



#iGIVECATHOLIC

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

Welcome

Thanks for
Joining Us!

Hello from the #iGiveCatholic Giving Day Team!

We are less than a month away from #iGiveCatholic on #GivingTuesday, and we are amazed by the creative ways you all have been marketing the Giving Day day. Keep up the great work!

This is the fourth 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!

Preparing for Advanced Giving

Advanced Giving begins in ONE week and runs between **Monday, November 16**, and **Monday, November 30**.

Why is Advanced Giving important?

Advanced Giving offers your organization the opportunity to market the Giving Day ahead of time. This helps you gain momentum for the Giving Day on December 1. Advanced Giving also allows extra time for those who would prefer to give via cash or check and for those who just might forget on the actual Giving Day!

Here is a check-list to make sure you're prepared for Advanced Giving!

- **Finish profile pages:** Donors will start visiting profile pages during Advanced Giving. Ensure your page makes a statement! Need a little help? Check



Inspiring Each Other

Last week, we talked about how video can help put a face and meaning to your mission or cause. As a reminder, videos can vary in length. They can even be shot and edited on an iPhone or iPad. Whatever form your video takes, you have the opportunity to explain your project needs or giving day goals while stating why it is important to "Give Catholic." Then make your donors the hero through your call to action!

Here are some other great video examples from both the 2019 and the 2020 Giving Day, along with a brief

out the "Creating an Impactful #iGiveCatholic Profile Page" recording on our [Trainings](#) page!

- **Set correct donation levels:** Remember that the minimum #iGiveCatholic online donation is \$25. If you're including donation buttons on your profile page, please don't start your levels at amounts that are smaller than \$25. If you do, you will risk disappointing your donors who will not be able to give less than \$25 online! (Remember, you can always encourage and accept offline gifts of less than \$25 by cash or check. Make sure you enter the offline gifts in your dashboard. You can find a quick tutorial on how to do that [here](#).)
- **Educate supporters on making a donation:** Giving is easy, but your donors need to know where to make their gifts! In your messaging, make sure you're providing the link to your profile page. When donations are "live," you can also direct supporters to www.iGiveCatholic.org where they can search by diocese and/or your organization's name right from the home page.
- **Consider hosting an Advanced Giving event:** Why not set up a donation station with computers, iPads, or other tablets during the Advanced Giving period? Ask other staff to help parishioners, parents, or volunteers make gifts.



explanation of why they work so well.

- "Having Felt the Warmth, Bring the Chill" (featured above) comes to us from [St. Rita Parish in the Archdiocese of New Orleans](#). When you watch the video, it leaves no doubt in your mind about their cause and the way donations will help the parish.
- The short video ["Have Faith, Will Travel"](#) gives an overview of the needs of the students at [Holy Spirit Parish Newman Center at the University of Kentucky](#) who hope to engage in mission work during Spring Break.
- [St. Joseph School in Madison, Mississippi](#) created a video to outline why their community should participate in their #iGiveCatholic campaign. In particular, students were featured describing the various projects for which funds were being raised, including a new HVAC system for the gym.

#iGiveCatholic in the News

Have you been following us on social media to keep up on the latest news about #iGiveCatholic? You can find us on [Facebook](#), [Twitter](#), and [Instagram](#)!

Following us allows you to find relevant content that you can share with your parishioners, friends, family, board members, and all those who love your organization!

Here are some articles that have covered #iGiveCatholic:

- ["Program aims to help donors 'think Catholic' on national giving day"](#) from the Diocese of Raleigh e-magazine, *NC Catholic*.
- ["Upcoming fundraiser to benefit Catholic schools and churches in Terrebonne and Lafourche"](#) from www.houmatoday.com.
- ["Faithful can help parishes, schools through #iGiveCatholic effort"](#) from www.CatholicPhilly.com.
- [NCEA's podcast](#) focused on the organization's new partnership with #iGiveCatholic.

Share these articles and podcasts and announce how excited your organization is to be taking part in this National Giving Day for the Catholic Community!



Reminders

Training Options and Important Dates

- Did you miss any of our other training webinars? Check out all of our pre-recorded offerings on our [Trainings](#) page
- **Nov. 16-30:** Advanced Giving Period
- **Dec. 1:** #iGiveCatholic on #GivingTuesday

Our last training webinar, "Final Steps to Success for #iGiveCatholic 2020,"

was held on November 4.
[If you missed it, you can watch a recording on our website.](#)

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

Share Your Message with Your Constituents

It's time to begin messaging more directly to your constituents.

This week, we encourage all participating organizations to take unique photos or videos of your parishioners, staff, board members, students, alumni, parents, and grandparents. These photos and videos can then be used in your social media efforts, on your profile page, on your website, and in email blasts.

Added Bonus: If you send us a link to your pictures or 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!

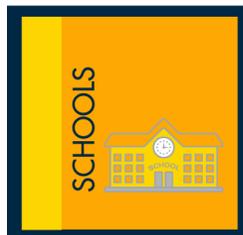
[John Paul the Great Academy in Lafayette, LA](#) has updated their website to include an #iGiveCatholic promo right on the homepage.



Recommendations for Parishes, Schools, and Ministries



- Use [yard signs](#) to promote your campaign.
- Take pictures next to an #iGiveCatholic banner.

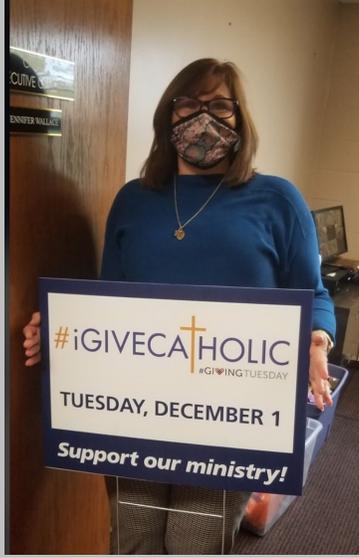


- Incorporate quotes from parents, students, and other stakeholders explaining why they "GiveCatholic".
- Provide the details of your project in promotional materials and social media posts.



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[Prince of Peace Center in Farrell, PA](#) spread the word about #iGiveCatholic on social media using yard signs. [St. Anthony of Padua, New Orleans](#) featured parishioners answering the question, "Why do you give Catholic?" How will you get the word out?



Need messaging help?

Check out our [2020 Marketing Toolkit](#), [email marketing templates](#), and [social media tips](#). Our [Resources](#) page also includes flyers, inserts, and more!

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