



#iGIVECATHOLIC

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

Welcome

Thanks for
Joining Us!

Hello from the #iGiveCatholic Giving Day Team!

The Advanced Giving Period began this morning, which means [#iGiveCatholic](#) on [#GivingTuesday](#) is nearly here. Wow, we could not be more excited!

This is the fifth 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!

#iGiveCatholic
December 1, 2020
Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in #iGiveCatholic.

Participation Approval Status
Approved
Congratulations! Your organization's registration has been approved for participation in #iGiveCatholic 2020. We look forward to celebrating the day with you! To help you prepare your organization for the Giving Day, please utilize the materials available in the Resources section under Menu on our website, and register for webinar opportunities on our trainings page.

Time to launch
27
days

Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button**

Other Actions

Embedding Donation Buttons

As shown above, there is an option in your admin dashboard to "Embed a Donate Button."

Here's some information on using this tool:

- **What is the button?** The button renders a styled a donation form, the HTML code for which can be copied and pasted to a website or blog page, much like a YouTube video.
- **What does it do?** Donors can click the button to give through a donation form which opens right on your website. All gifts made through the forms will count toward the totals and goals on your #iGiveCatholic profile page and diocesan leaderboards.
- **What does the form look like?** The form pulls the cover photo and donation levels from your profile page.
 - *NOTE: Please make sure your profile page donation levels are \$25 and higher before embedding the button!*
- **How do you set up the button?** From your admin dashboard, select a choice in the right-hand bar called "Embed a Donate Button." Next, configure the button and copy and paste the code into your website. [Check out these directions!](#)
- **Can you customize the button?** Yes! You can customize the button's color and call to action, i.e. "Donate Now!" or "Please Give!" Use the directions above!
- **Who would find this tool useful?** Organizations with strong online presences will like this tool, particularly if supporters would be more comfortable navigating to your website for donation purposes.

Here is a great example of a detailed Profile Page, including donation buttons from [the Newman Center at the University of Nebraska at Kearney](#).

The screenshot shows a profile page for the Newman Center Kearney on the iGiveCatholic platform. At the top, there is a navigation bar with the #iGIVECATHOLIC logo, a menu icon, and a shopping cart icon. The main header features a large photo of a church altar with many lit candles. Below the photo, the text reads "Newman Center Kearney" with the hashtag #LOPERCATHOLIC and the category "Causes: Religion". There are two prominent orange buttons labeled "DONATE" and "FUNDRAISE", along with social media icons for Facebook, Twitter, and a share icon. The main content area displays a grid of six donation options: five individual buttons for \$25, \$50, \$100, \$250, and \$500, and one larger button for \$1,000. Each button includes a small representative image. At the bottom of the grid is a button that says "CHOOSE YOUR OWN AMOUNT".

Inspiring Each Other!



Your Donors, Your Heroes!

Your donors are your heroes!

Here are a few notes on answering common Giving Day questions and effectively managing your stewardship efforts.

- **Encourage Giving:** If donors ask whether or not they can give to both your parish and school, for example, the answer is "Yes, *please!*" With the Gift Basket feature, your donors can give to multiple organizations by "shopping" several profile pages before "checking out." [Check out more information here.](#)
- **Add Offline Gifts:** Donors also might ask whether or not they can give you cash or a check instead of donating online. No problem! Enter this type of gift as an "offline donation," meaning a donation that was not made online via credit card or ACH withdrawal, so the donor sees their gift impacting your goal. [Here's a step-by guide.](#) Offline gifts are not subject to fees. **NOTE: Your organization will be responsible for sending tax letters for any cash or check (offline) gifts you enter that do not have an email address!**
- **Plan a Thank You:** Within seven days of the Giving Day, extend thanks to your generous supporters via email, social media, phone call, or letter. Get creative! Need some inspiration? Check out the picture above.
- **Keep in Touch:** You've asked your donors to give and to spread the word about your participation. You've also updated them during the Giving Day and extended a thank you. But why not continue this relationship by keeping in touch with your #iGiveCatholic donors so they see the impact of their gift firsthand? Maybe that means sending out a video tour of your newly renovated parish hall or pictures of your playground upgrades. Whatever your project, think outside of the box when stewarding your donors after #iGiveCatholic.

Last week, we talked about messaging your constituents more directly by taking unique, fun photos and videos of your parishioners, staff, board members, students, alumni, parents, and grandparents and using them in your communications efforts.

Here are some great examples. Bravo!

- [Saint Anne Catholic Church in Youngsville, LA's Facebook post and video.](#)
- [Dumb Ox Ministries' Facebook post and video.](#)
- [Saint Charles Borromeo School in Bensalem, PA's tweet.](#)
- [Catholic Housing and Community Services in the Archdiocese of Philadelphia's tweet and video.](#)

Want to see even more fantastic examples?

Search #iGiveCatholic on any social media platform or check out the tagboard at the bottom of www.iGiveCatholic.org!

Reminders

[Training Options and Important Dates](#)

- Did you miss our last training, "[Final Steps to Success for #iGiveCatholic 2020](#)"? Check out the recording as well as all of the pre-recorded offerings 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

Encourage Donations during Advanced Giving

This week's messaging should focus on the option for donors to give in advance.

Need some help messaging advanced day giving to your supporters? Have a look below!

Recommendations for Parishes, Schools, and Ministries



- [Advanced Giving messaging for parishes.](#)



- [Advanced Giving messaging for schools.](#)



- [Advanced Giving messaging for nonprofit ministries.](#)

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!

Need messaging help?

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

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