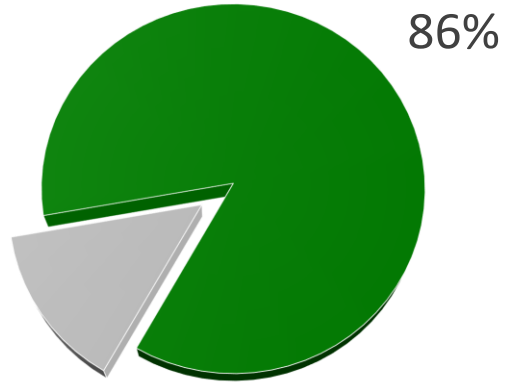


34

The new evangelization is digital



Only 35% of Christians will **create** religious content for Facebook...



...But 86% will **share** religious content that's already created

35



82% of Baby Boomers have a social media account

36

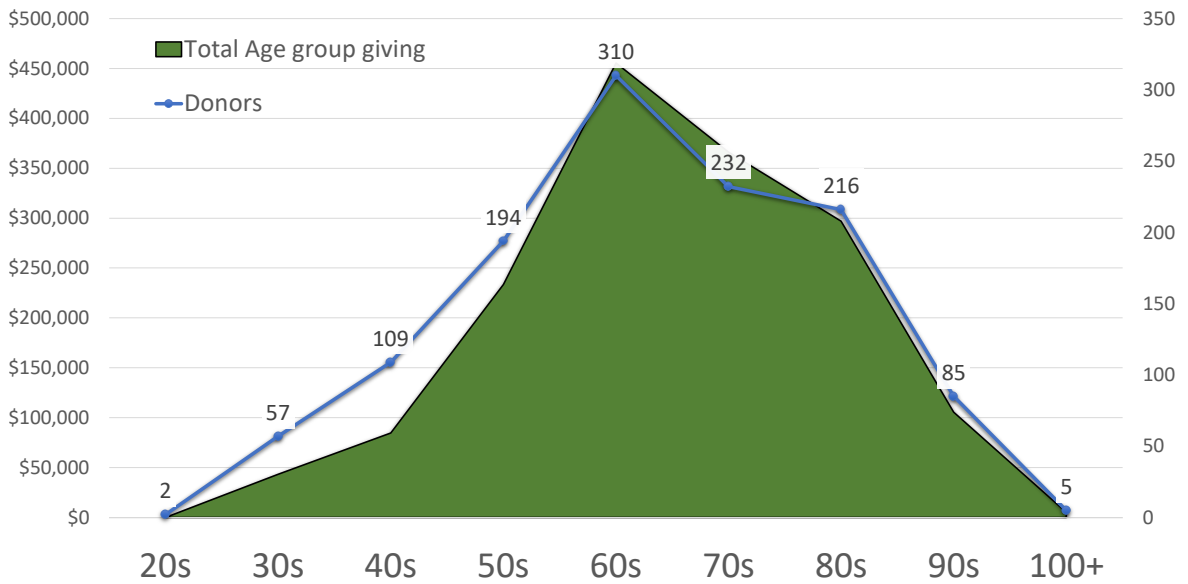
Takeaway #2

It's dangerous to ignore the giving preferences of GenX donors



37

Parish support by age group



38

Takeaway #3

Good communication leads to increased giving

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39

How many parishioner emails do you have on file?

Avg household giving

Fewer than 30% of emails \$589

Between 30 - 70% of emails \$597

Greater than 70% of emails \$716

← 21% more!

40



Parishes don't email parishioners

4% decline in offertory giving



Parishes use "regular" email

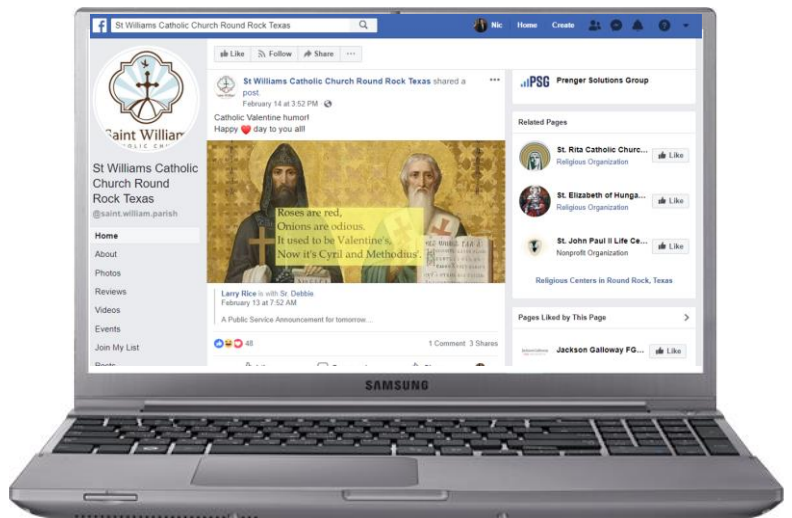
1% decline in offertory giving




Parishes use professional email marketing tools

3% increase in offertory giving

Average household giving is *6.4% higher* at parishes with an active Facebook page





Parishes with large Facebook followings* saw a *10% increase in offertory* last year, on average

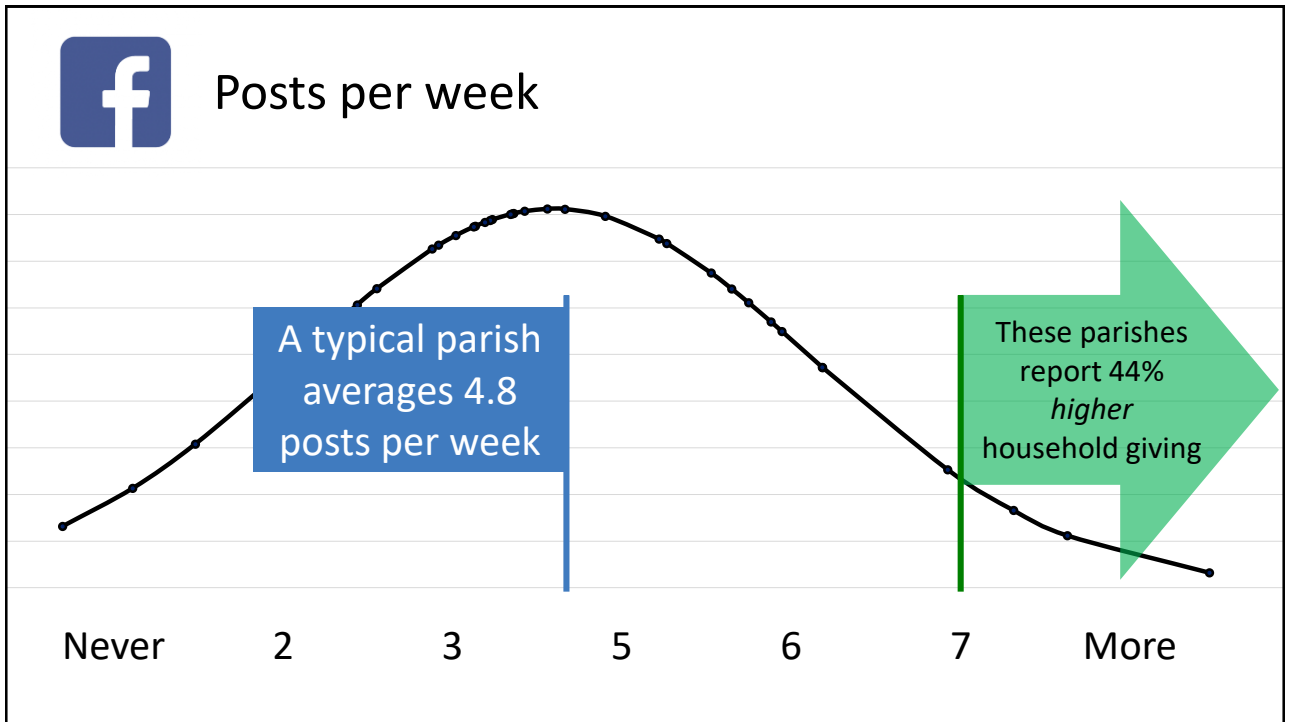
All other parishes averaged a *1% decline*

43



Parishes that post **daily** on Facebook report average household giving *44% higher* than parishes that don't

44




45

Takeaway #4

Online giving leads
to *increased* giving

PSG

46



Parishes that transitioned toward online giving saw a *9% increase in offertory* last year, on average.

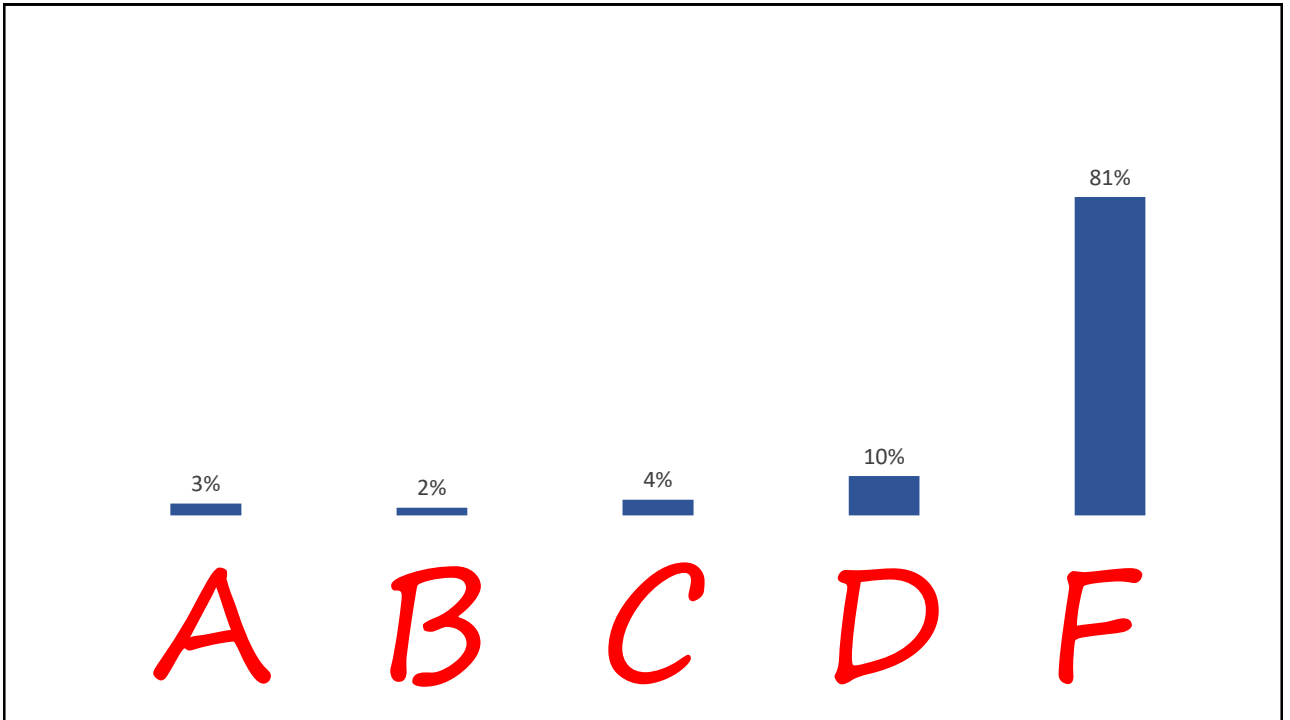
47

Takeaway #5

Nobody knows what they're doing

..|PSG

48



49

DONATE NOW

Not just this

All of this

- Clean up your database
- Fix your processes
- Move from mail to email
- Use video to tell stories
- Engage on social media
- Build great landing pages
- Fix your donation forms
- A/B test everything
- Increase conversions

50

Strategies

What should you do with this information?

.||PSG

51

Strategy #1

Consolidate and update your
databases

.||PSG

52



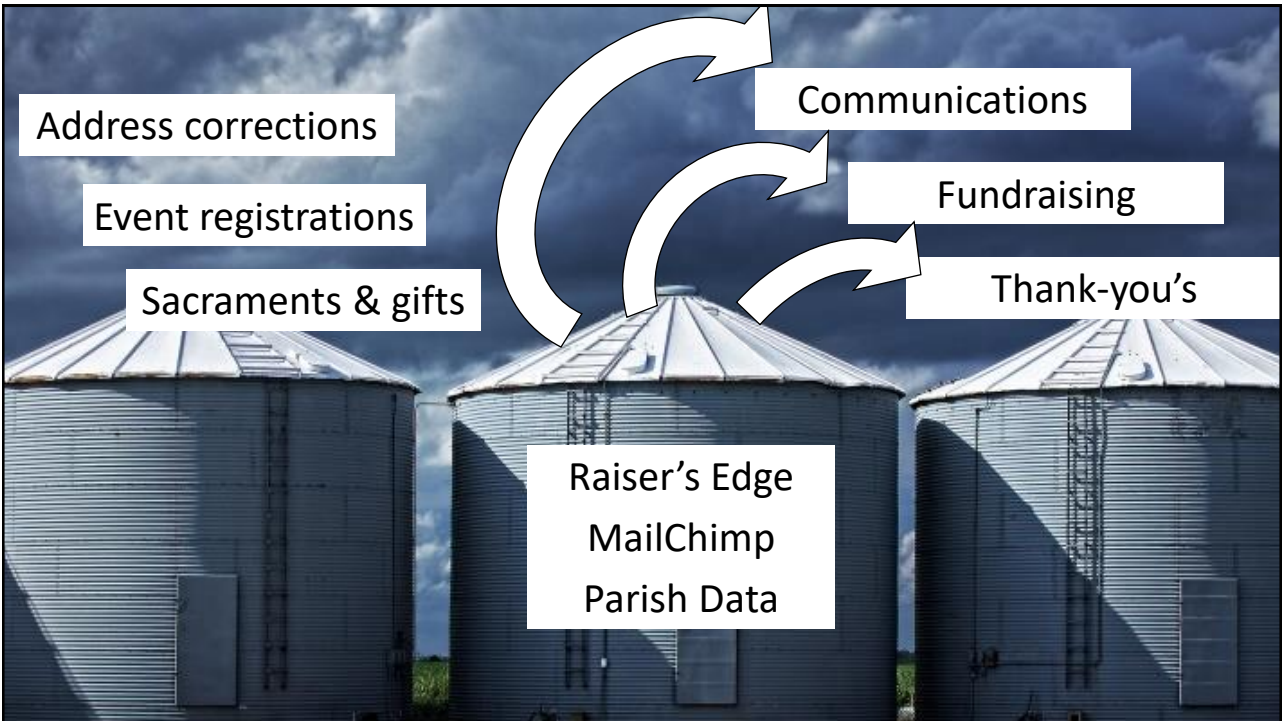
53



54

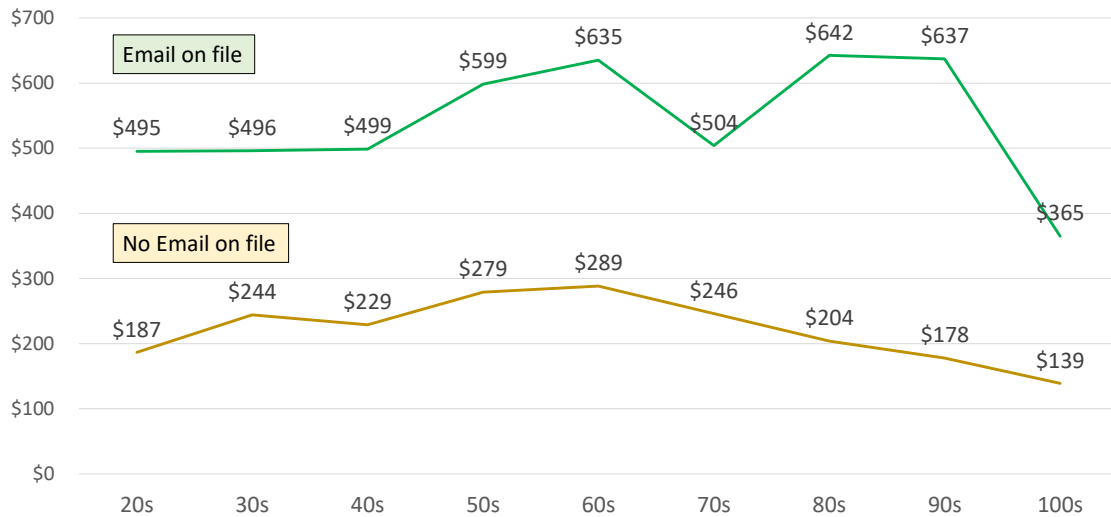


55



56

2018 appeal donors with/without emails on file




57

Strategy #2

Make online giving the
default way to give

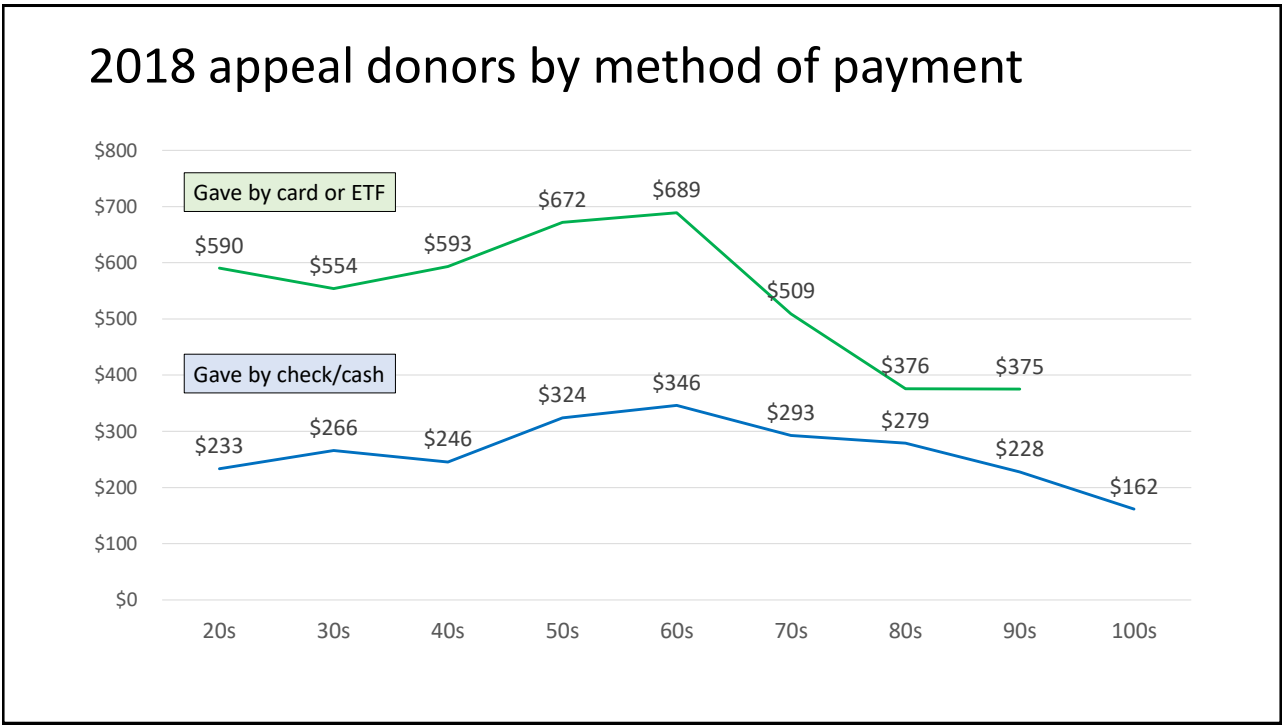
PSG

58



Parishes that transitioned toward online giving saw a *9% increase in offertory* last year, on average.

59




60

Strategy #3

Fix your donation pages



61



**ARCHDIOCESE
of DUBUQUE**

Login
Make a Donation
Text Your Gift Now
Events
My Email Preferences

Archdiocese of Dubuque
 1229 Mt Loretta Ave
 Dubuque, IA 52004
 Phone: 800-876-3546
 Fax: 563-556-5464
www.dbqarch.org

Giving Opportunities

Click on a heading below to make a gift to the appropriate fund or organization. You will be directed to either a donor form or an organization web site. Thank you for your generosity.

Archdiocese of Dubuque Education Fund

Over twenty-five years ago, Archbishop Daniel Kucera recognized the financial hardship being experienced by some parents in providing a Catholic Education for their children. To help alleviate this problem the Archdiocesan Education Fund was initiated in 1984. This fund has provided over \$5.8 million in assistance to Catholic Schools and Religious Education Programs throughout the Archdiocese.

Archdiocese of Dubuque Seminarian Education Fund

The Archdiocesan Seminarian Fund was created to provide a financial resource to support those men who are discerning the priesthood and receiving their educations to become priests within the Archdiocese of Dubuque. Making a contribution to the Seminarian Fund will make a permanent difference for the Catholic Church in the Archdiocese of Dubuque.

Archdiocese of Dubuque (Unrestricted Gift)

Give an unrestricted gift and support the Archdiocese in communicating the love of Christ to people in Northcentral and Northeast Iowa through leadership, worship, education and pastoral care.

Catholic Charities

Catholic Charities of the Archdiocese of Dubuque works to reduce poverty, strengthen families and empower communities through a wide variety of programming including: Four Affordable Housing properties, Mental Health counseling, Crisis-Pregnancy and Post-Abortion counseling, Post-Adoption Search services, Refugee Resettlement and Immigration services, Disaster services and outreach programs for ex-offenders through Jail & Prison Ministry and for single parents through Pathway Partners. Catholic Charities serves the 30 county area of northeast Iowa, that makes up the Archdiocese of Dubuque. Striving to provide help and create hope for those in need, Catholic Charities' services are personal and confidential, and are provided to anyone in need regardless of faith, background or ability to pay for service. To learn more visit www.CatholicCharitiesDubuque.org.

National Collection for Religious Retirement

The National Religious Retirement Office was established in 1986 and is sponsored by the Conference of Major Superiors of Men, Council of Major Superiors of Women Religious, Leadership Conference of Women Religious, and United States Conference of Catholic Bishops.

In addition to coordinating an annual appeal, the NRRO distributes funds to help religious institutes meet current and future retirement needs. The NRRO also facilitates comprehensive retirement planning by offering assessment tools, educational programming, services, and resource materials that help religious institutes evaluate and prepare for long-term needs.

Parishes

Your local parish is at the heart of where you practice being a steward of the gifts God has granted you.

62

charity: water

GIVE ONCE MONTHLY

Enter an amount to give

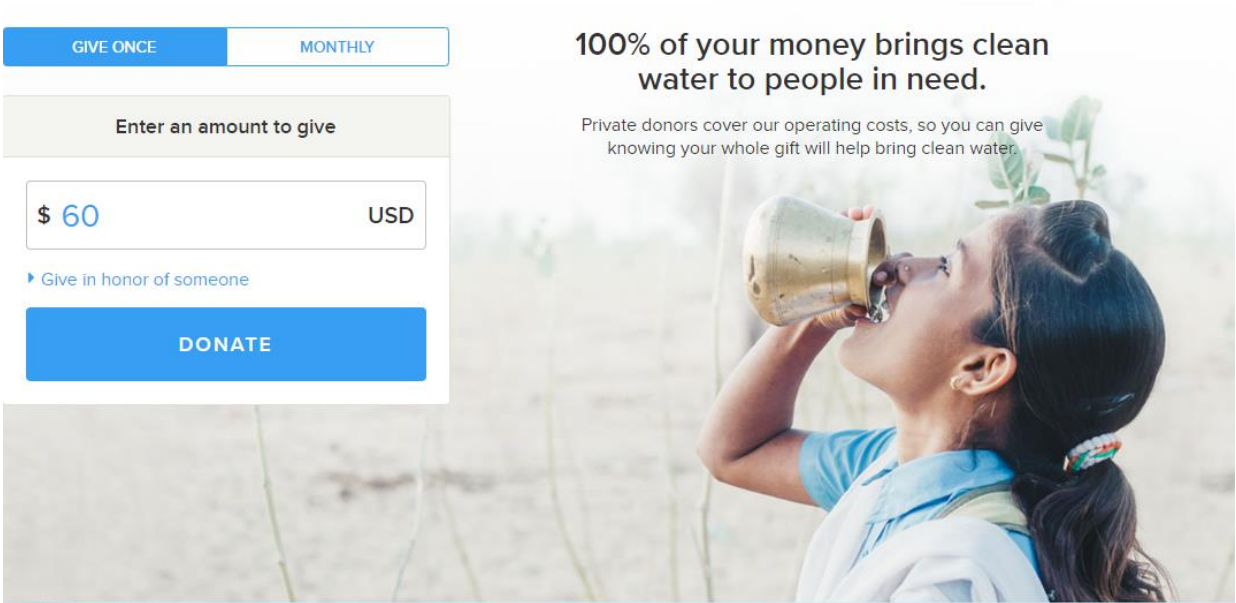
\$ 60 USD

▶ Give in honor of someone

DONATE

100% of your money brings clean water to people in need.

Private donors cover our operating costs, so you can give knowing your whole gift will help bring clean water.



63

“Every system is perfectly designed to get the results it gets.”

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64



Nic Prenger

Founder & CEO

Nic@PrengerSolutions.com

402.689.5767

www.PrengerSolutions.com



65



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66