



#iGIVECATHOLIC

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

Welcome

Thanks for
Joining Us!

We're so excited to have you and your organization participate in [#iGiveCatholic](#) on [#GivingTuesday](#), December 1, 2020! You are receiving this because you have been designated as an administrator for your organization's [#iGiveCatholic](#) Giving Day profile page. This is the first of six weekly e-blasts with general information and tips for success on the Giving Day.

Please forward this email to all of your team members!

Make It Your Own

[How to Customize Your Profile Page](#)

Have you been working on your profile page? Want to make sure it gets noticed?

There are lots of great ways to customize your profile page to ensure it stands out! Check out these suggestions from organizations who participated in previous [#iGiveCatholic](#) Giving Days:

- [Display a monetary goal](#): Set a goal to enable the real-time progress bar on your profile, helping to "gamify" or generate excitement among your supporters! *Pro-tip: If you hit your goal, you can adjust it - even on the Giving Day!* Want to see a great example of how to do this? Check out [St. Louis King of France School](#) in the Archdiocese of New Orleans.
- [Use the story editing tool](#): Insert photos and format text to make your story unique and to emphasize your project or mission. Learn how by watching our "[Creating an Impactful Profile Page](#)" training webinar. Also, the profile page for [St. John Vianney School](#) in the Diocese of Nashville includes a video featuring students as a way to highlight the school's needs.
- [Add donation levels](#): Highlight the impact of your donors' gifts by inserting three to four custom amounts with descriptions and photos. How would a gift of \$50 impact those you



"Say Cheese"

[Smile for the Camera](#)

The students and staff from the St. Jean Vianney School in the Diocese of Baton Rouge developed a creative strategy for letting supporters know why they should participate in [#iGiveCatholic](#) on [#GivingTuesday](#) 2019.

How do you plan to spread the word about the projects that will be funded by your [#iGiveCatholic](#) Giving Day donations?

serve? Remember, the #iGiveCatholic minimum online donation is \$25 so please don't list amounts lower than \$25. Our partners at the [MLK Catholic Student Center](#) in the Diocese of Baton Rouge have done a great job at this. Have a look!

Remember that even though online registration closes on October 30, you can continue working on your profile page through the Giving Day! However, this day is the deadline for your organization's banking information to be entered and verified, if necessary.

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.

Reminders

Training Options and Important Dates

- **Oct. 30:** 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 on our [Trainings](#) page.)
- **Nov. 16-30:** Advanced Giving Period
- **Dec. 1:** #iGiveCatholic on #GivingTuesday

#iGIVECATHOLIC Tip of the Week

Check Out the Communications Timeline on Our [Resources](#) Page

The Communications Timeline gives you an easy-to-follow, week-by-week strategy for staying on track with your marketing plan for #iGiveCatholic! With #GivingTuesday just six weeks away, we encourage all participating organizations to:

- Change social media cover images and profile icons to #iGiveCatholic [graphics](#).
- Add an #iGiveCatholic [logo](#) and a link to your organization's profile page to your email signature.
- Post a short video on all of your social media channels. Remember to ask others to share it and to tag @iGiveCatholic.

Recommendations for Parishes, Schools, and Ministries



- Insert an #iGiveCatholic [flyer](#) into your weekly bulletin.
- Dedicate an area in your bulletin for #iGiveCatholic [images](#) and messages.
- Make announcements about #iGiveCatholic at Masses, both in-person and livestream.

- Distribute #iGiveCatholic [flyers](#) to teachers, students, parents, and school board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and



- messages.
- Make announcements about #iGiveCatholic at your PTO/ PTA meetings.



- Distribute #iGiveCatholic [flyers](#) to volunteers and board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.

Need messaging help?

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

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