



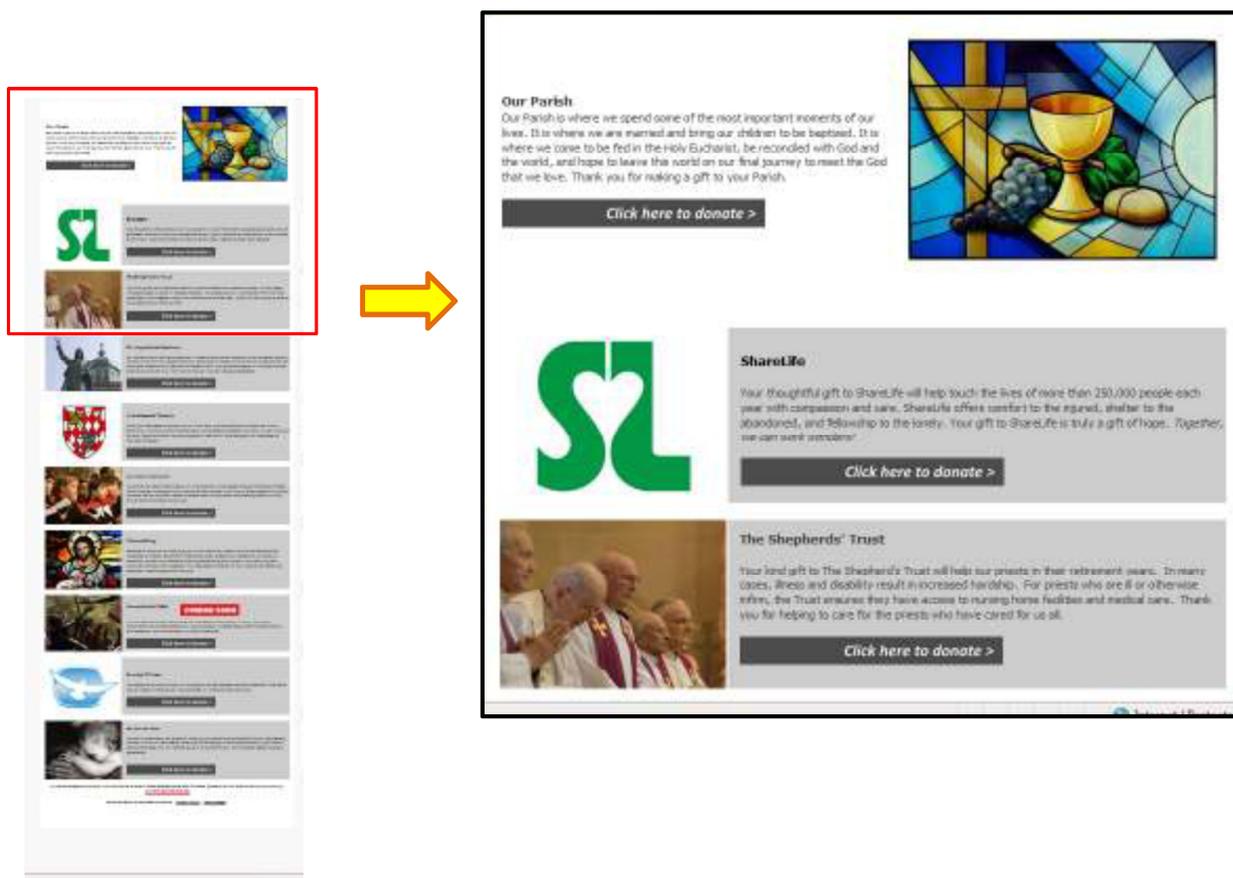
ONLINE GIVING Q & A “DONATE NOW”

1. What is *DONATE NOW*?

DONATE NOW is a new way that a parishioner can make a financial gift to a parish or favourite Archdiocesan charity over the internet using their credit card. A button will be accessible at the Archdiocese of Toronto’s website beginning December 1, 2011 at www.archtoronto.org



Clicking on the DONATE NOW button opens up the Donations Home Page where the giving options are available. The parishioner then selects the charity that they wish to support.



2. Where can a person direct their gift?

Gifts can be directed to:

- A Parish (a parishioner can choose to direct their gift to offertory, building fund or a capital campaign)
- ShareLife (a parishioner can soft credit their parish online)
- St. Augustine's Seminary
- The Archdiocese of Toronto
- St. Michael's Choir School
- Tribute (living gifts and in memoriam gifts)
- Humanitarian Relief (as of January 1, 2012)
- Sunday TV Mass
- Our Faith, Our Future (A parishioner can learn more here about how to include their parish or favourite Archdiocesan charity in their Will or estate plan.)

3. If I parishioner credits an online ShareLife gift to a parish, is there any work the parish has to do to credit the gift to their ShareLife campaign?

There is no work for the parish to do. The gift will be reported to the ShareLife office and the parish will be soft credited for the full amount of the gift.

4. What is Tribute Giving?

Tribute Giving allows a parishioner to make a gift to a parish or favourite Archdiocesan charity to celebrate a special occasion or to honour a loved one who has passed away. The Archdiocese will mail a letter to the person who is designated by the donor.

5. Why is the Archdiocese launching DONATE NOW?

Online giving is growing by leaps and bounds. People enjoy the convenience and simplicity that online giving offers and we are responding to that reality. The Archdiocese of Toronto's website receives about 1.1 million hits per month. We believe that some of the people visiting our website, given the chance to do so, will embrace the opportunity to make a financial gift.

6. Can a parish link their parish homepage to DONATE NOW?

Note: this feature will be available to parishes in early 2012.

Yes! We will be happy to supply the "DONATE NOW" button to anyone who requests it. You can then place this button on your homepage. This will help to build a sense of continuity (and trust) with donors as a standardized button will come to be recognized and associated with DONATE NOW. This continuity should help people making a gift online feel secure that their gift is going to the part of the Church they designate.

In the interim, parishes may wish to place a simple message on their parish website as follows:

Parishioners may make a gift to a parish or an Archdiocesan charity using a credit card. Visit www.archtoronto.org and click "DONATE NOW" for more details.

7. Is the Archdiocese breaking new ground with this program?

No, a number of Dioceses across Canada currently offer online giving. That being said, the Archdiocese of Toronto looks to become the first Diocese in North America to offer a parishioner the ability to make a contribution to a parish's offertory, building fund, or capital campaign over the Internet. This is a significant achievement.

8. Can Debit cards also be used?

Only Visa, MasterCard and American Express will be accepted through this program. Parishioners can access our pre-authorized giving (PAG) program to make a contribution through a debit card to a parish or to ShareLife.

9. What materials are being developed to support this program?

A DONATE NOW poster that can hang in a visible location in a parish is in the works. Other materials will be developed as the need arises to help build awareness of the new program. Bulletin announcements have been prepared to help promote the program (see question 10.)

10. How do I promote the program in my parish?

The Archdiocese has developed some sample bulletin inserts, announcements, and this Q&A document to assist you with the communication of the program. We encourage you to use these to help spread awareness at your parish.

11. Who will handle the administration of the program?

The Development Office of the Archdiocese of Toronto will administer the program. There will be no additional work for parishes.

12. After a person makes a gift online, when will we receive the funds?

The Archdiocese will receive and process the donations, and then (for parish donations) deposit the funds to your parish bank account or mail a cheque for the full amount (less any credit card fees) on a monthly basis. A statement of the details of the transaction will be provided.

13. How will the donor's receipt be issued?

An online receipt will be issued and emailed immediately to the donor. If a donor chooses to set up a recurring gift (i.e. a gift each month) the donor will receive their receipt at the end of the year from the Development Office. The parish does not have to issue a tax receipt for any gift made using DONATE NOW.

14. Do I enter the information into Parish Tools?

No. Any attempt to include these online gifts into the Parish Tools system will duplicate the receipt for that particular gift. All receipting will be done automatically by the online system.

15. Can a person give to the Parish Capital Campaign online?

Yes! Donations to a parish capital campaign can be completed online via Donate Now. Parishioners can also donate to parish offertory and building fund.

16. Will there be a charge associated with DONATE NOW?

The only cost to the parish is the standard fee that the credit card companies charge. The parish will receive the full amount of the gift less these credit card fees. There is no additional charge for the services that the Archdiocese provides for this program.

17. If a person uses DONATE NOW for their offertory, should they still use a box of envelopes?

Yes, please encourage your parishioners to continue to use the envelope and write DONATE NOW on them. This way no one will feel awkward not having an envelope to put in the basket and children who enjoy putting their parent's envelope in the basket can continue to do so as a lesson of good stewardship.

18. Why is The Shepherds' Trust not included on the on-line donation page as a charity for parishioners to support?

The Shepherds' Trust is currently reviewing the opportunity to participate in this program.

19. Why does humanitarian relief not start until January 1, 2012?

With the implementation of on-line giving for the Archdiocesan website, we can now transfer the administration of humanitarian relief collections from the ShareLife office to the Development Office of the Archdiocese of Toronto (as was discussed in the fall of 2010.) To allow for the dissemination of this change to our relief partners and supporters (for example, our school boards,) we have set January 1 as the day that this change will take place.

Humanitarian relief collections that take place before January 1 will still be under the ShareLife name.

As of January 1, visitors to the ShareLife website seeking to make a humanitarian relief contribution will be re-directed to the new Archdiocesan portal.

If you have a question that is not covered above, please contact:

Arthur Peters
Director, Development Office, Archdiocese of Toronto
416-934-3400, ext. 559
arthurpeters@archtoronto.org

Thank you and God bless



Donate Now
SUPPORT YOUR CHURCH

Pulpit Announcement Samples

Pulpit Announcement Sample 1

Parishioners have been requesting the ability to make a gift to their parish or favourite Archdiocesan charity over the internet. As of December 1, 2011 a parishioner can go to the Archdiocese of Toronto's website and make a gift using their credit card. Please go to www.archtoronto.org and click the button called "DONATE NOW" for more details.

Pulpit Announcement Sample 2

The Archdiocese of Toronto is pleased to announce that as of December 1, 2011 you can support your parish or favourite charity of the Archdiocese by making a gift using your credit card.

On December 1, 2011, a new button will be accessible on the Archdiocesan website www.archtoronto.org. Clicking the button "DONATE NOW" will take you to a page where you can make a gift using your credit card. *Some of the options will include:*

- Your Parish
- ShareLife
- The Archdiocese of Toronto
- St. Michael's Choir School
- St. Augustine's Seminary
- Tribute Giving
- Sunday TV Mass
- and Humanitarian Relief

Thank you for your support of the Church!



Donate Now
SUPPORT YOUR CHURCH

Bulletin Insert Samples

Bulletin Insert 1

The Archdiocese of Toronto is pleased to announce that you can now support your parish or favourite charity of the Archdiocese by making a gift over the internet using your credit card. On December 1, 2011, a new button will be accessible on the Archdiocesan website www.archtoronto.org. Clicking the button “DONATE NOW” will take you to a page where you can make a gift using your credit card. Some of the options will include:

- Your Parish (for offertory, building fund, or capital campaign)
- ShareLife
- St. Michael’s Choir School
- St. Augustine’s Seminary
- Tribute (In Memoriam & Living Gifts)
- Archdiocese of Toronto
- Sunday Television Mass
- Humanitarian Relief

Thank you for your support of the Church!

Bulletin Insert 2

DONATE NOW Online Giving

Be a Sign of Christ’s Charity - “A work of charity speaks of God, it announces a hope and induces us to ask questions. Such works are born of the faith. They are works of the Church, expressions of her concern for those who suffer most.” – *Pope Benedict XVI (VIS 20111124 530)*

The Archdiocese of Toronto is pleased to announce that as of December 1, 2011 you can support your parish or favourite charity of the Archdiocese of Toronto by making a gift over the internet using your credit card. One way you can live your faith and give hope to people in need is by making an online gift. Go to www.archtoronto.org and click on the “DONATE NOW” button to learn more.

Bulletin Insert 3

DONATE NOW Online Giving

Christian giving is not based on need, it is based on Christian character.

One way you can enrich your faith and show that the Church is important to you is to make a financial gift to your parish or share your blessings with people in need by supporting your favourite Archdiocesan charity. The Archdiocese of Toronto is pleased to announce that as of December 1, 2011 you can do this by making a gift over the internet using your credit card. Go to www.archtoronto.org and click on the “DONATE NOW” button to learn more.

Bulletin Insert 4

DONATE NOW Online Giving

***Christ has no body now but yours. No hands, no feet on earth but yours.
Yours are the eyes with which He looks with compassion on this world.
Yours are the feet with which he walks to do good.
- St. Theresa of Avila***

One way that you can live your faith in a simple yet powerful way is to support Christ’s work by making a financial gift to your parish or favourite Archdiocesan charity. The Archdiocese of Toronto is pleased to announce that as of December 1, 2011 you can do this by making a gift over the internet using your credit card. Go to www.archtoronto.org and click on the “DONATE NOW” button to learn more. Help people in need and become Christ’s eyes, hands and feet by supporting the work of the Church. Thank you and God bless.