

#iGIVECATHOLIC

MARKETING TOOLKIT

TUESDAY, DECEMBER 3, 2019



#iGIVECATHOLIC

TUESDAY, DECEMBER 3, 2019
12:00 AM - 11:59 PM

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#iGIVECATHOLIC

GENERAL INFORMATION

WHAT IS #iGIVECATHOLIC?

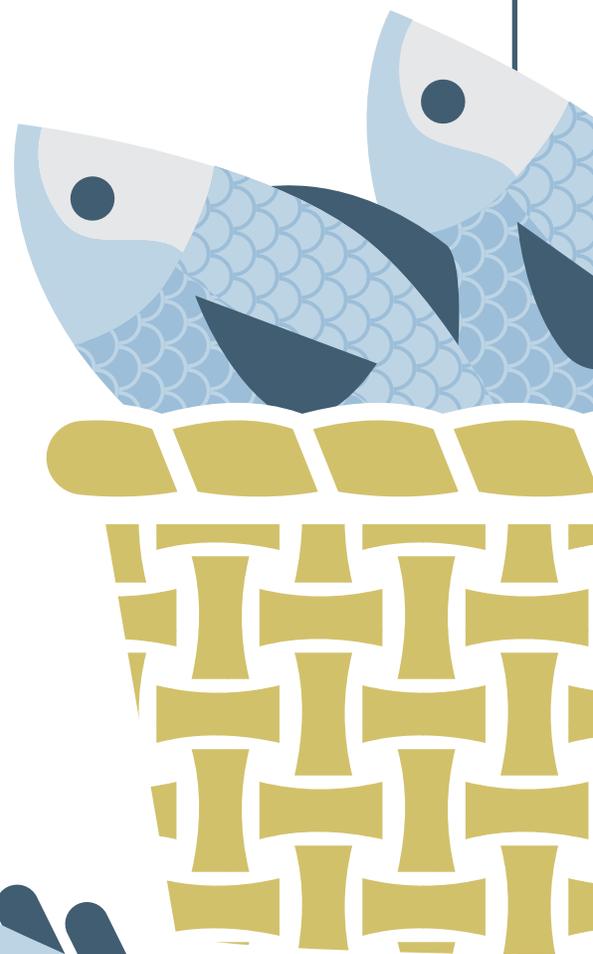
#iGiveCatholic is a one-day online giving event for the faithful in dioceses across the nation (and the *world!*) to come together and raise as many charitable dollars as possible for Catholic parishes, schools, and nonprofit ministries on #GivingTuesday, December 3, 2019. Last year, **#iGiveCatholic** raised more than \$5.6 million for organizations in participating dioceses.

WHAT IS #GIVINGTUESDAY?

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season when many focus on their holiday and end-of-year giving.

WHEN IS #iGIVECATHOLIC?

This year **#iGiveCatholic** is on #GivingTuesday, December 3, 2019 from 12:01 AM to 11:59 PM (midnight to midnight) CST and takes place at iGiveCatholic.org.



#iGIVECATHOLIC



ELIGIBILITY:

All 501(c)3 parishes, schools, and nonprofit ministries affiliated with a participating diocese are eligible to participate in the **#iGiveCatholic** Giving Day. Please consult your diocese's point person for more information.

Eligible organizations must activate their account online by logging onto iGiveCatholic.org via the email confirmation sent from GiveGab on **August 19**. In this email, you will find a prompt that will allow you to access your **#iGiveCatholic** "Admin Dashboard" on GiveGab to begin customizing your **#iGiveCatholic** profile. *Be sure to select the prompt in your email to properly activate your account!*

Online registration will close **October 31**. **#iGiveCatholic** utilizes an "opt-out" format. If an organization does not wish to participate in the giving day, please let your diocese's point person know ASAP or by that date.

Questions? How-to articles on registering and completing your profile are located on the [Resources](#) page and throughout GiveGab's support center. We also recommend utilizing the blue chat bubble in the bottom right-hand corner of the iGiveCatholic.org website.

PLEASE NOTE:

- All individuals who donate on December 3, 2019, will receive a tax receipt via email once they have made their online donation. *Organizations are required to thank their donors, but **#iGiveCatholic** will handle all tax receipts.*
- All donations made on the **#iGiveCatholic** Giving Day are tax deductible in the full amount. Please acknowledge the full donation amount in any communication you may have with the donor, such as a year-end summary of your work.
- Since the **#iGiveCatholic** Giving Day is an online campaign, the donations and prizes your organization receives during **#iGiveCatholic** will rely on your marketing efforts and the traffic you drive to your profile page on iGiveCatholic.org.



MARKETING IDEAS

Remember: You know your donors! Market the **#iGiveCatholic** Giving Day through communications methods that you are already utilizing to reach your constituents. Here are some general ideas for getting the word out about your participation in the giving day.

PARISH SUGGESTIONS:

- Make announcements about the giving day from the pulpit.
- Insert **#iGiveCatholic** messaging into your bulletins (see [Resources](#) on the website).
- Hold a post-Mass celebration during advanced day giving, which begins November 18, and invite parishioners to make a donation while they enjoy coffee and donuts.

SCHOOL SUGGESTIONS:

- Use robo calls and text messages (i.e. SchoolReach).
- During the Thanksgiving holiday, change outgoing voicemail messages on greetings, staff lines, and cell phones to remind people about the **#iGiveCatholic** Giving Day.
- Send flyers home with students (see the [Resources page](#)).

NONPROFIT MINISTRY SUGGESTIONS:

- Email or hand out flyers (see the [Resources page](#)).
- Write a story about your **#iGiveCatholic** participation and project or goals in an upcoming blog post or article.

SUGGESTIONS FOR ALL:

- Use a banner from the [Resources page](#) on your own website.
- Ask current and former board members, donors, prospective donors, staff, and volunteers to promote the event to their friends, family, and co-workers via word of mouth, email, social media, and more.
- Announce and discuss #iGiveCatholic with staff, board, donors, volunteers, and constituents in all meetings or at events.
- For more information on using videos and emails, see the following pages!

VIDEO CAMPAIGNS

Many successful **#iGiveCatholic** marketing plans include video campaigns. Some of these videos explain project needs or update viewers on giving day goals, while others ask participants to explain why they give in brief "**#iGiveCatholic because...**" clips.

It's easy to do—just use your smart phone to shoot a short video of your organization's supporters and influencers saying why they give Catholic and give to your organization. You can then share these videos on your organization's profile page; Facebook, Twitter, and Instagram accounts; or via email and e-newsletters. Don't forget to include a clickable link directly to your profile page when you post or send these videos!



SAMPLE VIDEOS:

- [2017 #iGiveCatholic Thank You Video Compilation](#)
- [2018 #iGiveCatholic Thank You Video Compilation](#)
- [Help us build our very own Perpetual Adoration Chapel!](#)
- [St. Catherine of Siena: "#iGiveCatholic because...!"](#)
- [St. Dominic School: "#iGiveCatholic... do you?!"](#)

Looking for inspiration and samples? Search **#iGiveCatholic** on social media, including Vimeo and YouTube, for example posts, videos, and more!

EMAIL/MAIL CAMPAIGNS

- Create a banner or dedicated message in all of your organization's e-communications.
- Add an **#iGiveCatholic** logo to your email signature and make it a clickable link to your organization's profile page.
- Send an email or direct mail to your constituents from your organization asking them to "Save the Date" and tell their friends about the giving day.
- Send an email from your personal email account to your friends letting them know about the giving day and asking them to forward the information to 10 of their friends.
- Don't forget to include a link to your profile page in your communications!

#iGIVECATHOLIC on #GIVINGTUESDAY™

Email Signature

SAMPLE EMAILS/LETTERS:

Dear [Donor Name],

Thank you for being a part of the [Organization Name] family/community/team! We're excited to announce that we are participating in **#iGiveCatholic** on #GivingTuesday, our nation's first-ever Catholic day of giving! This year it will be held on December 3 from 12:00 AM to 11:59 PM CST. Your generous support makes a meaningful difference to [core mission constituency, e.g. education, spiritual formation, etc.]. As you know, [Organization Name] is changing lives every day by/through [core mission or program].

On December 3 (**#iGiveCatholic** Giving Day), your [\$XX Target Donation Amount e.g. \$25] gift will help us receive extra funds for our work in the community. [If you have matching/challenge funds, "Every gift of \$25 or more will go further with [\$X] matching funds provided by (matching funds source)!] By visiting iGiveCatholic.org, you can make a difference with your gift to [Organization Name].

All gifts you make to [Organization Name as listed on iGiveCatholic.org] on December 3 will increase our impact by allowing us to [specific program with quantity e.g. clothe ___ children, grant __ scholarships]. With your help, we WILL reach our [\$X,XXX] fundraising goal on the **#iGiveCatholic** Giving Day!

Follow us on Facebook/Twitter/Instagram [insert link(s) to your social media pages] so you can share in the excitement of our Catholic day of giving and remember to "give Catholic" on #GivingTuesday, December 3.

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

SAMPLE EMAILS/LETTERS (CONTD.):

Hi, [Donor Name],

Today is **#iGiveCatholic** on #GivingTuesday! Please join us in our efforts to make this a fantastic day of Catholic giving in our community and across the nation!

We are writing to ask you to take a few minutes to give to [Organization] at [Profile Link]. Your donation will help us... [Project Details]. Here's how you can make a HUGE difference today:

- Make a donation at [Profile Link]!
- Spread the word. Text a friend. Forward this email. Post on Facebook, Twitter, and Instagram using the hashtag **#iGiveCatholic**. Or just tell someone in person!

Make sure to follow us on Facebook [Link], Twitter [Link], and Instagram [Link] and keep up with our organization—today during the **#iGiveCatholic** Giving Day and beyond! And watch how high the giving can go on the leaderboard at <https://iGiveCatholic.org>!

Thank you for supporting [Organization]!

[Name]

[Organization Name Linked to Profile Page]

Hi, [Donor Name],

It's the [X] hour of our **#iGiveCatholic** campaign for [Organization Name]. In [X] hours we have raised [\$X], and now we're only [\$X] away from reaching our goal to... [Project Details]!

We are so thankful for the support of our Catholic community—but the giving isn't over yet! Please help us reach our goal of [\$X] by sharing our donation page [Profile Link] with your friends and family on social media one more time! You can also check out our Facebook [Link], Twitter [Link], and Instagram [Link] pages to share our posts.

Thank you, again, for your continued support of [Organization] on the **#iGiveCatholic** Giving Day!

[Name]

[Organization Name Linked to Profile Page]

#iGIVECATHOLIC



SOCIAL MEDIA CENTER

Download and use assets from our [Resources page](#). Then connect with **#iGiveCatholic!**

Make sure to “like,” “follow,” “share,” “post,” and “tweet” **#iGiveCatholic** using both your organization’s social media networks and/or your personal social media networks!

FACEBOOK:

<https://www.facebook.com/iGiveCatholic/>
@iGiveCatholic to tag

TWITTER:

<https://twitter.com/iGiveCatholic>
@iGiveCatholic to tag

INSTAGRAM:

<https://www.instagram.com/igivecatholic/>
@iGiveCatholic to tag

SOCIAL MEDIA TIPS:

- Be sure to use the **#iGiveCatholic** hashtag on all social media networks!
- Create your own social media graphics with [Canva](#), a free, easy-to-use online image maker.

FACEBOOK

- Change the cover photo on your organization’s Facebook page to the **#iGiveCatholic** graphic (available for download on the [Resources page](#).)
- Change the badge or icon in your organization’s Facebook profile picture to an **#iGiveCatholic** graphic (available for download on the [Resources page](#)) or a related photo, such as students holding up an **#iGiveCatholic** sign.
- Start the conversation by creating a schedule of posts to consistently remind “friends and fans” to give Catholic and support your organization.
- Be sure to comment and thank those who post to your organization’s Facebook page.
- Use the hashtag **#iGiveCatholic**.



Facebook Profile Image



Facebook Cover Image

FACEBOOK TIPS:

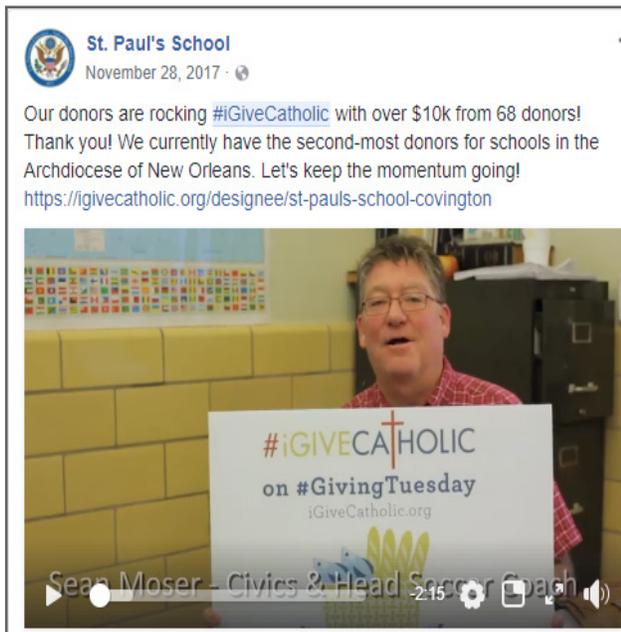
- The Facebook algorithm favors videos, therefore post short (less than two minutes) videos on your Facebook page. For example, take a video with your smart phone of parishioners/alumni/students/board members saying why they love your organization.
- Keep your posts brief and always use photos.
- Tag your friends and supporters and ask them to share **#iGiveCatholic** and your organization.
- Quality over quantity: Pages that post one or two times per day receive 40% higher user engagement when compared to pages that have more than three posts per day.



SAMPLE FACEBOOK POSTS:

(Remember: Always accompany posts with a picture, logo, or image... plus the link to your profile page!)

- Time once again to start planning for **#iGiveCatholic** on #GivingTuesday! @iGiveCatholic
- We gave thanks on Thanksgiving, shopped on Black Friday, and scrolled through deals on Cyber Monday, and now we're ready to "Give Catholic" on #GivingTuesday... are you?!
- We can't wait to be a part of the country's first-ever day of Catholic giving, @iGiveCatholic! **#iGiveCatholic** on #GivingTuesday, do you?
- How do you share your compassion? "The Lord goes out to meet the needs of men and women and wants to make each one of us concretely share in his compassion." - Pope Francis **#iGiveCatholic** on #GivingTuesday



Sample #1



Sample #2

Looking for inspiration and samples? Search **#iGiveCatholic** on Facebook for example posts, videos, and more!

TWITTER

- Change the cover photo on your organization’s Twitter page to the **#iGiveCatholic** graphic (available for download on the [Resources page](#).)
- Change the badge or icon in your organization’s Twitter profile picture to the **#iGiveCatholic** profile image (available for download on the [Resources page](#)) or a related photo, such as students holding up an **#iGiveCatholic** sign.
- Schedule tweets using platforms like Hootsuite and promote your organization’s custom [iGiveCatholic.org](#) donation page.
- Use the hashtag **#iGiveCatholic**.
- Tag your organization’s brand ambassadors in a tweet with your custom link to spread the word about **#iGiveCatholic**.
- Thank everyone who mentions **#iGiveCatholic** and tags your organization in a tweet.
- Create a hashtag featuring your organization name such as #MCAGivesCatholic to rally and track supporters of your organization.



Twitter Profile Image



Twitter Cover Image

TWITTER TIPS:

- Use a URL shortener to make a condensed link for your **#iGiveCatholic** donation page. You can then share the shortened link to save characters in Tweets. This free URL shortener will also give you insights about your clicked links: <https://bitly.com>.
- Use images! Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.

SAMPLE TWEETS:

(Remember: Always accompany Tweets with a picture, logo, or image... plus the shortened link to your profile page!)

- Time once again to start planning for **#iGiveCatholic!**
- Together we can make a difference when we say **#iGiveCatholic** on #GivingTuesday!
- A little goes a long way when the Catholic community gives as one. Join us December 3 for **#iGiveCatholic** on #GivingTuesday!
- Who inspires you to give this **#iGiveCatholic** Giving Day?
- Thousands will be donating to their favorite organizations this year on **#iGiveCatholic**. Make sure you get up and give with the rest of us!
- A little can go a long way when we come together to give on Dec. 3! “And the king will say to them in reply, ‘Amen, I say to you, whatever you did for one of these least brothers of mine, you did for me.’” - Matthew 25:40 **#iGiveCatholic**
- Don't wait! **#iGiveCatholic** on #GivingTuesday is TODAY!
- Help us get to the top of the **#iGiveCatholic** leaderboard! Donate today: (link to donation page)



Sample #1



Sample #2

Looking for inspiration and samples? Search **#iGiveCatholic** on Twitter for example Tweets, videos, and more!

INSTAGRAM

- Change your Instagram profile picture to an **#iGiveCatholic** graphic (available for download on the [Resources page](#).)
- Follow @iGiveCatholic on Instagram.
- Tag @iGiveCatholic in your posts so we can stay updated!
- Share fun quotes, graphics, or photos.
- Post photos, videos, and boomerangs of members of your organization (preferably community influencers) holding up **#iGiveCatholic** signs.
- Use the "Stories" feature to update followers on giving day goal progress and keep **#iGiveCatholic** donation momentum going.
- Put the link to your profile page in your bio... then reference it in posts!



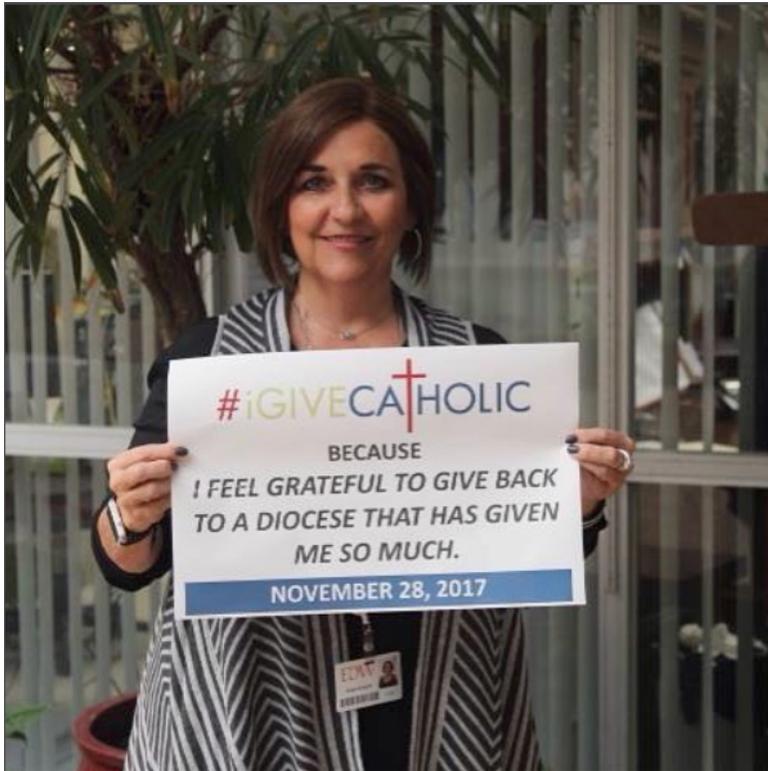
Instagram Profile Image

INSTAGRAM TIPS:

- On Instagram, a good visual is essential. Post dynamic, engaging images and videos.
- Use captions to give more information, but understand that most people won't read more than one or two sentences.
- Due to Instagram's algorithm, you will need to use well thought out hashtags. Tag **#iGiveCatholic** so your images will show up in the giving day posts.

SAMPLE INSTAGRAM POSTS:

Sample #1



edwarddouglaswhitecatho... • Follow

edwarddouglaswhitecatholic Advanced day giving is November 10 through 26. To donate, visit iGiveCatholic.org and search for E. D. White Catholic High School, Thibodaux! Help us fund new equipment for the EDW Video Studio. #iGiveCatholic



53 likes

NOVEMBER 13, 2017

Log in to like or comment.



Sample #2



catholiccharities_easttn • Follow
Knoxville, Tennessee

catholiccharities_easttn The impact that Samaritan Place has upon homeless senior citizens throughout Tennessee is priceless. With your support on #GivingTuesday, we hope to serve even more people whose lives can be turned around! #igivecatholic @igivecatholic #catholiccharities #knoxville igivecatholic Great shot!



11 likes

NOVEMBER 25, 2017

Log in to like or comment.



Looking for inspiration and samples? Search **#iGiveCatholic** on Instagram for example posts, videos, and more!

#iGIVECATHOLIC

www.iGiveCatholic.org | #iGiveCatholic

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