

WEEKLY NEWSLETTER | DECEMBER 7, 2020



#iGIVECATHOLIC

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

*Thank!
You!*

*We are so grateful for your
participation in #iGIVECATHOLIC!*

YOUR GENEROUS SUPPORT HAS HELPED US RAISE

over
12.6
million
dollars

There is still time to give.
Visit www.iGiveCatholic.org to donate to your
favorite parish, school, or nonprofit ministry.



#iGIVECATHOLIC

Congratulations!

Because of your commitment and hard work and your donors' faith and generosity, we had the most successful #iGiveCatholic campaign on #GivingTuesday EVER!

Thank you for being part of something amazing and beautiful for our Church! It is truly inspiring to hear the stories that are emerging about how this effort has positively impacted over 1,660 U.S. Catholic organizations and thousands of lives around the world. Truly, the Holy Spirit was with us during our months of planning and communicating,

and guided us throughout the campaign!

In this email, we also want to remind you of two things. First, instructions are included on how to download your donation report. Second, we strongly encourage you to thank and engage your donors who showed their love for your organization. We've included a few examples in case that would be helpful to you.

Please forward this email to all of your team members!

Reading Your Donation Report

Downloading your donation report is easy!

[Here are step-by-step directions for downloading your donor report.](#)

Once you have the report, how do you decipher all of the data? [Check out this guide for reading the](#)

[spreadsheet's columns.](#)

Note to returning organizations:

- Before exporting, click the "+ More Filters" button, drop down "All Giving Days," and choose the "#iGiveCatholic" filter to download this year's donor data.
- Want to compare it to last year's donor list? You can also filter by "2019 #iGiveCatholic" to download those supporters! [To learn how, see the section entitled "Optional: Filter Your Report" in the guide.](#)



Yesterday, 548 generous donors came together to contribute \$48,111 to St. Patrick's Cathedral on Giving Tuesday. These gifts will ensure St. Patrick's Cathedral's future, as well as help maintain our pastoral and ministry efforts. It is because of the generosity of these loyal supporters that Saint Patrick's Cathedral remains "America's Parish Church". Thank you to all who participated in making a gift to Saint Patrick's Cathedral yesterday.

Wishing you a blessed Advent season and a Merry Christmas filled with good health, joy, and peace.



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Our mailing address is: 460 Madison Avenue, NY, NY 10022

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Thanking Your Donors

A best practice is to thank your generous donors within seven days of the Giving Day. What form can this thank you take? Some organizations send an email or a letter; some post a social media shout-out or make a phone call.

Hint: Your donation report will be particularly helpful if you intend to extend a personalized thank you letter or email to each of your donors.

THANK YOU GRAPHICS ARE AVAILABLE [HERE](#). You can use them in social media posts or as graphics in your bulletins, newsletters and emails.

The Catholic Center at the University of West Georgia thanked their donors with an instagram post. [You can see it above or by clicking here.](#)

Here are some examples from a few other organizations who have already been busy thanking those who took time to make a difference:

- [Father Marquette Catholic Academy's Facebook post](#)
- [Star of the Sea School's Tweet](#)
- [St. Michael Preschool's Tweet](#)
- [Our Lady of Bethlehem School and Childcare's Tweet](#)
- [St. Ignatius Martyr's Instagram post](#)

See the left column for a wonderful example of an email thank you note from St. Patrick's Cathedral. Click on the picture to see a larger version of the email.

Finally, watch for our National *Thank You* video to be posted on social media the week of December 7, and then share that in your electronic thank you notes!

Don't let the relationship with your supporters go dormant after you thank them! Invite your #iGiveCatholic donors to see their impact firsthand. For example, post a simple update with project pictures or videos, or offer a virtual tour in order to show off your new renovations. Think outside of the

box when engaging your donors after the #iGiveCatholic Giving Day!

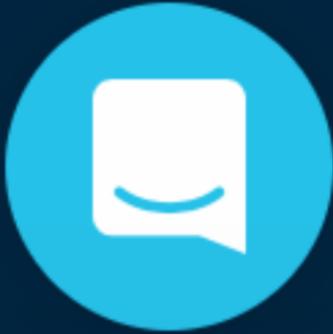
Now that the Giving Day has ended, don't forget to remove the embeddable button widget from your website if you used it!

Watch for Surveys

In preparation for next year's Giving Day, #iGiveCatholic will send a survey to you and your donors this week. Our goal is to gain your important feedback on how we can improve the #iGiveCatholic Giving Day experience in order to best serve our Church. We greatly appreciate your sharing of experiences as we continue to build #iGiveCatholic. Your feedback is critical to our shared success in spreading the Gospel.

We thank you in advance for your participation.

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.

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