



#iGIVECATHOLIC

Official Newsletter for the U.S. Catholic Church's Giving Day

NOTE:

Registration has been extended until end of the day on Monday, November 2!

Make sure to get your banking information verified by then, too, if necessary!

Welcome

Thanks for
Joining Us!

Happy November from the #iGiveCatholic Giving Day Team!

We hope that you're enjoying sharing #iGiveCatholic with your communities. We've seen many fun and exciting posts, pictures, and flyers. Keep up the great work!

This is the third of six weekly e-blasts you will receive with general information and tips on spreading the word about the Giving Day.

Please forward this email to all of your team members!

Ideas to Inspire

If you're following along with our [Communications Timeline](#), e-news, or both, last week we gave participating parishes, schools, and nonprofit ministries a few ideas to implement. WOW! Since you've inspired us, we thought we'd pass on a little inspiration.

Idea 1:

Customize your profile page

- **Set goals:** [St. Louis King of France School](#) set a goal of \$50,000 so that donors know just what they hope to bring in on #GivingTuesday.
- **Formatted text:** In order to make their story stand out, [Allies of the Little Ones](#) used headings and color in addition to the underlining of important words.

- **Donation levels:** [Divine Mercy Radio](#) in the Diocese of Salina made donating tangible by setting up donation levels that remind their donors how each amount given helps out. For instance, a donation of \$600 covers one month's rent for the station.
- **Cover photo and donation level buttons:** The Diocese of Fort Worth's [Annual Diocesan Appeal](#) has updated their cover photo and put images on their donation level buttons to inform donors about how their gifts help.
- **Volunteer opportunities:** See [Holy Trinity Catholic School](#) in the Diocese of Charleston for a good example of an organization also seeking volunteers.

Idea 2:
Change your social media photos

- Don't forget to update your Facebook cover photo (see *picture at right*) and profile icon. [Downloadable images are available here!](#) You can also apply one of two #iGiveCatholic profile frames when you update your cover photo. Look for either #iGC 2020 or #iGiveCatholic Giving Day in the Facebook frames available.



Idea 3:
Add the #iGiveCatholic logo to your email signature line

- **Tip:** Find instructions for including your logo in your signature line for Outlook [here](#). Don't forget to add a hyperlink to the logo to guide donors to your profile page!

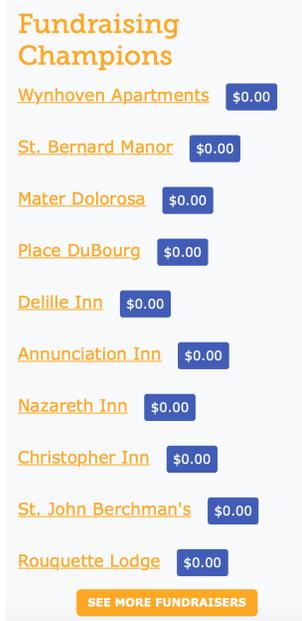
Idea 4:
Spread the word via social media or personal emails

- As shown above, the Diocese of Dodge City has already changed their Facebook cover photo. They have also retweeted an #iGiveCatholic tweet announcing their participation to followers and encouraging others to get involved. (See *photo at right*.)
- While we haven't come across any personal email pushes just yet, here's a quick reminder that we have [email templates](#) for you to use. Check them out! Please feel free to forward your examples to info@igivecatholic.org!



Idea 5:
Fundraise as a Peer-to-Peer (P2P) fundraiser

- [Christopher Homes, Inc.](#) in the Archdiocese of New Orleans has a P2P fundraiser going on in which the various apartment complexes have gotten on board in order to raise the funding needed to serve the low-income elderly population in their area. (See *photo at right*.) Who will raise the most? This is sure to generate excitement! Interested in how you can do P2P fundraising? [Click here](#).



Idea 6:
Provide a match or challenge gift

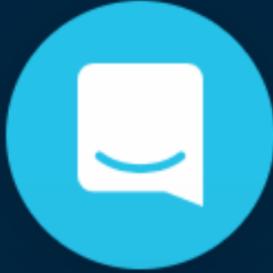
- [St. Francis Xavier Parish](#) in the Diocese of Salina has received a \$5,000 match! (See *picture at bottom left*.) What a great way to incentivize other generous donors to give.

Reminders

Training Options and Important Dates

- **UPDATED - Nov. 2:** Online registration closes. Your organization's banking information needs to be entered and verified by this date, if necessary.
- **Nov. 4:** Final live training webinar for all participating organizations at 3 pm ET. [Registration is required](#). (Check out all of our pre-recorded webinars including "Engaging Your Ambassadors and Donors" on our [Trainings](#) page.)
- **Nov. 16-30:** Advanced Giving Period
- **Dec. 1:** #iGiveCatholic on #GivingTuesday

Have Questions or Need Help?



Email questions@igivecatholic.org or write in to the blue chat bubble at the bottom right-hand corner of any #iGiveCatholic web page! The GiveGab Customer Success Team is available between 9 am and 6 pm ET.

#iGIVECATHOLIC Tip of the Week

Use Videos to Promote Your Campaign

This week we encourage all participating organizations to create a fun and unique #iGiveCatholic video and make plans to integrate it into your marketing efforts and profile pages!

Added Bonus: If you send us a link to your video at info@igivecatholic.org, you might just see it on social media, in future issues of this e-news, and in #iGiveCatholic videos!

As always, for week-to-week tasks, check out the [Communications Timeline](#) on our [Resources](#) page to stay on track in marketing #iGiveCatholic!

Support **St. Andrew Preschool** on

Tuesday, December 1, 2020

Advance Giving Phase: November 16 -30, 2020



#iGIVECATHOLIC
#GIVINGTUESDAY

Visit: www.standrewcatholic.org

Need some inspiration?

Check out this video from the Archdiocese of Atlanta's [St. Andrew Preschool](#) in Roswell, Georgia.

Recommendations for Parishes, Schools, and Ministries



- Have you been talking about the #iGiveCatholic Giving Day from the lectern or in your bulletin? Keep it up!
- Stuck on messaging? [Click here for some examples.](#)



- Meeting announcements and newsletter features help spread the word about the giving day!
- Need a little messaging help? [Click here for examples.](#)



- Keep talking about the Giving Day in meetings.
- Write a story about your project goals in an upcoming blog post or article!
- Looking for call-to-action messaging? [Click here.](#)



According to the Catholic Foundation of South Louisiana, in 2019, [St. Francis de Sales Cathedral School](#) was able to raise \$6,327.34 for #iGiveCatholic which was used to increase the use of technology, engaged learning, and interactive groups across all grade levels.

Need messaging help?

Check out our [2020 Marketing Toolkit](#), [email marketing templates](#), and [social media tips](#).

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