Six Steps to a Successful #iGiveCatholic Giving Day Using Social Media
Today's Presenters

Natalie Kohrman
#iGiveCatholic Social Media Coordinator

Sherry Hayes-Peirce
Catholic Social Media Strategist
Social Media Manager
American Martyrs Catholic Community
Manhattan Beach, CA
6 STEPS TO A SUCCESSFUL
#IGIVECATHOLIC
CAMPAIGN USING SOCIAL MEDIA

PRESENTED BY
SHERRY HAYES-PEIRCE
Do not neglect to do good and to share what you have; God is pleased by sacrifices of that kind.

HEBREWS 13:16
Where Are Your People?

**WEBSITE**
Create a banner on your social media pages that is clickable and takes them directly to your #IGiveCatholic profile.

**SOCIAL MEDIA**
Facebook, Twitter, Instagram, YouTube

**EMAIL OR TEXT**
Sending emails are still effective in reaching members of your parish.
The fastest growing group of users is 65 and older. However, all ages have a presence on the platform. Posting daily articles, pictures and videos spark engagement.

**FACEBOOK**

This platform is best used to share in real time posts of how donations are pouring in and to share a daily call to action. Hashtags and videos generate the most engagement.

**TWITTER**

This platform is image and hashtag driven. A recent change in the algorithm makes it necessary for you to share more photographs, quotes, stories and IGTV videos to spark engagement.

**INSTAGRAM**

This platform is where young people live. It ranks number one for young people. Mobilize your Confirmandi to create videos to promote your #IGiveCatholic campaign. It’s a great way to get content.

**YOU TUBE**

This platform is where young people live. It ranks number one for young people. Mobilize your Confirmandi to create videos to promote your #IGiveCatholic campaign. It’s a great way to get content.
We are thrilled to announce our first Chapel Chair dedication, in honor of LtCol Matthew P. Capodanno, USMC (Ret), from Julie, Dominic & Sarah Capodanno. Only 30 chairs are available- click to learn more and reserve yours: ow.ly/6SHs50xkbEF #iGiveCatholic #GivingTuesday
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they’re presented before an audience. It serves a variety of purposes, making them powerful tools for convincing and teaching.

Facebook

Tyler shares why the Fraim Family Chapel is important to him!

Help us reach our goal to renovate the Fraim Family Chapel by dedicating a Chapel Chair with kneeler in honor or memory of someone special. For $200, a placard bearing their name will be permanently affixed to the new Chapel Chair. We will feature the picture and story of why you chose this special person on social media. Only 30 seats are available!

Click here to donate today:
https://richmond.igivecatholic.org/organiz.../chsvbcrusaders
#iGiveCatholic #GivingTuesday #SeasonofGiving #TakeaKnee #CRUprise #CRUministry
Tools To Help Create Content

YOUR CELLPHONE

CAMERA READY

Your best tool for creating is in the palm of your hand!

CANVA.COM

GRAPHIC DESIGN ON THE CHEAP

This tool allows you to plug in pictures to templates to make beautiful and professional looking graphics for your pages.

POST SCHEDULER

CREATE YOUR POSTS AND THEN SCHEDULE THEM TO POST WHILE YOU SLEEP

Later.com, Hootsuite.com, Buffer.com
Share the Message

FACEBOOK
BUTTON

INSTAGRAM
COPY LINKS

YOU TUBE
LINKS
Resources

Getting Started    Getting Setup    Next Steps    Spread the Word

Psst! Remember to Register Your Organization to Participate by October 30 and Complete your Giving Day profile by November 15!

1. Getting Started

- Register your organization!
- Training Sessions View & Sign Up!
- Communications Timelines
Follow Timeline

#1
Setting Up Your Site? #2

St. Lawrence Catholic Church

The Parish That Prays Together Does Better!

PRAYER OF THE FAITHFUL

WEEKLY OR DAILY POST

PRAY FOR SUCCESS #3
Digital Resources

DOWNLOADABLE GRAPHICS

EMAIL TEMPLATES

SOCIAL MEDIA TIPS
Follow Us!

• FACEBOOK: https://www.facebook.com/igivecatholic/
• TWITTER: https://www.twitter.com/igivecatholic/
• INSTAGRAM: https://www.instagram.com/igivecatholic/
Thank You

TIME FOR QUESTIONS